Not all companies are viewed as equal

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

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Candy industry from the past five years has grown up to 0.8%. The revenue reached nine billion dollars in 2018. The annual growth shows a definite increase in business, jobs, production, and revenue. Candy industries are holding the dominant market shares in the United States. Besides economic condition, candy industry is a necessary part of society. Massive use of sweets on festivals and ceremonies is the tradition of the state. Therefore, there is a need to support and grow this industry (“Candy Production in the US. Industry Market Research Reports, Trends, Statistics, Data, Forecasts,” n.d.). Consumers are moving away from traditionally sugar-rich candies due to the increase in obesity rate in US. People are now more health conscious on the other hand shutting down of confectionery industry increased difficulties for candy makers and sellers. At this point, the role of capitalism in corporate decision making is very substantial. They should take wise decisions like making policies of corporate responsibility. The capitalist can empower consumers about the balance between energy expenditure & energy intake. Recheck of products and making it healthier can boost the industry (“Product variety, transparency can help consumers meet dietary needs,” n.d.).

With the increase in diet, conscious retailers need to improve ingredients clarity. Transparency and product variety can help the industry to cater both consumers conjointly and profit. This is because consumers are now well aware of food intake with the advancement in technology or media. It helps in spreading awareness regarding the change in dietary requirements. Business ethics develop the bond between producer and consumer. Commitment to consumers to take care of their health intake with the Partnership for the Healthier America (PHA) will enhance the portion guidance and consumer knowledge. PHA is the capitalist that is working to make government and stakeholders together with accordance to consumer satisfaction. The main reason for this decision is to make progress more effective and faster through private industry. Candy industry is an important industry both economically, and socially, therefore, there should be proper check and balance to capture the benefits of both the producers and customers.

References

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