



Corporate Social Responsibility

Introduction

Amway	UNICEF
is a global business. Amway is one of the world's largest direct sales companies. It has over 3 million Independent Business Owners (IBOs) Worldwide.	is the United Nations Children's Fund UNICEF is the world's leading organisation working for children. It is a global champion of children's rights.

Corporate Social Responsibility (CSR) means businesses and organisations working responsibly and contributing positively to the communities they operate in. It involves working with employees, their families, the local community and society at large to improve their quality of life. Companies that operate in a socially responsible way strengthen their reputations. In business, reputation is everything. It determines the extent to which customers want to buy from you, partners are willing to work with you and your standing in the community.



The company

Amway is one of the world's largest direct sales organisations with over 3 million Independent Business Owners (IBOs) in over 80 markets and territories worldwide. It is a family-owned business with a strong emphasis on family values. Its IBOs are often couples. Many of these are raising families. They therefore have a strong bond with children. These families are more than happy to partner with Amway, who, as part of its Corporate Social Responsibility strategy, works with UNICEF, the United Nations Children's Fund.



As a family company, Amway is committed to playing a part in improving the lives of children in need across the globe. In this way, the company is able to show its commitment to the support of global causes. *Amway defines a global cause as 'a social issue affecting many people around the world engaged in a struggle or plight that warrants a charitable response'.*



This case study shows how Amway is a business that does more than provide customers with good quality products. It shows the practical realities of Amway's global commitment and how it plays a key role in the communities in which it operates.