Additional case study: CSR and retail

In the FAST RETAILING Group’s Corporate Social Responsibility activities, we are expected to take concrete, effective action in ever broadening areas by proactively and quickly disclosing information, engaging in two-way communication, responding sincerely to customers, developing sound relationships with business partners, and demonstrating our concern for the global environment.

For example, we vigorously implemented social contribution activities through the All-Product Recycling Initiative, the promotion of employment of persons with disabilities, and support for various charitable organizations. Furthermore, as a company that manufactures and sells 400 million items of clothing a year, we have come to establish the backbone of our CSR activities with which we engaged in quality and safety control as well as environmental conservation throughout the supply chain, sought thorough health care management and promoted career development for our employees. In addition, we required compliance with labor and environmental regulations and respect for human rights from our business partners, including partner factories.

Questions

1. Why would a clothes retailer be interested in Corporate Social Responsibility? What benefits might it bring to the business?

2. Analyze the ways in which the behaviour of a clothes retailer wanting to act in a socially responsible way might be affected.