



**\*STRATEGY FOR SUSTAINABLE**  
**BUSINESS\***

**ASSIGNMENT**

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# Sustainable business strategy

*Kindly read the article , explain why strategy for sustainable business is core for today's organization*

Sustainability in business refers to the effect companies have on the environment or society. A sustainable business strategy aims to positively impact one or both of those areas, thereby helping address some of the world's most pressing problems.

Some of the global issues that sustainable business strategies help to address include:

- Climate change
- Income inequality
- Depletion of natural resources
- Human rights issues
- Pollution
- Gender inequality

Although it may sound like it, sustainability in business is not purely altruistic.

## BENEFITS OF SUSTAINABILITY IN BUSINESS

### 1. Being Purpose-Driven Is a Competitive Advantage

Sustainability doesn't detract from business goals, and infusing your company with purpose can help attract a motivated, skilled workforce that drives financial success.

### 3. There's a Growing Market for Sustainable Goods

Global consumers are willing to change their consumption habits to lessen their negative impact on the environment, and sustainable product sales have grown by nearly 20 percent since 2014. Millennials in particular are more

willing to pay more for products that contain sustainable ingredients or products that have social responsibility claims.

### *THE VALUE OF SUSTAINABILITY*

Sustainability doesn't mean sacrificing profits or putting success on the backburner. Instead, it has become a crucial element to any organization's successful strategy. A business that doesn't factor in sustainability risks is less successful in several measures, including profitability, growth, and employee retention.