



Guidelines of Doing Ethical Business for JCDA members

Business ethics are more than moral values and principles that determine our conduct in the business world. It refers to the commercial activities, either with other business houses or with a single customer. They can be applied to all aspects of business; from generation of an idea to its sale. Business uses the society for its resources and functioning, thereby obligating it to the welfare of the society. While the objective of all business is to make profits, it should contribute to the interest of the society by ensuring fair practices

JCDA members are requested to do Business with your customers/ resellers in ethical way.

Seven Principles of Admirable Business Ethics

- 1. Be Trustful:** Recognize customers want to do business with a company they can trust; when trust is at the core of a company, it's easy to recognize. Trust defined, is assured reliance on the character, ability, strength, and truth of a business.
- 2. Keep An Open Mind:** For continuous improvement of a company, the leader of an organization must be open to new ideas. Ask for opinions and feedback from both customers and team members and your company will continue to grow.
- 3. Meet Obligations:** Regardless of the circumstances, do everything in your power to gain the trust of customer's and distributors/dealers, particularly if something has gone awry. Reclaim any lost business by honoring all commitments and obligations.
- 4. Have Clear Documents:** Re-evaluate all print materials including small business advertising, brochures, Delivery challans, sales invoices, purchase orders, Service centre slip, Receipt/payment vouchers, and other business documents making sure they are clear, precise and professional. Most important, make sure they do not misrepresent or misinterpret.
- 5. Become Community Involved:** Remain involved in community-related issues and activities, thereby demonstrating that your business is a responsible community contributor. In other words, stay involved.
- 6. Maintain Accounting Control:** Take a hands-on approach to accounting and record keeping, not only as a means of gaining a better feel for the progress of your company, but as a resource for any "questionable " activities. Gaining control of accounting and record keeping allows you to end any dubious activities promptly.
- 7. Be Respectful:** Treat others with the utmost of respect. Regardless of differences, positions, titles, ages, or other types of distinctions, always treat others with professional respect and courtesy.