The PR company should take the job, due to many factors that are associated with the situation and the consequences if the PR company does not take the job.

### Facts

Bamboozle's bad press is due to the fact that some of their suppliers have been cutting down wild bamboos to sell to Bamboozle, which destroys habitat. Which causes an ethical issue of the suppliers destroying the natural habitat of some animals like Panda, and causing disruption in the ecosystem of the area thereby affecting biodiversity in the area (Ref-DJ49F2). This is a violation of environmental ethics on the sustainability of the ecosystem of that area (Ref-DJ49F2). From the case, Bamboozle was not aware of these acts from their suppliers. So are not directly liable for the acts of their suppliers. Also, Bamboozle has promised to make sure that all their suppliers sign a document indicating that they will only sell farmed bamboo to the company going forward.

The major stakeholders involved in the decision of the PR company to take this job is the Bamboozle company who will go out of business if customers boycott their products. Another major stakeholder is the suppliers of bamboo whose business will be affected as the major bamboo purchaser which is Bamboozle will be out of business. Also, the PR company workers are another major stakeholder in this decision as if the PR company does not take the job, the workers will lose their jobs due to financial difficulties the PR company is experiencing. Finally, another stakeholder affected is the animals and the ecosystem, as if there is no solution to arrest the situation it might lead to further destruction of the ecosystem, affecting biodiversity.

Ethically, the best alternative that suits all parties is for the PR company to accept the job and help resolve the situation. it will benefit the company as it will help them stay in business and also legit suppliers of farmed bamboo to stay in business. it will sort PR company financial problems also leading to workers staying employed and provision of enough funds to employ other people. Also, by resolving the issue, the PR company will be keeping a major client in business, making certain that there will be future dealings with the company, thereby adding to the PR company's client base. It is ethically acceptable for the PR company to accept the job, as accepting the job helps almost all parties involved in the conflict.