

Assessment one: Mars Sustainability Plan

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Summary

Launched in 2017 Mars sustainability plan, has now been running for over 5 years, to create more sustainable business production across the world. Mars was created to help lower the waste caused by businesses, to help their companies run more efficiently. From wasting less time, materials, and resources; Mars has saved tons of pounds of waste from going into landfills, gallons of water, and businesses millions of dollars. Mars company started because they want to create a healthy planet, with thriving people and animals; and to do so they help on the sustainability side, and corporate side of businesses. To start their plan of creating sustainable businesses, they create their organizational strategy, to catch what can be improved in a company from allocating money, using labor, and inventory; they see what needs to be saved, and worked on in a business. Creating this organizational plan helps Mars sustainability plan, not waste time trying to micromanage a business; and locating what really needs to be fixed in a company. Doing so will save time and effort, so they can move onto other brands, and companies they can partner with and help. Next is the competitive strategy that Mars utilizes when doing business. Mars redesign business around sustainability, which drives in customers, who want to use products and services, from sustainable sources. Allowing potential consumers to see what they are trying to do for their environment will make them more interested in their sustainability plan; allowing the customer to feel better buying and supporting a brand that is doing business the right way. Next, we have dived into porters five forces, and the specifics of Mars sustainability plan. First talking about the supplier power what how Mars can help suppliers, such as farms, and other companies sustain their lands, and agriculture, to last longer, and save the environment around them. Buyer power is also important because Mars sustainability plan is listening to the buyers, and what they are wanting out of a company. Mars is also seeing the reviews, and products that buyers are consuming. All things that deal with the buyer effects the businesses, so mars make sure that they are in the equation when business planning. Therefor with business coming threaten of new entry, competition, and substitution; that's why Mars partners with brands to convince them that sustainability is the way to go in business. They can save businesses millions in the long run and teach businesses to run effectively and sustainably for the employees, consumers, and businesses.

Introduction

Mars sustainability company is all about creating zero-emissions by 2025. Mars is a multi-billion-dollar plan founded by Frank C from Minnesota in 2017. With a company that partners with many brands to make a sustainable business for its employees, customers, and environment; Mar's mission is to make these changes by partnering with businesses willing to make a change in how they operate. From responsibility, mutuality, efficiency, and freedom Mars has a mission to make sure employees have purpose in their work environments, and customers feel they can get their money's worth from a business. They are willing to take on the mission of sometimes completely flipping businesses to make them more sustainable, and helping brands get started on their sustainability plan. All these things help companies save money while also saving the environment; however, there are risks involved with changing to a sustainable business, but Mars is willing to help business through it. Mar's sustainability plan is to create sustainable environments in businesses, to change the way we do business for the better people, animals, and environment.

Company overview

Mar's mission statement is made up of five principles quality, responsibility, mutuality, efficiency, and freedom, all things they are trying to convey to businesses they partner with. Stephanie Neuvirth who is the Global Vice President of Mars sustainability plan states that "We believe the Five Principles guide us. They are part of our DNA. They really are the essence of Mars," so the mission statement is not just for their company, it is for the world; creating sustainable business plans that are a lifestyle, not just a one-time plan (Mars 2017). Mars is working for multiple companies to help with sustainability in their businesses, so their five principles are not just for their business but for everyone, to use in their daily lives, or in their own businesses. Quality is one of their missions through their company because they deliver their "best to the people and pets... (they) serve", this is an important part of sustainability to make sure the customers are getting the best products and services, at a more sustainable rate for the environment. Mars is more business-2-business focused, to push for companies to improve the quality of their business. However, to know what to improve in the business, they need to know what consumers want, which is quality. Quality is important in goods and services for business because "consumers are increasingly choosing quality over price, according to recent studies," so to want quality in your business you need quality in the good and services you are

providing first, and that's what Mars is pushing for (Meyers 2018). Responsibility is one of their statements because they “take responsibility without being asked... support the responsibilities of others” this shows that they are willing to take over and get the job done, for the businesses they partner with, to make sustainable environments for businesses, and their companies (Mars 2017). This is a huge deal with consumers because “one third (35%) of online shoppers in the UK will only associate with responsible brands” meaning they are looking at how the company operates, and keeps up with their goods, services, and employee (Hardcastle 2021). So, businesses aren't just about their products and services, but about their communication, fair treatment, quality surrounding their business; all things that show how a brand is responsible are what consumers look for. They connect with others and businesses, and through mutuality they can create more connections in their work, towards less deforestation, and a greener environment. Connecting with other businesses “allows professionals to identify new opportunities and increase their chances of entrepreneurial success” especially in the future; networking is an opportunity for businesses to make more connections, convince and show others why they should partner, or invest in Mar's business (Indeed 2023). Through their consistency Mars can achieve their goal of a more sustainable environment, allowing for more freedom in our future. Just by being efficient in Mar's business, they can “run smoothly and waste fewer resources” to build their business, and not waste time on useless meetings, trips, and instead add significance in every move that they make in their business (Jenkins 2022). For their business as a whole Mars say that “Our Future of Work strategy is designed to empower Associates to make more choices about where, when and how to work to be the most productive and effective” they strive to help other businesses make better financial and sustainable choices for their company (Mars 2017). They do not want useless work trips they want “travel for purpose rather than presence,” to get rid of the unnecessary conversations, and time lost (Mars 2017). This is a huge boost for companies to stop wasting time on meetings, and unnecessary travel because according to Matthew Boyle at Bloomberg “Unnecessary meetings are a \$100 million mistake at big companies, according to a new survey” because people are wanting to micromanage businesses, which Leds to less work and productivity going on (2022). Letting employees take the initiative and be straightforward with emails and calls is a more productive way to get work done. They want hybrid working which is “granting Associates with the freedom to manage responsibilities outside the workplace more flexibly and will broaden opportunities within Mars to larger talent pools” this helps

employees apply their knowledge in the workplace instead of trying to teach and manage every detail of their work (Mars 2021).

Organizational strategy

Mars sustainability plan is “acting with purpose... building a healthy planet... achieving Net Zero emissions by 2050” because climate change “poses one of the most significant challenges of our era” so they are acting now to make a change on how businesses run (Mars 2017). However, we need to look at what exactly they are doing to make this change happen in the world of business. There are millions of ways to lower the emissions in the world, and Mars is teaching hundreds of ways to get the net zero emissions by 2050; from Agriculture, land use change, and direct operations. These are all ways they are trying to change the population that goes on in business. In the scene of agriculture Mars sustainability plan is to “optimize sources... process/distribution optimization... reformulation” to make climate smart agriculture across the world (Mars 2017). This helps make long-term plans for agriculture, in making sure that is it well kept for the future of farms and other factors of agriculture. Therefore, things such as optimizing sources because “there is still a large potential for improving management practices and technology for irrigated and rain-fed farming systems, increasing the productivity of the water used” which makes sure that business are getting their moneys with, and the water isn't going to waste (Keller 2020). This is just one factor that Mar sustainability plan out of the hundreds, that makes a huge dent in Mars goal to zero emissions. Mars plan addresses goals of the United Nations such as “clean energy... sustainable cities and communities... climate action” all things that align with mars sustainable development goals (United Nations 2023). Therefore, Mars organizational strategy is to reach out to as many businesses to help develop these small changes that can improve their business and the planet. Also, Mars partnership with the United Nations “dates back 20 years” and they are still going strong with the same goals and showing their efficiency in their business (McClean 2017).

Mars has an emergent strategy of partnering with hundreds of people and businesses in order to make their long-term goals. To meet these end goals Mar's strategy is to accelerate “efforts to stop deforestation and the conversion of natural ecosystems in cocoa, beef, soy, palm, and pulp & paper supply chains by 2025” because if not now, when (Mars 2017)? At first glance little changes in businesses look like nothing more than time wasted. However, partnering with hundreds of brands and making hundreds of small changes will make big changes in the future.

These small changes such as creating deforestation-free palm supply chain, because palm oil is so popular in “food products, detergents, cosmetics and, to a small extent, biofuel” and cooking oil; have a huge effect on the environment (Colchester 2023). Due to the use of this oil and other products that can be substituted the “Global Forest cover and forest loss... (is) over 160,000 square miles” due to deforestation (WWF 2023). To make a change on a global scale like Mars is doing, they must go straight to the source, from where products are being made. In most cases it's farms, and in agriculture. Farms are a huge source for many big businesses across the world, but with more popularity it means more production. A huge waste caused by farms is the amount of water that is not utilized because “the amount of water wasted globally in growing crops that never reach the consumer is estimated at 550bn cubic meters,” therefore once they have gotten to the source Mars needs to teach and start to preserve and sustain these lands (The Guardian 2016). Mars needs to do so in “efforts to reduce agricultural land-shifting, minimize the environmental consequences of inevitable expansion in some countries, and more actively reforest abandoned agricultural land” Mars is starting to make changes to farm and production companies to make the production of products better for the environment (Boyd et al 2018). These changes in the factors of agriculture are things such as the principles of “ecology and biology in farming with the aim to leave only a positive lasting environment impact” on the lands where production of products happen in agricultural business (Post 2023). These principles ensure that companies can make efforts to conserve their lands for the future. Mars sustainability plan must look at all factors of a company from the products, employee, to their consumers; what do the consumers look at when looking at a company? They want the products that make them feel good about buying them, just like Carolyn Heinze talks about in her article “Why companies should be sustainable and how IT can help” when she says “customers feel better about buying from the company, and new customers are attracted to the company. A focus on sustainability attracts new employees, and current employees feel better about working for the company” the company attracts not only customers, but employees; all while making a more sustainable environment in the future (2022).

Competitive Strategy

Feeling better about where you are working, what you are buying, and what you are supporting; is one of the many advantages to sustainable businesses. This is one of the reasons businesses switch to sustainability because shopping is “a social movement where consumers are responsible and sympathetic towards environmental sustainability” making them look out for the

more sustainable products, and items on the shelves (LLewellym 2023). Mars sustainability plan teaches their businesses this method of sustainability in businesses. It's not only an advantage for the business to increase clientele, but they can also save money, reduce “carbon footprint, become energy efficient, and save overhead costs” all things that help their business and the environment (Makridou 2021). The disadvantages of Mars sustainability plans are changing, or sometimes completely changing how a business is run. One of Mars motto is “the world we want tomorrow starts with how we do business today” and most of the time how we do business today, isn't the most efficient, and sustainable for the future (Mars 2017). Businesses need to focus at the 3 Rs of sustainability “reduce, reuse, and recycle” to take the next step towards a more sustainable business (Jonsdottir 2023). However, focusing so much on have a more energy efficient, and recycled environment often means also focusing on “paying workers fair wages and providing better working conditions, which can increase the cost of production” in their business plans (Gusta 2023).

Porters five forces

The competition within Mars sustainability company industry is the competition between having a sustainable company, or not. At the end of the day there is a lot of risk, and money that goes into turning to a more sustainable business, even if it means better results in the long run, it's harder to start a sustainable business, than maintain it. Businesses sustainability risk includes “environmental, socio-economic, and governance risks” this is about having to sustain and balance a sustainable and affective business (CFBL 2023). Sustainable business plans can mean completely changing how a business runs, or making their products, so switching something they already made a whole business and profit off can be a huge risk in business. There are endless possibilities for Mars sustainability plan, they partner with business in agriculture, food, and pet care. They thrive off other businesses, when they come to Mar's company to improve their own business, they make a profit from the sales of a company, who products they helped improve, to make them better for the people, pets, and environment they are in. They partner with many candies, and food brands in hopes to “buy 100% of cocoa, coffee, tea, fish and palm oil from suppliers certified as sustainable, and to provide consumers with a recyclable solution for all Mars drinks by 2020” that will draw in more potential business but can also scare businesses away (Ryan 2016). Mars sustainability plan has the power of suppliers, influencing their prices, with the companies they partner with. Creating more sustainable products and services will increase their prices. This leads to the power of customers, how they are able to influence the

products and services, and the work of a company. Mars needs to look at what customers want in their sustainable companies. That shows they listen to the consumer when they “buy products and services and give feedback to businesses on how to improve them” for their company. There is also no real threat of substitute for Mars sustainability company, they are trying to buy all things that will improve the environment. As long as customers keep coming with feedback, and suppliers keep coming to Mars for more help with their business.

Conclusion

Mars sustainability plan started in 2017 and since then has partnered with companies across the United States. Changing the way businesses run, to create purpose in every part of business. No more useless trips, or meetings, making sure money and resources are not going to be wasted. Making sure that we use more sustainable products in business, such as palm oil, cocoa, and agriculture; these things are being sourced more sustainably. Farms are utilizing less, and creating more in order to stop wasting water, and precious resources that they need in their businesses. Furthermore, Mars is looking to stop deforestation and create a more circular economy, which will create a cleaner and brighter future. From internal and external sources, Mars is able to help the environment each year, creating sustainable plans that businesses will be able to look forward to and use in the present and future. Thousands of pounds of waste are going to landfills each year, gallons of water are being wasted, all things that are hurting our planet; Mars sustainability plan is to combat this wasteful behavior that people and businesses have adapted in their daily lives and change it to a more sustainable way of life.

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