

Scenarios

You are the owner of a sophisticated line of women's sport clothing which specializes in sport bras. Your line has been the best in the business for decades but in the past year, sales have declined from what you perceive is shoddy, yellow advertising by your closest competitor, BRZ lingerie. BRZ has maligned your reputation as well as your established product and now reigns as the number one product. As luck would have it, one of your designers brings you BRZ's fall production models. She states that through a series of dumb luck, she found the layout in a designing class she was taking. After investigation, she realizes that one of BRZ's people apparently inadvertently left it behind. She excitedly notes that the material is dated and appears to be the latest model. She also states that from what she can glean, your company can outdo BRZ easily and win back the lost market. What do you do, based on your stated principles? Pick the choice below and your argument for why? Is it a unanimous vote? Yes or no? Dissenting opinions?

- a. Tell your designer to return the model to BRZ, emphatically stating that you will have no part in clandestine snooping.
- b. Tell your designer to return the model, but only after you analyze it thoroughly. You're not a thief, but you're not stupid either.
- c. Keep the model, tell your designer to be quiet about what she found, and develop a new strategy based on what was found. Losers are weepers. All's fair in love, war, and the lingerie business. And obviously, BRZ has sloppy, as well as unethical, business practices, which now have caught up with them. It's payback time.
- d. Fire your employee for being a thief, and return the model to BRZ with an apology. You don't keep thieves on your payroll. Everyone will learn to toe the line.

Other options, and reasoning behind them?

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