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Business Ethics - Down the Rabbit Hole We Go!

You are the leading **SALESPERSON and Top-Rated Employee** of **Happy Bunny Energy Drinks**. Your company makes one of the world's best selling energy drinks. Company profits are steady, and your salary has provided you a very comfortable lifestyle, even in this tough economic climate.

One day, your CEO tells you **Happy Bunny** researchers and marketers are preparing a new energy drink, designed and marketed **just for kids**. None of the energy drink producers (including **Happy Bunny**) has been able to tap into the very lucrative teen and preteen demographic. This market will be extremely profitable: your CEO tells you an energy drink marketed and sold to kids could increase profits by an estimated \$30 million a year.

The company's new product will be called **Happy Bunny Energy Juice**. Your company's lawyers and researchers believe that creating a drink that has a high percentage of fruit juice will allow the company to avoid most legal liability.

Your CEO anticipates **strong backlash and anger** from health organizations and pediatricians. These groups will point out that energy drinks have been LINKED to serious health problems, especially for children.

Parenting groups will definitely claim that it is highly **unethical** for YOUR company to profit from a product that harms consumers - *especially if the primary consumers are children*.

But, there are also others who feel the need for an energy boost designed for kids is an excellent idea. They would point out there are many products already in production that kids use and parents buy that are designed to help kids get through their day.

Because you are such an excellent salesperson and employee, your CEO trusts your business sense and your ability to maximize sales and profit; the CEO also respects your strong business ethics, which you have displayed many times in your career. (In fact, you are so respected in the industry, even your competitors - Monster, Red Bull, and Rock Star will certainly be interested in what you decide to do.)

Happy Bunny's CEO - Chris N. Charge - needs your help, opinion, and guidance.

Should Happy Bunny create this exciting, new, profitable line of energy juice - designed, produced, and marketed just for kids? Or, should Happy Bunny NOT pursue this new product, and pass on the opportunity to increase profits?

Write your CEO - Chris N. Charge - a clear, direct, and detailed memo and explain your position regarding this highly profitable, yet highly controversial product. Your memo must have SEVERAL (3 or 4) reasons/ideas/ examples to support whatever position you take!

REMEMBER- THIS MEMO IS FOR YOUR COMPANY'S CEO. YOUR TONE MUST BE PROFESSIONAL AND YOUR REASONING MUST BE BUSINESS RELATED.

Give several well-reasoned BUSINESS EXAMPLES/IDEAS/REASONS to support your position. Be sure your ideas are detailed and explain your POSITION. As usual the detail and depth you provide is up to you.

Please feel free to write as much as you deem necessary! But, remember...this memo will be the reason the company decides to create a potentially profitable product, or passes on the chance to make a \$30 million profit. So, your memo better have several good ideas and excellent examples and details to make your opinion clear and reasonable. I would expect this memo to be at least two pages in length - but, as always, the length is up to you!

*I know some of you have been anxious to use RESEARCH. OK, now is your chance! **This memo CAN INCLUDE research.***

The number of sources, the types of sources, the information you use is up to you. If you do include research, you should be sure all sources are cited and documented. I prefer MLA format for all research.



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