

In the world of fashion it is critical that once a style is seen on the fashion show catwalk it reaches the stores as quickly as possible. It can take as little as six weeks from initial design concept to being available on shelf, and merchandise i

Why Primark embraces CSR

As an

also been seen. Over time, initiatives like this can support key issues such as reducing infant mortality.

Factories in Bangladesh taking part in HER projects have seen healthy returns on the money invested by Primark in the programme. This has been achieved through improvements in productivity, a more stable workforce, lower absenteeism, and a decrease in child labour.

Sources are from :

http://www.abf.co.uk/documents/pdfs/2014/2014_abf_annual_report_and_accounts.pdf

<http://businesscasestudies.co.uk/primark/beyond-corporate-social-responsibility/conclusion.html#ixzz3ZG96k6Rb>

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The topic is to “**Analysis of the current position of Primark**”

Primark