A PROCESS AND MODEL OF BUSINESS SUSTAINABILITY: CASE STUDY

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ABSTRACT

The objective is to describe: (i) a process to achieve sustainable business operations, and (ii) a sustainable business model' of carbon footprint on Earth. A Swedish fast food chain selling hamburger meals is examined in a case study.

Data was collected from available corporate internal and external documentation, by site observations as well as from non-structured interviews with top managers and company employees. The findings stress the importance of addressing corporate carbon footprints from a business perspective, rather than relying on political or governmental legislation and regulation. It also opens opportunities for further research.

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The case shows the possibility of implementing successful sustainable operations and sustainable business models in national 'for-profit' organisations without governmental subsidies in a highly competitive market, dominated by powerful multinational fast food chains.

Changing consumer behaviour and purchasing patterns, as well as governmental intervention imposed at top political levels worldwide, will most likely increase the necessity for companies to create sustainable business models linked to carbon footprint.

The principal contributions based upon the presented case study are illustrations of how one can achieve sustainable business operations and create a sustainable business model in an industry that often has been heavily criticized in the past for harming the natural environment. It also shows how to create awareness of the carbon footprint of a company's products so that in turn customers may be able to make conscious and deliberate product choices.