Discussion 1

Link: [Circular Business Model](https://www.cnbc.com/2018/01/19/some-businesses-think-the-circular-economy-could-change-everything.html) – CNBC.com

Author: [Elizabeth Schulze](https://www.cnbc.com/elizabeth-schulze/)

Published 5:44 AM ET Fri, 19 Jan 2018

Summary:

The author has summarized a new business model for consumer – company relationship. The liner model of take, make, and dispose (Take the raw materials from nature – make the product desired by the consumer or envisioned by the company – dispose of the product at the end or use/life) can be replaced by a circular model. Circular model revolves around the idea: take raw materials from nature – make a product – take the product back from consumer – redesign/resell the product (take, make, take, make).

This model puts less strain nature, for producing a product from scratch as this model is based on reusing/recycling the end product. Making a win-win situation for consumers and companies in terms of cost and longevity of product.

The drawback; companies are not putting much resources behind this model. The change in mindset of companies and the supply chain management are the biggest barriers for adopting this strategy.