

E-Commerce Business Ethics Case Studies

Case 1 & Case 2

Company Background

The History of E-Kin – "We did it"

A few years ago three Place University graduate business students, Slim Pickens, Jennifer Valley, and Ken E. Sellit were sharing laughs at a local restaurant. E-Kin was born after Slim spilled coffee down the front of his cool Bob Marley tee shirt and Jennifer said, "Don't worry 'bout a thing. Every little thing's going to be alright. I'll make a better shirt for you". Once Slim and Ken saw the quality of Jennifer's work, they all sat down together to talk business. E-Kin started in the basement of Slim's house. They specialized in Place University tee shirts. Slim, Jennifer, and Ken sold the tee shirts at school games, and made enough to pay for their tuition.

Sales picked up when E-Kin expanded production into sweatshirts, caps, school flags, etc. Maria Whinner was hired to do customer service and distribution to help handle the load. During that summer E-kin rented retail space close to Place University. Business really took off and E-kin hired a CIO, Cam Crawford, a CFO, Won Dour Trump and a Purchasing Director, Eric Zachary "EZ" Cash. Seeing the handwriting on the wall, E-kin solicited venture capital to move the business to the next level. A few months ago, they hired a consultant, Noah Tahle, from Tahle-Talze Consulting to investigate the possibility of going into E-commerce.