

Corporate Social Responsibility (CSR)

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About Company

My company mainly deals with the supply of sportswear, including shoes, jerseys, socks, tracksuits, swimming costumes, and shorts. The business was established two years ago to provide cheap but quality sports and outdoor wear for people of all ages. The company's name is "Feel Nice Sports House."

Mission and Vision Statements

Our mission and vision statements are as follows:

Mission: To promote grassroots sports talent through motivation and innovation

Vision: To enhance sport by providing affordable and durable sportswear

Company Goals

Despite being a small company, we have continuously struggled in the current competitive market to gain access to several sports institutions and markets across the globe. Our company currently has two branches in Saudi Arabia and Senegal, while our main headquarter is in the United States. Our current market share stands at 28%. Hence, we intend to increase the market share by 11% in the next financial year and expand our branches to two more countries in Africa.

Corporate Social Responsibility (CSR)

Our primary focus is to build peace and unity through adopting diversity, equity, and inclusion (DEI) as our CSR framework. The company will continuously build a positive image through this CSR framework by reducing racial discrimination and prejudice. Besides, the DEI framework will help promote diversification skills and creativity, positively impacting the company. Considering that the company intends to go global or embrace various countries

worldwide, DEI is likely to improve its global acceptance, thus creating a good market for its products. With this, the company will significantly improve its market share over a short period. From an environmental perspective, the approach is likely to enhance peace by sharing and accepting different cultures.

How CSR relates to the company

As earlier stated, the company mainly deals with sportswear which is not limited by time or space. In that, the items are used by different people from different walks of life. Through diversity, equity, and inclusion approach, the consumers will most likely accept its products and appreciate its performance towards achieving global peace and cultural sensitization.

Policies to improve CSR

Improving diversity, equity, and inclusion require good policies in place. Else, the entire process is likely to fail. Hence, to achieve this in our company, the following policies will be implemented. First, there will be a non-discriminatory policy where individuals are expected to respect each other and accept the existing differences without acting or verbalizing any discriminatory words. Secondly, the company must give equal employment opportunities to all persons regardless of their gender or race as long as they meet the minimum qualifications. The company will reserve 5% of its employment opportunities to physically challenged persons from all walks of life, which will be implemented in all the company branches. Lastly, the promotion will be based on one's performance with specific Key Performance Indicators (KPI) to help appraise the employees.

To ensure that these policies are adhered to, there will be an annual live conference involving all employees and stakeholders to remind them of their role in promoting diversity, equity, and inclusion. Besides, the policies will be printed in large fonts and placed in various

strategic points across all our branches. Anyone found going contrary to the outlined policies as long as they have been informed will face drastic consequences without a second consideration.

The goal is to create zero tolerance for racial or ethnic discrimination.

These policies are likely to contribute towards peaceful coexistence among the company's employees, promoting productivity and creating a positive public image of the company. As a result, it builds trust among the consumers, which means increased sales of the company's items or products.