

## **Case 2: Supply Chain Management in Southeast Asia**

**Scenario:** *The Global Apparel Company sources textiles from multiple factories in Southeast Asia. Recently, it has faced criticism over poor working conditions and environmental violations at its suppliers' factories. This threatens the company's reputation and market share.*

### **Analysis Focus:**

*Examine the ethical implications of sourcing practices.*

*Analyze supply chain risks (e.g., labor issues, political instability).*

*Develop a sustainable supply chain management strategy.*

### **Guidelines:**

*Assess the implications of ethical sourcing on branding and profitability.*

*Suggest methods for auditing and improving supplier standards.*

*Propose a risk management plan to ensure ethical practices.*