Discussion Board 2

Liberty University

Busi 561

                       November 2019

**How should a for-profit corporation balance its business needs with the needs of its customers?**

When it comes to a for-profit corporation it is best to keep in mind that this type of organization cares solely about income as opposed to a non-profit organization which focuses on goals such as helping the community (Jane). A for-profit corporation seeks only to increase their income while relying on the consumers to keep buying their product. A for-profit corporation should balance its business needs with the needs of its customers by continuing to have a steady income but to also do what is right for the consumer overall.

         A for-profit corporation should seek to keep prices affordable for the average consumer, supply a product that is well-manufactured, and overall seek to develop loyalty from its customers. A for-profit corporation should understand that it is easy to get blinded by greed instead of having a business that seeks to benefit society as a whole. While the corporation should seek to keep its product up to date all while competing with other competitors, they should seek to be the best option in customer service, affordability, and price (Joseph).

         After reading the article “Supreme Court Gives Samsung a Reprieve in Apple Patent Case” a specific statement caught my attention. “In the case of a design for a single-component product, such as a dinner plate, the product is the ‘article of manufacture’ to which the design has been applied,” Justice Sotomayor wrote. “In the case of a design for a multicomponent product, such as a kitchen oven, identifying the ‘article of manufacture’ to which the design has been applied is a more difficult task” (Liptak).  I appreciated this statement as it basically captures the idea that how can there be competitors, for example a phone, if there isn’t a slight similarity. While Apple does have a distinct aesthetic Samsung was just trying to compete in a fair market and show consumers that they too can appeal to their taste. Samsung, in this case, tried to balance the needs of their company (income) to the needs of their customers by showcasing a desired style inspired by Apple.

**Lives depend on products created by some companies. Do these companies have a greater responsibility to work to benefit the consumer more than themselves?**

Companies have a greater responsibility to work to benefit the consumer more than themselves because if they fail to benefit the consumer they will have no customers or income to keep the company running. As previously stated, this is what makes the distinction between for-profit and non-profit organizations. The overall goal for for-profit businesses is to generate income while a non-profit business just strives to improve the community and lives of others. When a business is first established its first priority should be to benefit society as whole then worry about profits as a secondary factor. The company should first provide a product that is made to make a positive impact on the lives of others to develop loyalty between its product and consumers. Once a quality product is produced and consumers are pleased with the product, the company should then seek to worry about income.

         If a company’s only initiative is to make profit, their company will fail as they should be expected to care more about the consumers than the money. I think it is wise for the company to make goods affordable for the average consumer. They should consider the income of their consumers and the need of their product. Many companies will purposely over-price essential goods causing the consumer to spend more for a product that is needed. A good business is one that can show compassion for its consumers and build trust between the quality of the product and the business.

         I do believe it is important for businesses to remember that without customers there is no business and a business must strive to keep consumers happy and satisfied.

**Look at the issue from a Biblical worldview. How would you respond if you were running such a company?**

If I were running a company that was trying to compete with other products on the market I would remember to keep my product original and authentic. If I were inspired by other products I would personally reach out to other business owners and respectfully find out how I can compete with their product but also keep the peace within our corporations. I would also keep in mind that from a biblical worldview it isn’t wise to steal ideas just to benefit my companies income. 1 Timothy 6:10 states for the love of money is a root of all kinds of evil. Some people, eager for money, have wandered from the faith and pierced themselves with many griefs. I would make sure my business seeks to improve the lives of others instead of focusing solely on just income. When owning a business you must keep in mind that this business was established to improve the lives of others. If you love only the money your business will fail as you must most importantly love and appreciate your customers for helping your business thrive.

Proverbs 27:23-24 TLB states riches can disappear fast. And the king’s crown doesn’t stay in his family forever—so watch your business interests closely. Know the state of your flocks and your herds. I genuinely enjoy this proverb when it comes to businesses because wealth can change but what can’t change is the positive impact you had on the lives of others. As a business owner you ultimately should do what’s best for your customers as wealth will naturally follow.

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