

There are certain ethics in the business which must be followed by all businessmen especially the marketers. These ethics are developed by different companies in their own way which suits their environment. Marketing involves many tactics to promote and sell the products. These vary from company to company. An unethical action may be ethical for some other company. Competitors are taken the top consideration. In order to penetrate into the Governments Markets, marketers adopt different methods and techniques to capture their share. Key decision makers are spotted and targeted to do so. Now its the moral obligation at the end of Government employees to be honest and loyal to the government. Once Pakistani government employees are bribed then it becomes very easy for a particular company to get the tender passed.