

# NCsoft Corporation

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## Conclusion

TheCaseSolutions.com  
The case design is necessary for  
students to become a critical  
reader and thinker and they  
should implement the same  
principles and strategies for the  
entirety of BP's business to be  
successful.



## Recommendations for BP

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1) Mission Statement: We have no sentence or phrase that defines us. Instead we have several tags under our website titled "what we do," "what we stand for," and "what we value."

2) "We develop, produce and turn essential sources of new and old energy into products that people need everywhere, while placing value and importance on the environment and our stakeholders."



## Specific CSR issues our company needs to deal with

1) BP oil spill/ other environmental hazards: Our company is painstakingly dealing with one of the biggest environmental crises, if not the biggest, of our industry. The BP oil spill. Followed the explosion and sinking of one of the main BP oil rigs.

2) Workplace safety both foreign and domestic: The oil and energy business is known to be a hazardous occupation, but this still doesn't mean that the proper steps shouldn't be taken in order to decrease as much risk as possible for our employees.



## Biggest CSR issues for our industry

- 1) Inability to incorporate CSR into conventional business organizations.
- 2) Neglecting methods to manage sustainability impacts.
- 3) Low levels of accountability and transparency for social and environmental performance.
- 4) Lack of relationship with employees and regaining worker trust:



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## Conclusion

TheCaseSolutions.com  
The case design is an necessary first  
step to become a more of that  
responsible and transparent and the  
should implement The Case solutions  
recommendations for design the overall  
Structure of BP should be better to be



## Recommendations for BP

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or  
We are all  
or

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for BP

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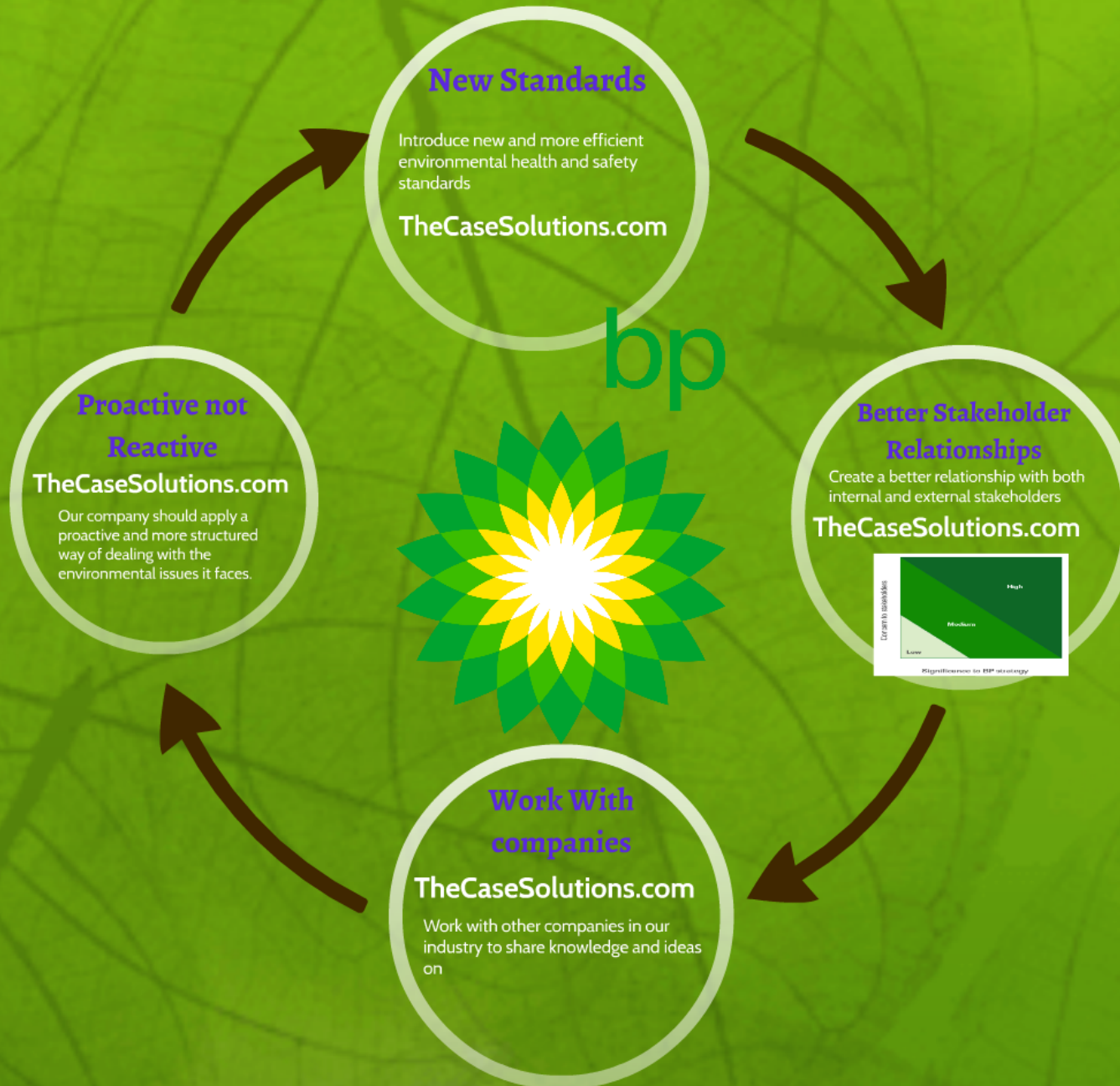
2) “We develop, produce and turn essential sources of new and old energy into products that people need everywhere, while placing value and importance on the environment and our stakeholders”.



“  
We are BP  
”

## 4 Step Process

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# **Proactive not Reactive**

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Our company should apply a proactive and more structured way of dealing with the environmental issues it faces.

# New Standards

Introduce new and more efficient  
environmental health and safety  
standards

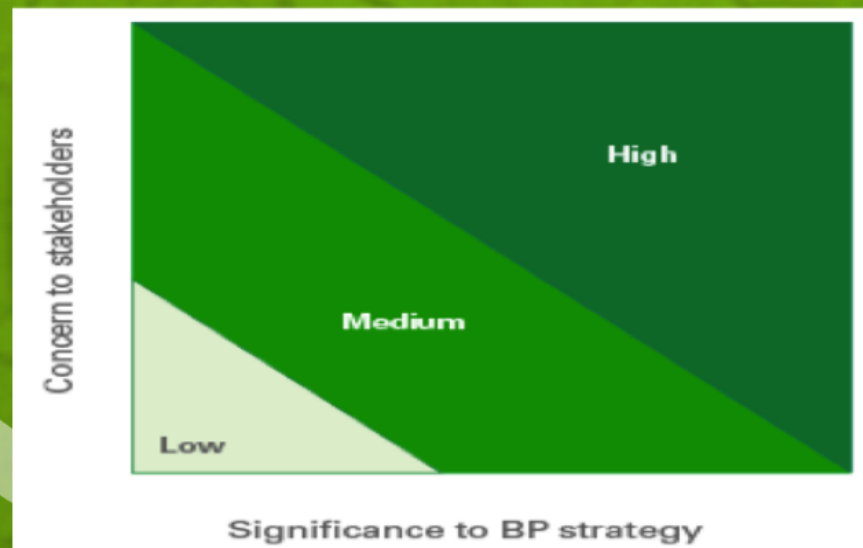
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# Better Stakeholder Relationships

Create a better relationship with both internal and external stakeholders

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**Work With  
companies**

**TheCaseSolutions.com**

Work with other companies in our  
industry to share knowledge and ideas  
on



# Conclusion

## TheCaseSolutions.com

The last decade in our company has pushed us towards an era of bad reputation and financial decline. We should implement the aforementioned recommendations to change the overall trajectory of BP towards a better future.

bp

