



**THE TIMES 100**

**BUSINESS CASE STUDIES**

## Teacher guide

### Corporate Social Responsibility Primark



#### Where does the lesson fit?

This session would fit in an External Business Environment or Strategy Module and could be linked to wider learning about Business Ethics.

#### Suggested resources & activities related to Primark and CSR:

- Full Primark case study
- CSR PowerPoint
- Primark crossword
- Primark word search

#### Suggested timings for the session

5 mins	Starter e.g. Primark word search
5 mins	Use the CSR PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – CSR Report Research
10 mins	What have you learned?

#### Answers to questions

1. What is corporate social responsibility?  
CSR is concerned with the wider responsibilities that firms take towards all stakeholders and the environment, as opposed to only serving the interests of stakeholders.
2. Describe the HERproject.  
The HERproject is an initiative that uses education to help women in different countries to improve their health. It involves training a small number of female staff in factories who then become health education trainers and, in turn, educate the other women in the factories about issues related to health, hygiene and nutrition.



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3. Explain the benefits to Primark of its involvement in the HERproject. Through its involvement in the HERproject Primark is ensuring it has a sustainable and ethical business model. Whilst the workers are benefiting from greater education in health, hygiene and nutrition, the factories are benefiting from better productivity and lower absenteeism and labour turnover, meaning production should be able to continue in the long term.
4. Evaluate whether firms should consider the needs of all their stakeholders, rather than concentrating only on the needs of the shareholders.  
On one hand...
  - The needs of the shareholders could be considered the most important and addressed as a priority since without the shareholders' investment the business would not exist
  - Some evidence exists that those businesses that pay out the most to shareholders are also the ones that look after other stakeholders well tooHowever...
  - It can be argued that businesses have a responsibility to society and should therefore consider all stakeholders
  - By adopting a CSR approach, firms may benefit by more easily attracting workers, investors and customers
  - The Primark case study shows that in some cases a CSR approach can lead to greater productivity and efficiency

#### **What have you learned?**

Expected learning is likely to include:

- Definition of CSR
- Examples of socially responsible behaviour
- Benefits of a CSR approach
- Costs of a CSR approach