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COCOPAN BAKERY SHOP

In Partial Fulfillment of the Requirements of

IS 120: Business Ethics

University of Caloocan City

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2024



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INTRODUCTION

Cocopan is a bakery chain that is originally based in the Philippines and transforms the idea of regular neighborhood bakeries through a mix of tradition and creativity. With a well- established community focus, Cocopan has revolutionized the bakery business model by providing quality services at competitive prices with an emphasis on community. It has positioned itself as an important partner to the community in making available baked products that meet the daily requirements of the people and at the same time promoting the local heritage. Cocopan is such a business that shows how making profits and making a positive change in the society can go hand in hand. The goal of this research is to investigate the business ethics and CSR outreach initiatives of Cocopan to see how they help the company to prosper and also assist the local people.

In addition to its business strategies, Cocopan places great importance on social and environmental responsibilities. Through sustainable practices, partnerships with local suppliers, and employment opportunities for community members, it exemplifies the principles of ethical entrepreneurship. By seamlessly integrating these values into its business model, Cocopan has become a shining example of how small businesses can drive social change while achieving financial success.

Cocopan bakeries, is not only about selling bread but about having deep cultural and economic roots within the communities it serves. The bakery's branding and



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advertising pattern is in accord with Filipino traditional hospitality and community, making it more relevant to the lives of the customers. This research will also address in what challenges and opportunities does Cocopan encounter in the attempts of ethical integration into the day to day workings of the company.

CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR can be defined as the broader vision of a company integrating its financial and other business interest objectives with social responsibility, care for the environment and ethical principles. It incorporates a concern for the balance between the achievement of profit and the social responsibility to various groups such as customers, employees, and the world. Hence, CSR is important in relevance to the organization as it extends the borders of doing business to more countries in the world, and it forces businesses to conduct themselves in a more socially responsible manner.

Cocopan's it embeds social and ecological concern in all its activities from the phase of raw material procurement through production of capital to the development of eco-friendly packaging. Besides, Cocopan focuses on culture, environment, and community as core concepts of its CSR philosophy and not only economic benefit. That is the reason why this covers:

- **Promoting Accessibility:** Ensuring that high-quality baked goods are affordable and readily available to people from various socioeconomic backgrounds.



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- **Environmental Stewardship:** Reducing its ecological footprint through sustainable practices, such as using recyclable packaging materials.
- **Community-Centric Branding:** Celebrating Filipino traditions and values in its products and store designs to foster a sense of belonging and cultural pride.
- **Supporting Local Economies:** Employing local talent and sourcing ingredients from nearby suppliers to stimulate economic activity within the community.

Cocopan's CSR practices demonstrate its dedication to being more than a business; it is a socially responsible entity that contributes to the holistic well-being of its stakeholders. This research further examines how these CSR initiatives serve as a blueprint for other small businesses in the Philippines to follow.

CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

1. **Economic Responsibility:** Cocopan prioritizes affordability and accessibility, ensuring that its baked goods reach underserved communities while maintaining high-quality standards.
2. **Social Responsibility:** It fosters inclusivity by embedding Filipino culture in its branding, creating a sense of belonging among customers and staff.



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Through its neighborhood-centered business model, Cocopan supports local economies and builds strong community ties.

3. **Environmental Responsibility:** The bakery incorporates sustainable practices, such as eco-friendly packaging and mindful sourcing, reflecting its commitment to reducing environmental impact.
4. **Cultural and Ethical Responsibility:** Cocopan respects cultural heritage by infusing traditional Filipino recipes and aesthetics into its operations, enhancing the sense of cultural pride and identity.

CORPORATE SOCIAL RESPONSIBILITY AS A COMPANY VALUE DRIVER

In the competitive landscape of small businesses, value creation goes beyond mere financial metrics. For Cocopan, a local bakery that has transformed from a neighborhood shop to a rapidly expanding brand, corporate social responsibility (CSR) serves as a fundamental mechanism for driving business value. This section explores how the company leverages its commitment to stakeholders to generate tangible and intangible value.

Value Creation through Customer-Centric Approach

The interview reveals that Cocopan drives company value primarily through its customer- focused strategies. Key value drivers include:

- Prioritizing customer service and interaction



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- Implementing "customer is always right" philosophy
- Using eye contact and suggestive selling techniques
- Maintaining affordable, quality products

Measurable Business Impact

The company demonstrates value generation through:

- Increasing daily sales from 9,000 to 20,000 pesos
- Expanding from 37 to 70+ stores within a single year
- Building customer loyalty through consistent, positive service experiences

CORPORATE SOCIAL RESPONSIBILITY WITHIN THE FRAMEWORK OF CORPORATE GOVERNANCE

Corporate governance is the backbone of organizational integrity, defining how a company operates, makes decisions, and manages its responsibilities. For Cocopan, corporate governance is not a mere compliance mechanism but a strategic approach to ensuring ethical, transparent, and stakeholder-oriented business practices. This section delves into how the company embeds CSR principles into its governance framework.



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Governance Strategies

- Cocopan's corporate governance approach emphasizes:
- Standardized procedures for maintaining product quality
- Implementing CCTV monitoring
- "Clean as you go" workplace policies
- Shift-based management (including graveyard shift) with clear operational guidelines

Stakeholder Management

The company's governance model focuses on two primary stakeholders:

1. Customers

- Regular feedback collection through digital platforms
- Engagement via food delivery apps and walk-in interactions
- Cascading customer feedback to management

2. Employees

- Prioritizing employee health and well-being
- Considering employee welfare in operational decision
- Implementing 24-hour operational support
- Enforcing strict workplace conduct and appearance standards



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CORPORATE SOCIAL RESPONSIBILITY IN VARIOUS BUSINESS AREAS

Corporate social responsibility is not a standalone function but an integrated approach that permeates every aspect of business operations. For Cocopan, CSR is manifested through deliberate strategies across product development, customer service, employee management, and growth initiatives. This section explores the multifaceted implementation of CSR in different business domains.

Operational Areas

1. Product Quality and Ethics

- Maintaining standard procedures for product cleanliness
- Ethical sourcing of ingredients
- Consistent quality control mechanisms

2. Customer Service

- Smile-based customer relationship strategy
- Personalized product recommendations
- Encouraging repeat business through positive interactions

3. Employee Management

- Establishing clear behavioral expectations
- Providing health and wealth considerations



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- Implementing fair shift management

Expansion and Growth Strategy

- Rapid business expansion (70+ stores)
- Social media engagement (TikTok trending)
- Plan to add store managers to improve customer service

CORPORATE SOCIAL RESPONSIBILITY REPORTING

Transparency and accountability are critical components of effective corporate social responsibility. Reporting serves as a mechanism to communicate the company's CSR efforts, track progress, and demonstrate commitment to stakeholders. This section examines Cocopan's approach to documenting and evaluating its CSR initiatives.

Feedback Mechanism

- Digital platforms for customer reviews
- Tracking comments and feedback
- Identifying and responding to both positive and negative comments



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Performance Indicators

1. Customer Metrics

- Repeat customer rate
- Feedback volume and sentiment
- Sales growth

2. Employee Metrics

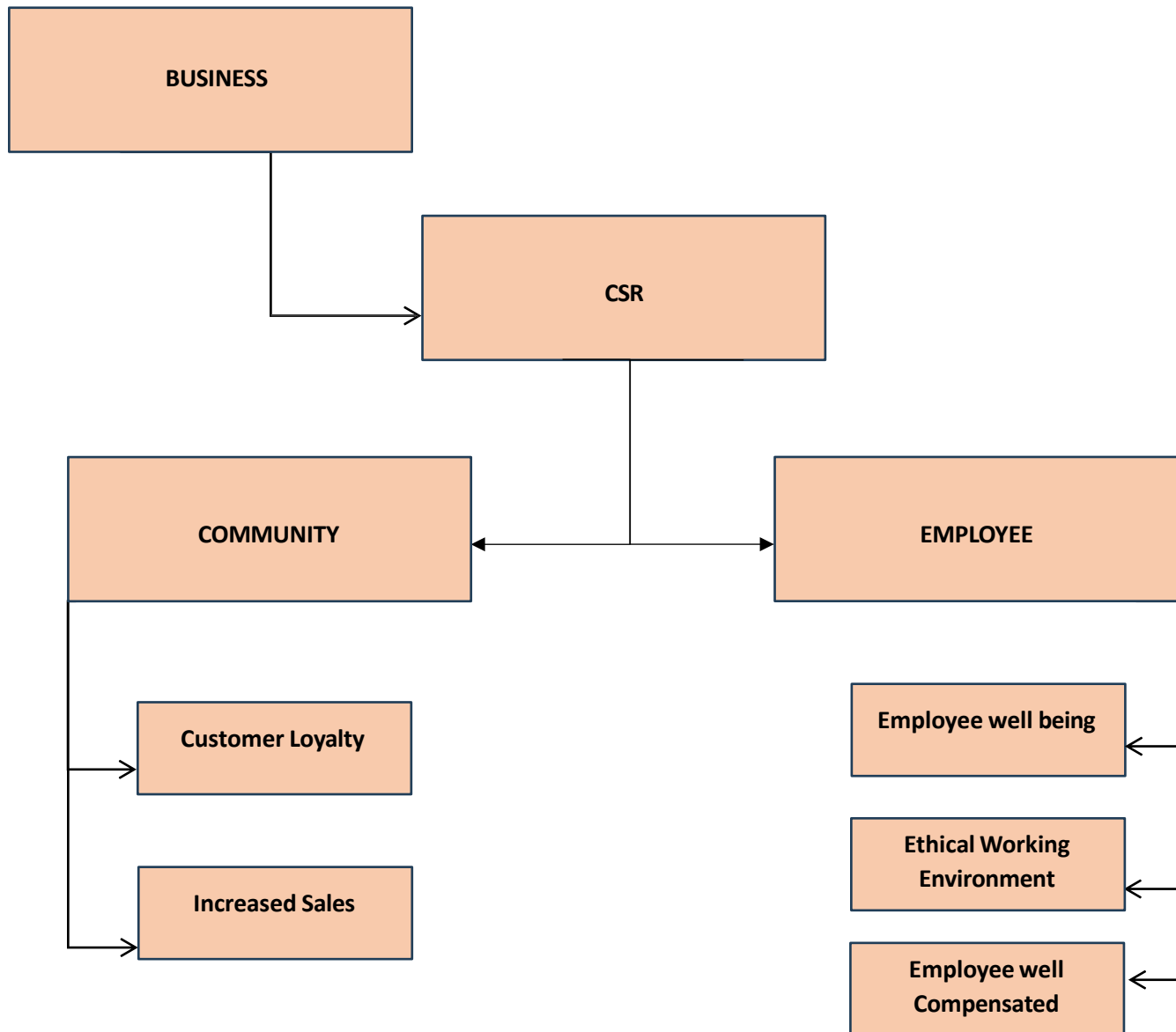
- Workplace satisfaction
- Health and well-being indicators
- Compliance with company standards

Future Reporting Considerations

- Implement more structured feedback collection
- Develop comprehensive CSR reporting framework
- Continue focusing on customer and employee experience



CONCEPTUAL FRAMEWORK OF BUSINESS ETHICS





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BUSINESS ETHICS COMPONENTS

Cocopan has transformed from a neighborhood bakery into a thriving food enterprise by prioritizing quality, affordability, and customer satisfaction, creating a business model that balances exceptional products with strong ethical standards. By focusing on personal interaction, transparent operations, and continuous improvement, they've successfully expanded from 37 to over 70 stores, demonstrating how a people-first approach can drive sustainable business growth.

Cocopan's Ethical Principles

- Affordable, high-quality food products
- Customer-centric approach
- Strong focus on employee well-being

Business Growth

- Started as a neighborhood bakery
- Expanded from 37 to 70+ stores
- Increased daily sales from 9k to 20k+

Customer Service Strategies

- Personal eye contact
- Suggestive selling
- Active feedback collection



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- Continuous improvement

Ethical Practices

- Transparent communication
- Clean operational standards
- Consistent customer interaction
- Responsive management

ETHICAL DECISION MAKING PROCESS

Cocopan prioritizes ethical decision-making by balancing customer satisfaction, employee welfare, and business integrity through a transparent and principled approach.

Core Principles

- Prioritize customer satisfaction
- Respect and support employees
- Maintain absolute transparency

Decision-Making Process

1. Stakeholder Identification

- Recognize all parties affected by the decision

2. Impact Assessment

- Analyze short-term and long-term consequences



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- Evaluate ethical alignment
- Assess sustainability implications

3. Decision Criteria Validation

- Enhances customer experience
- Supports employee welfare
- Preserves business integrity

4. Implementation Strategy

- Communicate decisions clearly
- Gather and incorporate feedback
- Remain adaptable

5. Continuous Improvement

- Extract lessons from each decision
- Maintain a positive, persistent approach

BUSINESS ETHICS VERSUS CORPORATE SOCIAL RESPONSIBILITY

Cocopan's commitment to ethical business practices and social responsibility represents a holistic approach to organizational growth, where moral principles and community impact are seamlessly integrated into their core business strategy.

Business Ethics in Cocopan

1. Foundational moral guidelines that drive daily operations

2. Manifested through:

- Personal eye contact with customers
- Transparent product recommendations
- Consistent service standards



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-
- Ethical sales approaches (avoiding manipulative tactics)

3. Focuses on internal decision-making and interaction principles

Corporate Social Responsibility at Cocopan

1. External commitment to broader societal impact

2. Demonstrated through:

- Employee welfare programs (health and work-life balance)
- Community engagement strategies
- Customer relationship management
- Operational cleanliness and hygiene standards

3. Extends beyond immediate business transactions

How They Intersect for Cocopan

- Both contribute to business growth (sales increased from 9k to 20k daily)
- Create a holistic approach to business success
- Build trust with customers and employees
- Drive sustainable expansion (from 37 to 70+ stores)

Practical Impact

- Business Ethics: Shapes daily interactions and decision-making
- CSR: Drives long-term business sustainability and community reputation

BUSINESS ETHICS AND STRATEGIC MANAGEMENT

Cocopan's integration of business ethics into its strategic management demonstrates how moral principles can drive sustainable growth while maintaining



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organizational integrity. Their approach shows that ethical considerations aren't just compliance requirements but fundamental drivers of strategic success.

Strategic Integration of Ethics

- Long-term planning incorporates ethical considerations from the outset
- Business expansion decisions guided by ethical impact assessment
- Performance metrics include ethical behavior alongside financial results

Competitive Advantage Through Ethics

- Built strong customer loyalty through transparent interactions
- Created a positive workplace culture that attracts and retains talent
- Established a reputation that facilitates market expansion

CORPORATE SOCIAL RESPONSIBILITY: RESEARCH DESIGN

To evaluate Cocopan's corporate social responsibility initiatives, a comprehensive research design focuses on measuring both the implementation and impact of their CSR programs.

Research Objectives

- Assess the effectiveness of Cocopan's CSR initiatives
- Measure employee and customer satisfaction with CSR programs
- Evaluate community impact across 70+ store locations
- Analyze the relationship between CSR practices and business growth



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Methodology

- Mixed-method approach combining:
- Quantitative surveys of customers and employees
- Qualitative interviews with store managers
- Performance data analysis across locations
- Community feedback assessment

Data Collection Points

- Customer satisfaction metrics
- Employee engagement levels
- Store performance indicators
- Community impact measurements
- Stakeholder feedback analysis

Expected Outcomes

- Understanding CSR impact on business growth
- Identifying successful CSR practices
- Measuring return on CSR investments
- Developing recommendations for future initiatives



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