



Optimizing the partnership between buyer and Chinese suppliers with regard to sustainability

Structure/Aim

„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs“

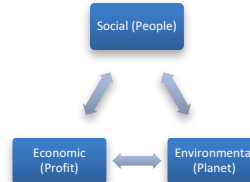
Sustainability has become an omnipresent principle with continuously rising significance and importance, not only within society but also for the economy. Together with the increasing importance of partnerships between buyers and Chinese suppliers, the framework of the objective of the Bachelor Thesis can be formed: the fundamental basis is the development of a guideline on which sustainable steps and measures can potentially be taken and incorporated to achieve the ultimate goal of optimizing such partnerships with regard to sustainability. In other words, it should become clear that sustainability is truly not constraining the partnership in its business activities, but that it provides extra value to it.

Method

Conceptual frameworks of the broad term sustainability including the Triple Bottom Line concept and the approach of Corporate Social Responsibility will be provided. Next to characterizing typical partnerships between buyer and supplier, the Chinese purchasing market is shortly analyzed by highlighting China’s importance in the German economy and typical cultural differences and Chinese particularities.

Additionally, the thesis contains looking at several best-practice companies which are already successfully and ideally implementing sustainable practices in their (Chinese) sourcing activities.

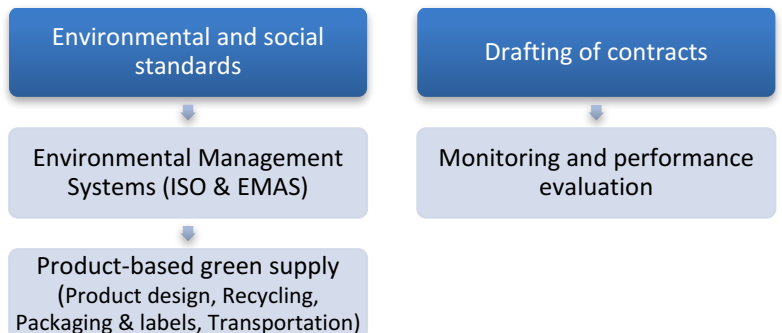
The Triple Bottom Line



→ all three determinants of the TBL are unconditionally interconnected. Ultimate goal of this sustainable concept is to make companies realize that in order to be truly sustainable, special attention is to be paid on the complexity of economic, environmental and social determinants.

Results

The partnership between buyer and Chinese suppliers can be optimized with regard to sustainability by making use of several different measures:



Consequently, when successfully pulling together on the integration and implementation of sustainable principles, a long and fruitful collaboration between the buying organization and the Chinese suppliers can be ensured while simultaneously competitive advantages and stable future success can be realized.