

SUSTAINABILITY

Sustainability is a process and action through which people avoids the destructions of natural resources and saves it for the future. (Grant, 2020).



Sustainability - What Is It? Definition ...
youmatter.world

Sustainability has three main aspects: Economic, Social and Environmental.
It is also known as the triple bottom line introduced by John Elkington in 1994.



Triple Bottom Line- For a Sustainable ...
mbaskool.com

Benefits of sustainability to organisation:

- Improves brand image.
- Reduces waste and cuts cost.
- Increase productivity.
- Attracts investors.
- Increases employee loyalty.

Benefits of sustainability to stakeholders:

- Gives job satisfaction.
- Employees feel good to work with the organisation and works for a long time.
- Sustainability initiatives benefits the ecosystem, society and the planet.

Drawbacks to an organisation:

- Can be expensive
- Time consuming to implement strategies.

Drawbacks to stakeholders:

- Creates unemployment to those sectors which are closing or cutting down.
- Will have an adverse effect on the economy.

How ASDA engage with Sustainability:

- ASDA has reduced plastic packaging
- Works in partnership for FareShare to reduce waste.
- Creates opportunities for agri-food suppliers.
- Creates job opportunities.

How stake holders engage with sustainability:

- ASDA suppliers have cut down on the carbon emission.
- The family owned business are using solar power.

SWOT of ASDA:

Strength:

- Low price with no compromise on quality.and
- well known for its economies of scale.
- ASDA creates job opportunities. for the community where it operates.
- They are focused on cutting down carbon emission from their supply chain.

Weakness:

- ASDA has market position problem.
- They do not have big range of organic food.
- Opportunities:
- There is an increase on their online shopping customers. which can give them more profit.

Threats:

- ASDA's threats are its competitors.