

Slide 1

- Enhance reputation
- Attract customer
- Retain customer
- Improve employee performance
- Retain staff

Slide 1: Speaker Note

With CSR focus, Optima is able to enhance its reputation As more and more consumers are prioritising supporting socially responsible organisations, This will enhance Optima image in Ceeland.

Optima have greater opportunity to attract new group of customer. 87% Ceeland consumer would only support a business with high social responsibility. This will enable Optima to attract new customer

Optima will be able to improve on its customer retention rate when they start to focus on CSR as it was proven by B Leenz Fitness which has a high retention rate for their involvement in CSR.

Employee performance improved bcos they will have greater motivation to do more as they believe that they are working to makes the world a better place.

- Employees loves to work in an org that is socially responsible, thus Optima's involvement will allow them to retain their staff.

Slide 2

- Attract investor
- Opportunity for govt collaboration
- Grants/funding
- Improve relationship
- Increase community health awareness

Slide 2: Speaker Note

Being socially responsible allows Optima to enhance investors trust in them. Therefore, Optima is able to attract investment from the investor as they will more willing to invest an organization who exercise ethical practices to ensure that their investment are being assured.

This would allow Optima to build a relationship with the government and this would further increase the chance for Optima to gain B-fit programme from the government.

When awarding grant, govt tend to favour org that benefits the society rather than just business org. Thus, with Optima CSR participation it will increase its chances of getting grants/funding in future if the govt intend to provide.

Optima can gain good referral by boosting our brand as we using our expertise to inspire the wider community through working within schools and with elderly people.

Optima will be able to contribute directly to the community by improving their health awareness through Optima's activities. This will further enahnce its image and create a competitive adv for them as they are contributing back to the society.