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Corporate Social Responsibility Analysis for CWI Warehousing and Logistics Corporation

| BOP Principles | Status | Reason |
|---|--------|---|
| 1. Price performance | O | The system is offered and can be accessed for free. |
| 2. Product Innovation | O | The system is a web-based application with SMS solutions. It automates the forms of the company and their inventory. |
| 3. Scalable of Operations | O | The system is available anytime and anywhere as long as the customer has Internet connection and a cellular phone. |
| 4. Eco-friendly | O | The system lessens the paper and pen consumption of the company. |
| 5. Product Functionality | O | The system is programmed to be accessed by different user groups. Each user groups has a dedicated view page which displays only what they need to know. Further, it enables the automation of forms and inventory. |
| 6. Process Innovation | O | The system is made to inform customers for every transaction that took place through the SMS functionality. Through this, the customer is aware of the status of his products/goods. |
| 7. Deskillling of Work | O | The system is made to be simple and user-friendly so that everyone from the CWI can easily use it. The workers do not need to be very skillful to use the system efficiently. |
| 8. Education of Customers | X | The system cannot educate the customers because it is created specifically for single based approach. |
| 9. Designing for Hostile Infrastructure | X | The system is created for an Internet connected environment. |
| 10. Interfaces | O | The design of the system is that it is user-friendly, simple, and easy to use. |
| 11. Accessing the Customer | O | Since it is a web-based application, the customers can view the system as long as an Internet connection is present. On the other hand, the SMS feature can serve the markets anytime and anywhere given that they have a mobile phone. |
| 12. Challenge of Conventional Wisdom | O | Since the platform of the system is web based, it is easy to change or incorporate new features and functionality that would benefit the customers more. |

| Legend: | Score: |
|----------------|---------------|
| O – Yes | 10 – Yes |
| X – No | 2 – No |

Originally, the CWI Warehousing and Logistics Corporation do not have a Corporate Social Responsibility (CSR) in their current system which is why this team is proposing a system named Warehousing and Inventory Management System (WIMS) that would establish the CSR of the company.

Based from the CSR Analysis, the table shows the score of the system – 10 out of 12. With this result, the group can conclude that the system can serve the bottom of the pyramid (BOP) markets.