



Q. What are some of the best sustainable business practices for a consumer packaged goods company (such as Colgate, Estee Lauder, Procter & Gabel, Sunsilk, Nirma etc)? We want some fresh ideas as well as proven/documented ones. Thank you.

Answer-1:

I collected this information from different sites in the net and posting for you.

IN TODAY'S COMPETITIVE AND ECONOMICALLY `TOUGH' MARKETPLACES, ORGANISATIONS ACROSS ALL SECTORS, ESPECIALLY THE BUSINESS SECTOR, NEED ENDURING VALUES AND SOUND PRINCIPLES THAT CAN PROMOTE SUSTAINABLE BUSINESS AND CONTINUOUS IMPROVEMENT.

No matter how big, or how small an organisation cannot thrive if its management doesn't recognize the importance of purpose, values and systems that contribute to good business practice in dealing with staff, customers and suppliers. A good business practices approach is to ask yourself the five Ws who, what, where, why, and when. You should certainly know "what" the concept is all about. This will help determine if it fits into your business strategy. Next, "Why" do I want to market the PEO concept; "why" do I want to use the Internet for marketing? If you can't answer that question, you may not need to go any further. Now that you have answered the "why," proceed with identifying "who" is going to handle the product (both the sales and the support) and what training they will need. "Where" is probably the easiest to give thought to but the "when" is very important. Lay out a timetable that allows you to set up the structure (personnel, training, space, marketing, etc.) that will allow you to achieve the desired results. Proceeding too quickly will cause things to fall between the cracks, proceeding too slowly could cause you to miss some business opportunities.

As with your traditional insurance operation, a number of "good business practices" are equally important. Education is very important. Also, communication to your staff and your clients is important. In addition, the use of some type of exposure analysis checklist will be solid evidence of your professionalism and will, among other things, probably result in a serious decline in the number of E&O claims brought. Good Business Management Practices

I believe there are three good business management practices; 1) Work harder than your people do; 2) Develop a deep and solid relationship with them and; 3) Focus on giving them as much continuing education as possible. Neither of these principles are revolutionary, but they are business management practices which are often neglected by business leaders. The first principle is my favorite because it involves you. People listen to what you say, but they watch what you do. This is why it's important to always work harder than your employees.

When you always give a little extra effort and work harder than expected, your employees are going to naturally do the same.

I want to point out that your employees will probably never work as hard as you, but they will work harder if you work harder. As the owner and leader of your business you're always going to be the hardest worker, which is natural because you have the greatest opportunity to make a profit from your hard work.

Another good business management practice is to develop a solid relationship with your employees. Often in the hustle and bustle of the everyday work week we forget to sit down, slow down, and take the time to get to know our employees as a person.

Many studies and surveys have been done on what employees look for from their employers. Every one of those surveys shows that employees want to know they are appreciated and valued for their hard work. Your job as a business leader is to communicate to them that you value and appreciate them as much as possible.

The following areas have been determined by GoodB to constitute GOOD BUSINESS EXCELLENCE:

Human Bottom Line

The personal impact and responsibility of business on workers, consumers, and community.

Ethical Action

The value of personal values in for-profit business practice and execution.

Profits and Purpose

Making money while making a positive difference in the lives of human beings.

Green Action

Best green business & environmentally sustainable business initiatives and practices.

Common Good

Non-profit corporate philanthropic endeavors for the common good.

Global sourcing is used by numerous businesses to save time and money, and it has become a safe and established business practice across the entire world. There are no risks when using global sourcing and multinational purchasing on the online market or b2b market. There is no extensive knowledge or equipment needed to use global sourcing or multinational purchasing, and most suppliers online are very helpful.

Wholesale products from China can be a fantastic business opportunity, and using global sourcing to locate China export product makes the process quick and easy.

Global sourcing has completely revolutionized the way products, including wholesale products from China, are located. Global sourcing and multinational purchasing are the most efficient business methods available.

so though there is risk involved to some extent, I wish good strategy, dedication and god's blessings will make you a top in your field very soon.

Answer 2

Sustainable growth for a consumer packed goods company is as important as surviving in the consumer goods market. It is equally important to gain successive profits and growth of the company.

Every consumer packed item a consumer buys comes from some simple logical decisions.

1. The Quality: The first thing a person wants in his consumerable item is its quality.

The quality should be up to the mark to compete with hundreds of competitors.

2. The Price: The price plays an important role in determining demand. As price of consumerable goods increases then demand decreases and as the price decreases, the demand increases. So the price should be such that it does on with the quality and current demand. The price can many times make the demand go down. One must see if the present demand have already increased, only then it should think of increasing the price.

3. The Brand: People tend to go after brand name and popular tags. So, what one need to do is that he should work on to make his brand name more popular among the public.

4. The Outer Cover: The outer cover of consumer packed goods determine its demand in the market compared to goods in the same category.

5. How Popular: An item should be popular among masses if it wants to increase its demand. Advertisement can work on in that case. If and only if the item is popular among the current masses then only people will go to buy that product.

Let me make my point clear with a few examples. Say for example, colgate, close-

up have almost the same demand. But here Colgate crosses the border because of its extensive advertisements based on medical reasons. People would follow their medical reasons as it is concerned with their health.

Again for example, as compared to soaps, there is a wide variety of demand for different soaps. Why? the answer is quite simple. People have different skin types and different priorities. If the soap matches their priorities, then they buy that soap. Girls go for Lux, Dove, Vivel etc. While Guys who are mostly into outdoor games go normally for Detol or Lifebuoy. The explanation is simple. Girls are concerned about their skin and beauty while Guys get dirty and they want a soap that will remove their germs.

The consumer packed goods must make it a point to target an audience based on their preferences. They cannot make a general product as its demand will decrease with time.

I would love to discuss some important business ideas for a sustainable growth for consumer packed goods.

1. Create a feedback channel: When there is a feedback channel then one gets to know what are the improvements one needs to make in his products. Try to be more specific to a target audience.

2. Low cost Raw Materials: One must find some agencies or dealers from where they can get raw materials at the lowest price so that they can minimize their cost of production. This way their cost of production will be the lowest than their rival competitors. One can use internet as a medium where there are a lot of dealers outsourcing their raw materials at a very cheap price. Say for example, China is the most demanded country to get electronic raw materials.

3. Training: The employees must be trained according to the company's need. His qualification is not enough for specialized industry jobs. If he is into packing field then he must be trained to be more creative so that he can make effective packing and attractive packing to beat the competitors.

4. Intellectual Approach: The intellectual approach to deal with principals is the best way for an effective planning system. When planned well enough backed by the control system, one will get the best result from his work.

5. Work harder: If and only the leader works hard, then the fellow employees will work harder. and if only the total employees work harder, the company will grow. Ratan Tata truly said, "Hard work is the only way for success". But with hard work should come, effective planning, creativity, and control followed by discipline.

Answer 3

Businesses keen to profit from the transition to sustainable development often have a longer time-horizon and a broader set of goals than traditional companies. Typically they are dissatisfied with the status quo and want to operate in a socially responsible manner, as well as protect the environment. They value the well-being of employees, society, culture and future generations. Whilst they cannot afford to ignore short-term cash flow, their definition of success is more sophisticated and long-term.

Often, the founders of these companies have a well-articulated set of principles that guide the business and help to instill the same values in employees. By declaring their goals publicly they may inspire trust, create a model for their industry sector, and provide a benchmark against which achievement can be measured.

Smaller companies, which are often at a disadvantage when recruiting employees, can attract creative and talented staff by offering workplaces that are more participatory, have greater sensitivity to family issues, share more of the wealth, offer more fun, and encourage trust between management and employees.

This broader vision of success requires new business tools, practices and relationships. Being receptive to new ideas and suggestions opens the door to an array of business opportunities.

This section of the site is designed to provide the means for companies to prosper during the first decade of the 21st century. The current focus on environment, em-

powerment, education, enjoyment and ethics is not likely to be a passing fad. People are generally waking up to the need for organizations that protect the environment and our social well-being.

Internal consistency

Ensuring that the values of sustainable development permeate throughout the company usually starts at the CEO's office. However, the best intentions are meaningless if they are lodged in the mind of one individual. Changing a company's culture and outlook requires a contribution from everyone, working as a team.

1. Prepare a mission statement

A mission statement is a declaration of the goals, principles and operating procedures of a company. It will vary from one company to the next, depending on the nature of the enterprise, and can help in charting a company's progress. Best issued from a committed CEO, the statement should be distributed to all employees and stressed repeatedly. If employees know that performance will be measured against the stated goals, and are given the resources to achieve them, the mission will be taken seriously. The CERES principles, issued by the Coalition for Environmentally Responsible Economies, are a good source of ideas for a company mission statement. Drafted by a coalition of socially responsible companies, investment firms and environmental groups, the principles offer guidance and standards against which companies can measure themselves.

Another way of gaining perspective on your own company's objectives is to examine the mission statements and business practices adopted by other firms in the same, or other, sector. Innovative companies are often happy to share their mission statements.

2. Measure and report on your progress and performance

Internal and external communications can be used by a company to report on its progress in achieving social, financial and environmental goals. By developing benchmarks against which to measure progress, and reporting on successes and failures, companies can reinforce their commitment to stated objectives, and alert employees and other stakeholders to areas where more effort is needed.

Just as financial reports help employees concentrate on cutting costs and maximizing the return on investment, environmental and social audits sharpen company focus. Many large corporations now issue annual reports of environmental performance. By defining short and long-term goals, and developing tools to measure progress, these companies gain a better understanding of how their operations affect the environment and where they can improve performance, often reducing costs at the same time.

3. In-house waste reduction and pollution prevention teams

'Green' teams, comprising personnel from different departments, can be effective in devising strategies to improve environmental performance. However, it is vital that they have top-level support, adequate budgets, and ready access to all employees. It is best to start by setting easily achievable goals, and then becoming more ambitious as confidence and expertise are gained. For example, asking all employees to bring their own coffee mugs to work, and purchasing mugs for visitors, is an easy first step. Requiring all printing and copying to be done double-sided, providing reliable pens in the supply cabinet, and turning off unused lights and equipment, are other possible starting points.

Next might come setting up paper and packaging recycling programs, asking suppliers to offer green alternatives, and installing energy-efficient light bulbs.

After momentum and interest have been established, the tougher issues can be tackled. Maintenance staff can be asked about biodegradable cleaning products, and bathroom tissue and paper towels that are made from recycled fibre. Timed thermostats, water-efficient toilets and plumbing fixtures can be installed, as can 'intelligent' lighting systems.

It is important to quantify the payback associated with these capital investments, so that everyone understands the financial benefits of environmental responsibility.

Manufacturing firms can also scrutinize their production processes.

As staff become increasingly aware of the cost and environmental benefits and the ease of implementation, suggestions for improvements are likely to be forthcoming. Some companies offer rewards to their employees for suggesting environmental improvements that could save the company money.

4. Materials that inform employees about economic, environmental and social trends
Informed employees will be better equipped to promote company goals and to respond to major trends. Well-written books and articles, videotapes, and the occasional guest speaker or external course can put a company's efforts into perspective. Ted Turner, the American media mogul, distributes copies of the Worldwatch Institute's State of the World series to all new producers and reporters. Ben and Jerry's, the Vermont-based producer of premium ice cream, purchases multiple copies of Co-op America's National Green Pages to encourage employees to purchase goods and services from socially responsible companies. Many employees want to perform better; but in order to do so they need a better understanding of current trends and workable solutions.

5. Lines of communication

Regular staff meetings, e-mail bulletins, accessible managers and an in-house newsletters can help maintain lines of communication.

Answer 4

The following are some of the best sustainable best practices for a company:

<U>Create Your feedback Channels</U>

use two-way communication channels and social media vehicles to facilitate feedback, giving your current { and potential customers { a voice in making a contribution as well. In doing so, you will afford them a sense of ownership in your product or service, and hence, create brand ambassadors and loyalists who will help spread your message in the market.

<U>Develop Your Local Community</U>

within your own local area to build relationships and create a deep, personal connection with your community.

Give your sustainable business a face by inviting members of the community to your offices or having a physical presence at local events, through which you can meaningfully interact with attendees. Focus on creating initiatives that stimulate your local economy and invest in the welfare of your community. Start small so that you can grow big.

<U>Feature Measurable Goals</U>

One of the best ways to get exposure for your company, product or service, is to show how your efforts are making a real difference.

<U>Think Proprietarily</U>

This depends on your vertical, but a big component of marketing is identifying your key points of differentiation and unique selling proposition for purposes of distinguishing yourself in the market. And sometimes, you need to create those differences.

If you're in the consumer packaged goods industry, for example, developing proprietary sustainable packaging methods could serve to effectively differentiate your brand while furthering your commitment to sustainability. It will also serve to attract new customers who opt to purchase products that better help and protect the environment. Consider your product or service and what proprietary sustainable processes you could develop to more significantly impact the environment and position your business for maximum share of a green-motivated market. Make this an inherent part of your business model { not just a marketing additive.

<U>Implement Loyalty Programs</U>

Effective marketing boils down to relationships, and by investing in cultivating mutually beneficial ones, you set yourself up for long-term success { not only by increasing sales amongst your existing user base but by expanding your market through brand evangelists who will proliferate your message across the space.

<U>Be Creative </U>

These are just a few ways in which you can think strategically when it comes to marketing your sustainable business, product or service. Be creative and listen to your customers. Identify trends in the market to stay ahead of the curve. And immerse yourself in a category that is overflowing with resources and information to equip you for success. Businesses keen to profit from the transition to sustainable development often have a longer time-horizon and a broader set of goals than traditional companies. They value the well-being of employees, society, culture and future generations. Whilst they cannot afford to ignore short-term cash flow, their definition of success is more sophisticated and long-term. Often, the founders of these companies have a well-articulated set of principles that guide the business and help to instill the same values in employees. By declaring their goals publicly they may inspire trust, create a model for their industry sector, and provide a benchmark against which achievement can be measured. Smaller companies, which are often at a disadvantage when recruiting employees, can attract creative and talented staff by offering workplaces that are more participatory, have greater sensitivity to family issues, share more of the wealth, offer more fun, and encourage trust between management and employees. This broader vision of success requires new business tools, practices and relationships. Being receptive to new ideas and suggestions opens the door to an array of business opportunities.

Internal consistency

Ensuring that the values of sustainable development permeate throughout the company usually starts at the CEO's office. However, the best intentions are meaningless if they are lodged in the mind of one individual.

Changing a

company's culture and outlook requires a contribution from everyone, working as a team.

Prepare a mission statement

A mission statement is a declaration of the goals, principles and operating procedures of a

company. It will vary from one company to the next, depending on the nature of the enterprise, and can help in charting a company's progress.

Best issued from a committed CEO, the statement should be distributed to all employees and stressed repeatedly. If employees know that performance will be measured against the stated goals, and are given the resources to achieve them, the mission will be taken seriously.

Measure and report on your progress and performance Internal and external communications can be used by a company to report on its progress in achieving social, financial and environmental goals. By developing benchmarks against which to measure progress, and reporting on successes and failures, companies can reinforce their commitment to stated objectives, and alert employees and other stakeholders to areas where more effort is needed. Just as financial reports help employees concentrate on cutting costs and maximizing the return on investment, environmental and social audits sharpen company focus.

It is best to start by setting easily achievable goals, and then becoming more ambitious as

confidence and expertise are gained. For example, asking all employees to bring their own

coffee mugs to work, and purchasing mugs for

visitors, is an easy first step. Requiring all printing and copying to be done double-

sided, providing reusable pens in the supply cabinet, and turning off unused lights

and equipment, are other possible starting points. After momentum and interest have been established, the tougher issues can be tackled.

As staff become increasingly aware of the cost and environmental benefits and the ease of implementation, suggestions for improvements are likely to be forthcoming. Some companies offer rewards to their employees for suggesting environmental improvements that could save the company money. Materials that inform employees about economic, environmental and social trends

Informed employees will be better equipped to promote company goals and to respond to major trends. Well-written books and articles, videotapes, and the occasional guest speaker or external course can put a company's efforts into perspective.

Answer 5

Hello , I have compiled some points which I found through different sources to answer your query. Here are some ways to sustain a business well

A competitive edge

Customers and investors are increasingly looking beyond the balance sheet before making a choice about where to place their business.

Creating cleaner business practices can strengthen and build your brand, giving you a stronger identity and a reputation that you can be proud of and promote to customers. This may help to build your market share and even open up new markets.

Market leverage

Many large businesses are conscious of enhancing their corporate image and are increasingly choosing suppliers with environmental, social and cultural values and practices that match their own.

Consumers are actively selecting and paying more for products that they believe are less harmful to the environment. Government is also applying environmental criteria when selecting a supplier. Throughout this leaet the Ministry for the Environment has pulled together di_erent discussions and information on where and how sustainable business practices can deliver positive results.

Strategy A key business driver

Whether you have a carefully crafted formal plan, or an informal set of values, your business is driven by its strategy. Businesses are _nding that to be successful it is important to have a strategy that reects their commitment to economic, environmental, social and cultural ideals. Refocusing your strategy will give you a starting point from which to apply sustainable practices across your organisation.

Process Doing more with less

There are a huge number of ways that businesses can change, for example adopting cleaner production techniques, developing resource and energy e_cient processes and examining the transportation of goods. As well as creating a lean operation and generating cost savings, these re_ned ways of working can enhance your reputation, building a positive image both with customers and sta_ alike.

People At the centre of every business

Your people are critical to your business success. Integrating good employment practices into your business, such as family-friendly policies, exible working and access to training, will help you to create an environment where people feel valued and content. In todays tight labour market, this could well prove crucial to your ability to attract and retain the right people.

Capital - The bottom line

Obtaining capital is essential to every type and kind of business whether by selling products, delivering a service or attracting investors. The two-fold capital benefits of sustainability are savings from effociencies and an improved image. This enhanced reputation can make you a more desirable prospect to both investors and customers.

Switch off when not in use

Reduce your energy waste by switching of unnecessary lights and equipment, especially when everyones gone home for the day. A simple yet effective way to save on your energy bill.

Green your office stationery

Save money and support environmental practices by reducing your paper use and buying stationery products which are kinder on the environment, for example paper that is non-bleached or from sustainable forests. Make a difference by specifying greener printing options when ordering your letterhead and business cards, and think carefully about print quantities.

Recycle all that you can

Reduce the amount of rubbish youre sending to landfill by recycling. As well as paper, you can recycle plastics, tins, glass, and your food scraps can go into composting.

Choose greener and safer cleaning products

Choose products with ingredients that have less impact on human health and on the environment. Many cleaning products end up in local wastewater systems, and eventually in waterways. You can also reduce your rubbish by choosing products with minimal and/or recyclable packaging.

Choose energy efficient equipment and appliances

Buy energy efficient equipment and appliances. Check out the energy label the more stars, the more energy efficient the appliance. Many appliances and o_ice equipment now have powersave features too.

Answer 6

Hai,

Consumer packaged goods companies need continuous innovation to remain competitive and relevant. Indeed, Accentures High Performance Business research shows that profitable innovation is a key element of success: high-performance businesses introduce more new products than competitors and they bring them to market five times faster. Yet, maintaining profitable growth while expanding a product portfolio remains difficult. Why? Some companies product portfolios become too complex too complex to manufacture, to get on the shelf and to sell to consumers. Moreover, new offerings may cannibalize rather than augment sales of older items or they may lead to additional costs across the value chain from ideation through marketing and merchandising. An ever-expanding array of undifferentiated

products leaves consumers so confused they turn away. Accentures broad client experience combined with insights from our High Performance Business research, can help companies develop product portfolios that are profitable and distinctive enough to build revenue as well as enhance the companys reputation for innovation with consumers and retailers. It also simplifies and improves the cost efficiency of processes and asset utilization.

While most consumer packaged goods companies aim to optimize their portfolio and related processes, as well as identify products that should be discontinued or developed, their efforts may not yield optimum and sustainable results. In Accentures experience, a

Portfolio Optimization for

Consumer Packaged Goods Companies variety of factors usually contributes to this suboptimal

outcome. Not enough may be known about the actual performance of each product, for example, or the consumer it is targeted for, to strike the right balance between profitability, efficiency of production and differentiation. In addition, many companies may not be able to calculate the true costs of producing an item so profitability is inaccurate. Furthermore, Accenture has witnessed the tendency for companies to focus portfolio optimization efforts on a specific business unit or func-

tional group, missing broader implications and opportunities across the product value chain. Consequently, they do not target the right product for elimination or addition, do not generate deep enough reductions in the number of products offered and are not able to obtain significant benefits from their product line optimization. Other contributors to suboptimal portfolios are internal company politics that militate against eliminating a product championed by a brand team, the understandable reluctance to remove a product and possibly cede hard-won shelf space at the retailer to a competitor and misalignment across various functions.

Sustainable packaging:

1. Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
2. Meets market criteria for performance and cost;
3. Is sourced, manufactured, transported, and recycled using renewable energy;
4. Maximizes the use of renewable or recycled source materials;
5. Is manufactured using clean production technologies and best practices;
6. Is made from materials healthy in all probable end of life scenarios;
7. Is physically designed to optimize materials and energy;
8. Is effectively recovered and utilized in biological and/or industrial cradle to cradle cycles.

Answer 7

In the recent past increasingly, most of the biggest brand names in the world are implementing sustainable practices into their business, and its starting to pay o_ for them.

The sustainable business practices are

1. Moving toward improved collaboration and decision-making early in the product development and launch process to ensure downstream success
2. Collaborating with retailers and suppliers to drive revenue, pro_ts, improve quality and reducing consumer channel migration.
3. Moving from optimized departmental north-south processes to extended and cross functional east-west processes to become more demand driven
4. Continually validating consumer, retailer, regulatory, supply chain requirements and compliance to reduce time to market, time to scale, improve compliance and product success rates.
5. Go Eco-friendly
6. In-Store Logistics: includes in-store visibility, shelf-ready products, shopper interaction Collaborative Physical Logistics shared transport, shared warehouse, shared infrastructure Reverse Logistics: product recycling, packaging, recycling, returnable assets
7. Treat people as if they are capable of great things. And many of them will prove you right. "If you treat people as they are, they will stay as they are. But if you treat them as they ought to be, they will become bigger and better persons."
8. Take regular feed back. The best way to get good feedback is to randomise. The best feedback may come from the bottom of the organization."
9. Business Ethics matter to consumers.
10. Considering new distribution channels including speciality stores and online retailers.
11. Ensuring that a producer remains ahead of regulatory and retailer requirements for recyclable and biodegradable packaging materials by fully exploring available options for material reduction.
12. Using sustainable marketing campaigns, whilst ensuring any claims are well documented and measurable.
13. Highlighting particular benefits employed during the production and packaging process, whilst avoiding the word "sustainability".

Answer 8

Meanwhile a great many consumer packaged goods companies have been making

commitments to sustainability, in some cases for a number of years, but for the most part it's still too early to tell what the true impact has been on either the environment or bottom lines.

While the approaches of these and many other companies differ, most CPG manufacturers are going over the same ground, and attempting to address the same set of broad sustainability issues as they relate to the packaged goods business: packaging, and water and energy usage.

Given this commonality of purpose and focus, industry observers are calling for different sectors of the industry to work together more deliberately, to develop solutions that all can apply and benefit from going forward.

The themes of collaborative effort, cross-pollination of ideas, and more are at the forefront of a well-timed conference later this month: the Environmental Sustainability Summit for the Food, Beverage, and Consumer Products Industry, staged by the Grocery Manufacturers Association.

The meeting, slated for Jan. 17 to Jan. 18 in Washington, is a groundbreaker for the grocery world, but it certainly won't be the last of this type of industry forum on green. (In fact, in June the Food Marketing Institute will present a similarly themed event, just for retailers. That conference is discussed in more detail in the sidebar on page 52, and will receive further in-depth coverage in future issues of Progressive Grocer.)

GMA's summit and other such industry forums are a testament to the now rapidly growing importance of sustainability to the supermarket industry, and a clear indication that this isn't going away. As Cal Dooley, president and c.e.o. of GMA, explains it, "Over the last year, as we started defining the strategic areas of focus for our members, sustainability emerged as one of the highest priorities."

With this new event, the trade group's leaders hope to put the myriad issues on the table for all to see and understand and then find partners to work with to achieve common goals.

"It's important that we [at GMA] are working with our member companies and the industry to ensure that we are defining sustainability in the most appropriate manner," notes Dooley, "and to develop a measurement of practices that contributes to more sustainable production."

(For much more detail about the conference and GMA's objectives, see the Q&A with Dooley on page 58.)

Green interest grows

There are plenty of reasons that sustainability is high on the strategic agendas of most grocery executives. "Some companies are being motivated by their own self-interests, because they see this as an opportunity to improve margins," acknowledges Dooley. "But they're also seeing a growing awareness of consumers' interest in sustainability."

In the course of a consumer research project conducted in 2007 with help from Deloitte, GMA determined via surveys that 17 percent of consumers are "green-motivated," or had made purchasing decisions predicated in some way on the sustainability of a product. That's a clear indication of consumer interest.

There's interest of another kind in evidence as well: The investment community is keeping a close watch on companies' demonstrated levels of commitment to sustainability. "We were surprised to find that almost 50 percent of shareholder proposals in 2006 were related to sustainability," notes Dooley.

Interest from yet another camp, the government, has no doubt prodded CPG companies to start moving on green issues, too. And as is generally the case in the food business, corporations would rather be proactive than be subjected to burdensome legislation.

"This is an opportunity for the private sector to lead on sustainability," asserts Dooley. "We want to be able to demonstrate a commitment that's really a function of private-sector activity."

There's still another source of acute stimulation prompting CPG suppliers into action, perhaps the most persuasive of all: Wal-Mart. Indeed, many of the largest

CPG companies in the business are scrambling to redesign their packaging and re-think certain product formulations to meet mandates set by Bentonville, Ark.-based Wal-Mart, which has been loud and clear about its own ambitious commitment to becoming much more sustainable in every facet of its operations.

"We typically talk about the 'three R's'—resources, regulation, and reputation—as the key drivers," says John Davies, v.p. of green technology research at Boston-based AMR Research. "But there's also the 'W'—Wal-Mart."

In addition to rolling out a packaging scorecard with new requirements for suppliers to meet, Wal-Mart has launched a pilot program with vendors in seven popular product categories, to measure and reduce the amount of energy used in marketing and distribution.

Big names on board

While the word "green" seems to be popping up in headlines more than ever before, most of the major CPG companies that are involved in sustainability claim they have been on board for years, even decades. But they also admit that because the current level of media attention and consumer buzz are as high as they've ever been, they're stepping up to the mike to tell their sustainability strategy stories, internally and externally.

Many firms have been thinking and speaking fairly broadly in the name of sustainability, with environmental issues just one important component. Global firm Cadbury Schweppes' approach is emblematic of this inclusive attitude, as it gathers three types of responsibility under the umbrella of sustainability: environmental, economic, and social.

"We have over 100 years at the forefront of corporate responsibility, with the clear intention of shaping the world we live in as consumers, workers, and citizens," says Deborah Louison, s.v.p. of corporate affairs for the company's Americas region, with U.S. headquarters in Parsippany, N.J. "For us, the word 'sustainability' has a wider definition beyond the environment."

That being said, Louison notes that Cadbury Schweppes has paid more attention to its impact on the planet in recent years. In 2006 the company launched "Goals and Commitments on Sustainability," a project extending into 2010. Says Cadbury Schweppes c.e.o. Todd Stitzer: "We recognize that if we are serious about tackling climate change, we need to be absolutely committed. This means embedding sustainability into every decision we make."

Adds Louison on the Goals and Commitments project: "We committed to reduce the environmental impacts of our business by developing a reliance on renewable energy, reducing carbon-based fuels, and using 100 percent recoverable or biodegradable packaging."

In 2007 Cadbury Schweppes unveiled the "Purple Goes Green" initiative (purple is one of Cadbury's logo colors). This ambitious agenda sets a mission for the company to help tackle climate change by cleaning up its own act by 2020.

Answer 9

Optimizing packaging materials, reducing shipping weight and cube, and increasing packaging cubic densities can lead to significant savings. While there may be minimal material savings in direct packaging costs, it can have a multiplier effect on the cost of transportation, handling and storage. A change in packaging can create a ripple effect throughout the supply chain producing efficiency gains, dramatic cost-savings and reduced energy consumption.

Sustainable packaging:

1. Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
2. Meets market criteria for performance and cost;
3. Is sourced, manufactured, transported, and recycled using renewable energy;
4. Maximizes the use of renewable or recycled source materials;
5. Is manufactured using clean production technologies and best practices;
6. Is made from materials healthy in all probable end of life scenarios;

7. Is physically designed to optimize materials and energy;
8. Is effectively recovered and utilized in biological and/or industrial cradle to cradle cycles.

The criteria presented here blend broad sustainability objectives with business considerations and strategies that address the environmental concerns related to the life cycle of packaging. These criteria relate to the activities of our membership and define the areas in which we actively seek to encourage transformation, innovation and optimization. We believe that by successfully addressing these criteria, packaging can be transformed into a cradle to cradle flow of packaging materials in a system that is economically robust and provides benefit throughout the life cycle of a sustainable packaging system.

SOURCE: Sustainable Packaging Coalition

Whether it's called sustainable packaging, green packaging, biodegradable packaging, or natural packaging, there is a growing consumer demand for sustainable products. There is also a growing sense of urgency from product manufacturers - especially consumer packaged goods companies (CPGs) - to develop sustainable business practices based on the increasingly limited availability of traditional packaging materials.

Many packaging savings and reductions have already been achieved. Beverage cans are much lighter than they were 10 years ago, and most use recycled aluminum. Deodorants are sold without containers now. Shipping boxes contain large percentages of recycled fiber. McDonald's has been steadily reducing the amount of virgin paper and plastic in the boxes that hold its fries and the lids that top its coffee cups.

In spite of sustainable packaging becoming more mainstream (i.e. more major brand owners using sustainable materials for their packaging), finding sustainable solutions to meet consumer demands and corporate citizenship objectives is still a daunting challenge for packaging professionals.

Answer 10

Dear Anonymous,

Business should not be setup with dream of becoming millionaire overnight. Any business first needs a stability period by which it can be slowly expanded and prevailed all over the world. Business in a prevailing market is like an experiment in a laboratory. The result can be either of the two most common things SUCCESS AND FAILURE. Any Entrepreneur must keep the above things in mind and follow the strategy to make his way in the market. The two things are like two sides of a coin and one should digest and accept the result or outcome. In order to make an ideal business the ideas which makes a blueprint for the setup are more considered. The business ideas needs right gestation period, timing, market scenario, marketing and planning makes a successful attempt.

First make out five essential Ms of a business which are Market, Man, Material, Machinery, and Manufacture.

In today's market we get daily one new product. But the sustainability depends on the quality and consumer's satisfaction. The vital thing to sustain in the consumer packaged goods market is to win the heart of consumer. The ultimate goal of producing the good is "Attaining Consumer's satisfaction grade." The best practices are attained initially for an entrepreneur but they are acquired slowly. Now a days markets are producing only chemical products which are harmful to health. I hope you already have plan to bring your product into the market. But, kindly make your formula which can never harm or give out certain side effects. Think different and do things differently. Bring the product produced with natural components which you render extreme help to the world. Along with your goods give out also the organic products and natural essential products which have huge demand in the market. People today are more conscious about their health and thinking twice to buy a product which gives them no risk.

As i have mentioned about the natural products i want you to think of the price

range. Make the profit margin narrow for your natural products as the raw material costs more for you. And many companies think of getting double the amount they spend on such products. But, when you think of small profit then your product hits in the market.

I am giving out the ideas and information about the good practices for consumer packaged goods and as well as for a good entrepreneurship. As I have some knowledge about management and marketing I could give you some of the tips I got from my experience. Hope this information helps you to some extent.

1. What are consumer goods?

Fundamentally, Consumer goods are the goods which have acquired primarily for personal, domestic and household use. These are finished products and ready for the use products. Consumers directly take the products ready for consumption.

2. What you are going to?

Plan for what you want to go with. The commodity which you select makes all the way for your business. The evolving market for the product you have selected.

3. Who are leaders in the market?

As you have stated certain companies who produce consumer goods, you need to understand the whole criteria in the evolving market. There are some initial points which are to be kept in mind before making up for the consumer goods market. Get all the information as far as you can get of the first three in the top level. These top 3 companies differ not much in their strategies and also the market value.

4. What are the bonding rules involved?

Get an enclosure where the products are following the rules for their businesses. This can make your resemblance with them and your thoughts come out of your mind tremendously.

5. What are the styles followed?

Make the styles of the evolving products and as of now you can get your own style for the product. This appearance attracts the modern world with all the information available for the product.

6. What is the chemistry?

If you thought of a business then you will be ready with your formula and you should never forget to check the formula of the evolving goods. As the main thing dealt is you can attempt for a product which is different to others. You must prove yourself here after making out various tests before setting up your business. Many samples are to be given out of your own product as a part of business. This is almost a small scale industry where you need to give some samples to all your friends and family which can help you to change the formula to get a final product and fix the formula for your business.

7. What is the face?

After the test has been made and you will succeed in producing a final product. Now you should give out a face to your product and comparatively differs with the evolving products. The chosen face should be satisfied by the user. If it is liquid then the cover is to be designed attractively and if it is a solid form like soap then you should provide a shape which is accepted by a consumer.

8. What is the logo?

Decide a different and attractive logo which is liked by consumers. For this you need to take the help from your family and friends. They can suggest you the best logo. This is all the way along with your product and so you should make a clear and confirmed logo.

9. How is the look?

The designing help can be taken up with your artists and make them understand your interests in the color section and symbol selection. The design must be very attractive and the material should be available for recycle. This makes an aware that your product carton itself is safe.

10. What are the contents and information on the pack?

Give away all the possible information of the product which is responsible for getting it to the consumer world. The ingredients and the formula should be given upto

90% which makes a consumer think before he buys your product. Give the address of the manufacturing unit and also the supportive numbers for their advices and complaints.

Now i want to give out some reference where you get bulk information. Online material which I could collect from the mother of internet.

Recently i have seen a topic as it is stating about the largest producer of food in UK. The information is "As the UK's largest producer of frozen chips, McCain Foods is one of the most recognisable consumer brands on the market."

The judges were impressed by McCain's investment in green improvements and the scale of the bene_ts achieved. The company itself said it was setting an example to suppliers, customers and peers of how large-scale manufacturing could operate with a signi_cantly reduced environmental footprint.

Some helpful information on these websites for you:

www.mccain.co

www.mccain.co

www.bclaws.ca

www.business.go

All the very best from me.

Answer 11

In order to start to develop sustainable business practices, you must take an overview and assess how your business _ts into the entire business process from manufacture to end-user.

Consumer-driven companies are focusing on outsourcing to drive high performance and _re up their growth engines as they emerge from the uctuating economic conditions of recent years. They recognize that building a sustainable growth platform takes resources, which often must be pried free from other areas of corporate operations. Since it takes money to make money, the liberation of working capital is an inescapable prerequisite for growth in today's consumer market place.

Business performance management solutions allow high-performance decision makers to act before their competitors. By re_ning and optimizing our clients' abilities to organize and analyze _nancial, operational and external information and the market trends and how to create new trends with lock risk and funds, capturing market for new and by-products etc.

Most consumer goods and retail outsourcers believe the following guidelines are imperative to implement high-performance initiatives:

- * Incorporating business outcomes as a performance measure from the arrangement's outset.
- * Sourcing outsourcing providers with a wide skills set, long-term result-delivery track record and competitive pricing backed by a commitment to cost reduction.
- * Giving as much attention to performance measurement and the quality of relationships with providers as to the contract.
- * Using risk/reward provisions as incentives for higher performance outsourcing.
- * Using active governance to manage the outsourcing relationship for maximum performance.
- * Tasking talented executives with optimizing outsourcing arrangements.
- * Clarifying objectives.

In terms of sustainability, the major challenges this sector faces are therefore closely related to the ingredients used,As key topics for the sector he lists: product safety, consumer information, avoiding the use of controversial ingredients, alternatives to animal testing, and ecologically compatible cultivation of renewable raw materials. Its no secret that a successful business is one that has the ability to change in order to meet market demands.

Any business listening to todays market knows that customers, sta_ and investors are becoming more and more interested in sustainability and our impact on the environment. Companies are adopting new processes and analysing the impact theyre having on the future. By examining your own organisation and developing

sustainable business practices, you will not only build a modern business in tune with your customers but many of these practices will improve efficiency and save your business money and enhance your business reputation.

With all the different messages surrounding the concept of sustainability, it is often hard for businesses to understand its meaning and discover its benefits.

In essence, sustainability is about meeting the needs of today, without adversely impacting on the needs of tomorrow. In fact, the key messages of sustainability actually tie in with what are generally considered to be sound business practices, such as building efficiency, minimising waste and maximising resources. After all, anyone in business knows that a more efficient operation saves money and cuts costs. By simply refocusing your view of business and examining how you operate, you will be on the way to developing a sustainable business.

Customers and investors are increasingly looking beyond the balance sheet before making a choice about where to place their business.

Creating cleaner business practices can strengthen and build your brand, giving you a stronger identity and a reputation that you can be proud of and promote to customers. This may help to build your market share and even open up new markets.

Consumers are actively selecting and paying more for products that they believe are less harmful to the environment. Government is also applying environmental criteria when selecting a supplier. Throughout this leaflet the Ministry for the Environment has pulled together different discussions and information on where and how sustainable business practices can deliver positive results.

Your people are critical to your business success. Integrating good employment practices into your business, such as family-friendly policies, flexible working and access to training, will help you to create an environment where people feel valued and content. In today's tight labour market, this could well prove crucial to your ability to attract and retain the right people.

There are a huge number of ways that businesses can change, for example adopting cleaner production techniques, developing resource and energy efficient processes and examining the transportation of goods. As well as creating a lean operation and generating cost savings, these refined ways of working can enhance your reputation, building a positive image both with customers and stakeholders.

Answer 12

hi i will give some of the general ideals for the business practices

1. Establish clarity of purpose

Decide what you want to know.

For Industries and Markets

Start by deciding exactly what you need to know. Formulate specific questions that will lead you to the knowledge you are seeking. For example, What was the total value of the market last year in Berkshire?

For Known Companies or Organisations

Make a list of the facts you want to find out.

For Information about People

List the items of information you want to enquire about. For example, name of the Sales Director, email address, direct telephone number, mobile number, career history, interests etc.

For Sales Prospects

If you are looking for sales prospects - companies who are likely to need what you have to sell, first narrow your field of view as much as you can. Describe your ideal prospect so that you can easily filter out unsuitable possibilities

2. Identify information sources

Consider who would have the information you want and where it would be kept.

For Industries and Markets

Universities and Colleges

Trade associations and professional bodies

Relevant journals, magazines, and articles

Industry and market research reports

Government statistics offices

Network with your contacts to find people who work or have worked in the market or Industry you are researching

For Known Companies or Organisations

Credit rating agencies

Annual reports

The Company's web site

Company registration authorities

Books, magazines, and journals

Amazon now allows internal searching of book texts. Search books for use of the company's name. Then find the book in a public library or purchase a copy if the reference looks helpful.

Network with your contacts to find people who work or have worked for the company you are interested in. Someone you know will know someone.

Creating and Implementing New Business Ideas

More and more corporate workers are leaving their jobs to start new ventures. When taking this leap, it is important that the goals of these entrepreneurs are solid, as these goals may ultimately determine the success of the new venture.

Unfortunately, many new entrepreneurs have motivations that don't naturally lead to long-term success. Some of these motivations include:

- * Being sick and tired of the same old corporate routine
- * Being dissatisfied with the way their corporation is run (think bureaucracy)
- * Feeling they are underpaid or under appreciated in their current jobs.

While these goals will be fulfilled when launching a new venture, they should not be the core reason to start one. Core goals should be deeply engrained ambitions that will drive you to succeed in the face of adversity. For instance, the goal of building a company that will truly make a difference in the people's lives that it serves can motivate not only the founder, but employees in both the short and long-term.

However, the core goal need not be so ambitious or wholesome.

Having goals such as:

- * Doing things better than they are currently done
- * Proving that you have what it takes to launch a new business
- * Becoming wealthy

Are all goals that will motivate you in the long-term to succeed. Moreover, it is this extra motivation that often is a determining factor between success and failure.

When considering leaving a corporate position to launch a new venture, it is important to review your personal goals and make sure they merit taking the leap to entrepreneurship. If your goals are not worthy, you might find yourself in a position down the road where your needs are not fulfilled and your venture is faltering.

However, if your goals are such that they are fully engrained within your body, soul and mind, you will find yourself highly motivated and willing to do what it takes to launch and grow your new venture in the face of any adversities that comes your

.

Answer 13

Sustainable business practices are about

combining economy with ecology. It is the green cell that adds value to the Earth's economy.

It requires major innovations of new activities, instead of minor improvements of existing activities. Organizational change is education. Educated people will design an eco-efficient business. The R.O.I. itself will be redesigned in order to give "credit" for pollution offsets ("lack of toxic waste"), and for long-term "benefit" that benign energy sources, such as solar, wind, and hydrogen energy sources, give the business.

It also includes fulfilling the essential needs of consumers and knowing future markets and

teaching an ideal of the "cyclic principle": waste for one system = food for another.

Sustainable business practices:

- Require strategic decisions within the company.
- Focus on the total range of innovation and organization of products, services, technologies and systems.
- Honor the cyclic principle of ecology, and see this hierarchy as essential: recycle, reuse, reduce, redesign for eco-efficiency.

Will not only be developed by bigger companies. Smaller companies with their innovative and dynamic character will be a major source of new SBP as well.

SIX STRATEGIES TOWARDS SUSTAINABLE BUSINESS PRACTICES

1. Creating new business: products, services and systems.
2. Developing breakthrough technologies.
3. Creating strategic partnerships; look for synergies throughout the supply chain of the business.
4. Creating new consumption, production and investment patterns.
5. Creating new ways of organizing business: organizational transformation to a learning organization.
6. Create ecoliterate leadership at all levels of the organization.

Answer 14

For the makers of food and beverage, health and beauty, household, and other consumer products, it is the best and the worst of times. Most enjoy solid balance sheets, healthy profit margins, and a good return on invested capital things that CEOs in other industries only dream about. Yet the US\$2 trillion-plus consumer goods industry is losing its glow.

After 30 years of growth and innovation, when frozen foods, prepared meals, disposable diapers, and other new product categories drove rapid growth, the industry is seeing revenues and market values go at. Since the late 90s the industry has not matched its earlier strides in value, quality and convenience, says Mark McGrath, a director in the Chicago office. CEOs are awakening to the notion that this may not be the growth industry that it once was.

Three keys to success

In this new environment, consumer product companies must focus on three core processes:

Managing retail customers

In recent years leading retailers have consolidated power and extracted concessions from suppliers in pricing, delivery, and other terms and conditions. Retailers now also compete with, as well as buy from, branded goods makers, stealing market share with lower priced house brands. Manufacturers must learn to hold their own in this delicate relationship.

Managing consumers

From the 1950s through the 80s, consumer goods companies could quickly build share through mass marketing a core competence for the industry. But as markets become more complex and fragmented, and consumers grow more sophisticated and selective, companies have to connect with the market in new ways.

Managing supply chains

With retailers and consumers increasingly exerting their influence, manufacturers have little margin for error. To deliver products on time, at the lowest possible cost, companies must wring waste and inefficiency from their suppliers operations, and their own.

Get it right or be left behind

Consumer goods is a detail-oriented, execution-focused business, says Peter Freedman, a director in the London office. CEOs have to get many things right. Today they're pushing to drive profit margins and top-line growth at the same time. They often get one or the other, but it's rare to get both. In addition, companies must

reconcile what is both a strength and a weakness: energetic product advocates who fight for corporate resources and positioning, but worry less about the rest of the business. It is essential and very difficult to make an enterprise focus and identify priorities in an even-handed way, he notes.

To get started, CEOs should focus on specific challenges and opportunities for instance, cost reduction, supply chain management, or brand portfolio management. But it's a tall order. Ten years ago these companies had the best business processes and the top talent in the world, says McGrath. Today, the world has moved on and much of the industry is in danger of being left behind.

A. 15

Hi,

These are the fundamentals of ideal business

The Ideal Business sells the world rather than a single neighborhood or even a single city or single state. In other words, it has an unlimited global market.

The Ideal Business offers a product, which enjoys an inelastic demand. Inelastic refers to a product that people need or desire almost at any price.

The Ideal Business markets a product that cannot be easily copied. This means that the product is an original or, at least, it is something that can be copyrighted or patented.

The Ideal Business has minimal labor requirements. The fewer personnel, the better.

The Ideal Business operates on a low overhead. It does not need an expensive location. It does not need large amounts of electricity, or advertising, or legal advice, or high-priced employees, or a large inventory.

The Ideal Business does not require big cash outlays or major investments in equipment or product. In other words, it does not tie up your capital.

The Ideal Business enjoys cash billing. In other words, it does not tie up your capital with lengthy or complex credit terms.

The Ideal Business is relatively free of all kinds of government regulations or structures.

The Ideal Business is portable or easily moveable. This means you can take your business and yourself anywhere you want to.

The Ideal Business satisfies your intellectual needs. There is nothing like being fascinated with what you do.

The Ideal Business leaves you with free time. In other words, it doesn't require your labor and attention 12, 16, or 18 hours a day.

As your business grows, you will need to change to adapt to new circumstances. You can experiment with different ways of working to see which suits your business best.

But this approach is inefficient and may lead you to make inappropriate decisions.

A far more effective way of making changes is to look at how successful businesses operate and to introduce their ways of working into your business.

Evaluating how your operations compare with the most effective and profitable enterprises, and then using their most successful elements - the "best practice" - in your own business, can make a big difference.

best practice in people management

Successful businesses are those that attract, develop, motivate and retain the best people. You will get the most benefit from your people if you have key strategies for doing so. These can include:

involving employees in the development of the business

communicating with employees

adopting flexible working and policies that encourage equality and diversity

setting targets and rewarding achievement

offering employee development and training

.

Improving business operations through best practice

Most businesses have some operational issues that can be improved through the

introduction of best practice methods, including:

quality management

stock control, delivery and supply chain management

purchasing and ordering

information management

You can identify which operational areas will benefit from best practice methods by:

benchmarking

internal analysis

reviewing appropriate national and international standards

Best practice in sales and marketing

The right sales and marketing strategies play an essential role in the success of your business.

worldwide reach - a website can be seen by visitors from all over the world

lower costs - a website can cost much less to set up and run than a traditional shop

a level playing field - small businesses can compete alongside the websites of much larger businesses

better targeting - emails are less likely to be opened by someone else, and opt-in mailing lists ensure that your message is read by someone who wants to receive it

new markets - a website makes it easier to target customers who were previously out of reach

Encouraging innovation

Using IT to achieve best practice..

wish u all the best

A. 16

Hi, P & G: During the late 1980s and early 1990s, Procter & Gamble recognized that its Food & Consumer Package Goods supply chain faced several major challenges: Product proliferation that confused the consumer and challenged the trading partners. Unproductive forward-selling practices. Confusing and complex price and promotion programs. Inefficient logistics management practices. Failure of senior management in the industry to recognize supply chain management's strategic importance. Little consideration for the consumer. Customer interface along a single dimension that is, a sales representative. In response to these challenges, P&G launched a number of supply chain initiatives some of which included dramatic policy changes. As early as 1985, the company had initiated tests using retail customers' own daily data on their warehouse shipments and retail sales to determine P&G product shipments. These tests led to the institution of a program known as Continuous Replenishment (CRP). Using electronic data interchange (EDI) for automatic and reliable capture of customers' daily sales, P&G was able to approximate a "just in time" supply of products through the pipeline. The P&G leadership recognized, however, that the EDI and CRP program though steps in the right direction by themselves would not result in the desired supply chain efficiencies. That realization led to the Value Pricing and Streamlined Logistics initiatives, created to support the company's Efficient Consumer Response strategy. Nirma: TRADITIONALLY, players in the FMCG market have not set much store by manufacturing their own products. It is common practice in every segment of the industry to outsource a part of the products sold from smaller, third party manufacturers. In the circumstances, it is Nirma that has challenged traditional practices. Not only has the company consistently invested in building manufacturing capacities for detergents and soaps, it has also integrated backwards to manufacture every conceivable detergent input. After making large investments in its backward integration efforts, Nirma now operates a 75,000 tonne unit for Linear Alkyl Benzene (LAB; a key ingredient in detergents) and a 4.20 lakh tonne unit for soda ash. It plans to expand the soda ash capacities further to 6.15 lakh tonnes. Nirma claims these measures will help it reduce costs and ramp up operating profit margins. Estee lauder: With the decline of the importance of the department-store channel as a seller of cosmetics, beauty

companies are seeking alternatives. Este Lauder is opening more of its own stores, featuring its MAC, Aveda, or Origins brand products, and has over 500 single-brand, freestanding stores worldwide as well as 86 multibrand stores. The company expects 29% of its sales will come through North American department stores by 2010, down from 46% in 2002. It anticipates that more products will be sold through specialty retailers and international department stores. Este Lauder and other cosmetics companies are also turning to emerging markets, where consumers have more disposable income to spend than in the past. The company projects that 51% of its sales will come from outside the Americas region by 2010, up from 39% in 2002. Overall for the industry, cosmetic sales rose 10.7% in Latin America and Eastern Europe in 2006, compared with growth of just 3% in the U.S., according to Euromonitor International, a global market research firm. Upscale cosmetic brands are also turning to home-shopping channels such as QVC. The channels, once seen as marketing inferior goods to middle- and lower-income consumers, now attract upscale brands, including Bobbi Brown, Elizabeth Arden, and Shiseido. Este Lauder's Clinique line appeared for the first time on QVC in February, 2008. Business through the Internet has also become more important for the beauty companies. Este Lauder reported that its Internet business grew 30% in the December, 2007, quarter, with healthy gains from its own brand sites as well as retailer partner sites including those run by Macy's, Nordstrom (JWN), Neiman Marcus, and Sephora. Finally, Este Lauder announced in January, 2008, that Clinique will develop a new upscale skin-care line to be marketed exclusively through physicians, a strategy reflecting the increasing importance of sales through doctors' offices. The new line will be marketed by Allergan (AGN), best known as the manufacturer of Botox, but which is also involved in the PreVage MD, M.D. Fort, and Vivite physician-dispensed skin-care products.

Colgate: The Colgate Palmolive Company is a customer product company that operates in eighty-one countries. In order to promote a system of common Values and "managing with respect" Principles, Colgate implemented a strategy of "Becoming the Best Place to Work". This business initiative consisted of two phases. Phase 1, "Valuing Colgate People", and Phase 2, "Managing with Respect", both aimed to "balance a global strategy with local implementation".

Sunsilk : Strategy and Progress: To integrate social, economic and environmental considerations into our business and brands -Brand Imprint process carried out with 14 global brands. - Completed assessment of 22,000 food and beverage products as part of our Nutrition Enhancement Programme -Our Global Health through Hygiene Programmes smart sensor technology was independently endorsed by leading experts as effective in evaluating handwashing campaigns To focus on climate change, water, packaging and sustainable agricultural resources as our key sustainability themes- - Launched new climate change strategy with targets for CO2 reduction - Improved eco-efficiency performance in four of our seven key measures but underperformed on waste (hazardous and non-hazardous) and CO2 from energy - Announced commitment to source all our tea from sustainable, ethical sources and to work with the Rainforest Alliance To focus our global partnerships on nutrition and hygiene issues - Our partnership with the UN World Food Programme provided 15 million meals to 80,000 school children - Continued Love your Heart campaign promoting heart health with the World Heart Federation - Launched new oral care mission to encourage day and night brushing, building on our partnership with the FDI World Dental Federation - Agreed strategic focus on handwashing and safe drinking water with UNICEF, supported by projects in Uganda and India to demonstrate potential To continue to work on our eco-efficiency, supply-chain management, employee health & safety and community investment - Continued activity and progress against each of these areas

A. 17

Hi

Sustainable practices for consumer packaged goods companies

Consumer packaged goods companies need continuous

innovation to remain competitive and relevant. Indeed, Accentures High Performance Business research shows that profitable innovation is a key element of success: high-performance businesses introduce more new products than competitors and they bring them to market 3x times faster. Yet, maintaining profitable growth while expanding a product portfolio remains difficult. Why? Some companies product portfolios become too complex to manufacture, to get on the shelf and to sell to consumers. Moreover, new offerings may cannibalize rather than augment sales of older items or they may lead to additional costs across the value chain from ideation through marketing and merchandising. An ever-expanding array of undifferentiated

products leaves consumers so confused they turn away. Accentures broad client experience combined with insights from our High Performance Business research, can help companies develop product portfolios that are profitable and distinctive enough to build revenue as well as enhance the companys reputation for innovation with consumers and retailers. It also simplifies and improves the cost efficiency of processes and asset utilization.

While most consumer packaged goods companies aim to optimize their portfolio and related processes, as well as identify products that should be discontinued or developed, their efforts may not yield optimum and sustainable results. In Accentures experience, a

Portfolio Optimization for

Consumer Packaged Goods Companies variety of factors usually contributes to this suboptimal

outcome. Not enough may be known about the actual performance of each product, for example, or the consumer it is targeted for, to strike the right balance between profitability, efficiency of production and differentiation. In addition, many companies may not be able to calculate the true costs of producing an item so profitability is inaccurate. Furthermore, Accenture has witnessed the tendency for companies to focus portfolio optimization efforts on a specific business unit or functional group, missing broader implications and opportunities across the product value chain. Consequently, they do not target the right product for elimination or addition, do not generate deep enough reductions in the number of products offered and are not able to obtain significant benefits from their product line optimization.

Other contributors

to suboptimal portfolios are internal company politics that militate against eliminating a product championed by a brand team, the understandable reluctance to remove a product and possibly cede hard-won shelf space at the retailer to a competitor and misalignment across various functions

Rated: by 16 [Council Members](#)

A. 18

hi it is searched from online website given below for reference:

Optimizing Packaging Design:

Optimizing packaging materials, reducing shipping weight and cube, and increasing packaging cubic densities can lead to significant savings. While there may be minimal material savings in direct packaging costs, it can have a multiplier effect on the cost of transportation, handling and storage. A change in packaging can create a ripple effect throughout the supply chain producing efficiency gains, dramatic cost-savings and reduced energy consumption

Sustainable packaging:

1. Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
2. Meets market criteria for performance and cost;
3. Is sourced, manufactured, transported, and recycled using renewable energy;
4. Maximizes the use of renewable or recycled source materials;
5. Is manufactured using clean production technologies and best practices;
6. Is made from materials healthy in all probable end of life scenarios;
7. Is physically designed to optimize materials and energy;

8. Is e_ectively recovered and utilized in biological and/or industrial cradle to cradle cycles.

The criteria presented here blend broad sustainability objectives with business considerations and strategies that address the environmental concerns related to the life cycle of packaging. These criteria relate to the activities of our membership and de_ne the areas in which we actively seek to encourage transformation, innovation and optimization. We believe that by successfully addressing these criteria, packaging can be transformed into a cradle to cradle ow of packaging materials in a system that is economically robust and provides bene_t throughout the life cycle a sustainable packaging system.

SOURCE: Sustainable Packaging Coalition

Design Guidelines Available Online

* SPC Design Guideline

* Association of Post Consumer Plastics has a design for recyclability guideline

* FTC Guidelines

resources:

www.linkedin.com

www.infor.com

www.consumergoods.com and access these website for clari_cations and it contains various method proofed by wal-mart and so on.

A. 19

B. Source: www.sustainablelifemedia.com

Dell plans to simplify computer packaging to save more than \$8 million and 20 million pounds of packaging material over the next four years.

The green-packaging program aims to reduce desktop and laptop packaging materials by approximately 10% worldwide, increase sustainable content in cushioning and corrugate packaging by 40%, and ensure that 75% of packaging components are curbside recyclable by 2012.

"Excessive packaging is among the most solvable challenges today. Changing the packaging paradigm presents an opportunity to increase business and brand value through sustainable innovation, resulting in positive environmental bene_ts," says sustainability consulting_firm Saatchi & Saatchi S, which worked with Dell to develop the packaging strategy.

Dell intends to meet these targets in part by integrating air-illed cushion technology, moldable pulp cushions, and by using 100% recycled high-density polyethylene (HDPE) plastic from milk jugs and laundry detergent bottles.

Over the next year, it estimates that it will integrate nearly two million recycled milk jugs into the cushioning material protecting its Studio Hybrid system, its greenest PC to date. An estimated 33 million recycled milk jugs will be integrated into desktop and laptop packaging in 2009, the company says.

It is also looking to reduce the packaging for its servers through its MultiPack order option. With MultiPack, Dell reduces end-product packaging by optimizing materials and processes throughout its supply chain, avoiding the need for repacking by a third-party vendor. Customers can eliminate up to half of the packaging materials and waste that result during typical server installations by choosing the MultiPack option.

With its new packaging strategy, Dell claims it is the only major computer manufacturer with a global packaging reduction target for desktops and laptops. Although the company exceeded its goal to reduce outbound packaging by 10 million pounds by nearly 10% in 2007 it was barraged with blogger complaints about excessive packaging earlier this year.

In doing so, the companies hope to drive extraordinary environmental and cost savings for businesses and customers while setting a new e_iciency model for other industries to follow.

A. 20

Hi,

Optimizing Packaging Design

Optimizing packaging materials, reducing shipping weight and cube, and increasing packaging cubic densities can lead to significant savings. While there may be minimal material savings in direct packaging costs, it can have a multiplier effect on the cost of transportation, handling and storage. A change in packaging can create a ripple effect throughout the supply chain producing efficiency gains, dramatic cost-savings and reduced energy consumption.

Sustainable packaging:

1. Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
2. Meets market criteria for performance and cost;
3. Is sourced, manufactured, transported, and recycled using renewable energy;
4. Maximizes the use of renewable or recycled source materials;
5. Is manufactured using clean production technologies and best practices;
6. Is made from materials healthy in all probable end of life scenarios;
7. Is physically designed to optimize materials and energy;
8. Is effectively recovered and utilized in biological and/or industrial cradle to cradle cycles.

The criteria presented here blend broad sustainability objectives with business considerations and strategies that address the environmental concerns related to the life cycle of packaging. These criteria relate to the activities of our membership and define the areas in which we actively seek to encourage transformation, innovation and optimization. We believe that by successfully addressing these criteria, packaging can be transformed into a cradle to cradle flow of packaging materials in a system that is economically robust and provides benefit throughout the life cycle a sustainable packaging system.

SOURCE: Sustainable Packaging Coalition

Whether it's called sustainable packaging, green packaging, biodegradable packaging, or natural packaging, there is a growing consumer demand for sustainable products. There is also a growing sense of urgency from product manufacturers - especially consumer packaged goods companies (CPGs) - to develop sustainable business practices based on the increasingly limited availability of traditional packaging materials.

Many packaging savings and reductions have already been achieved. Beverage cans are much lighter than they were 10 years ago, and most use recycled aluminum. Deodorants are sold without containers now. Shipping boxes contain large percentages of recycled fiber. McDonald's has been steadily reducing the amount of virgin paper and plastic in the boxes that hold its fries and the lids that top its coffee cups.

In spite of sustainable packaging becoming more mainstream (i.e. more major brand owners using sustainable materials for their packaging), finding sustainable solutions to meet consumer demands and corporate citizenship objectives is still a daunting challenge for packaging professionals.

A. 21

The Most Effective Way to Launch or Turn Business Around are:

Setting the Stage - Business Practices:

Skeleton Star, Inc. and this web site is about helping you to manage your business, from an operational perspective. AND, our assumption is that you are already in business and have a feasible product or service to offer. If our assumption is correct, then the foundation for success is in place, and it then becomes an operational matter to achieve success.

Rationale - Business Practices:

In any business, there are many, many events that must occur every day. Ideally, important events happen automatically as a result of the sound business practices you developed and put in place. Once in place, those practices focus your organiza-

tion, reduce costly mistakes, and allow your team to concentrate on the things that bring more customers and sales in through the front door.

Business intent must be clear if you want a team that's focused on the priorities.

AND... Business Practices that provide focus enable a team to concentrate on the very important things, while providing the steps for the journey to your successful business future.

Whether you have just launched a new business, want to smooth out some bumps within your existing organization, or want to take your existing business / organization to the next level, you need to implement sound business practices.

It doesn't matter if you and your team develop / document them in-house from scratch, pay a consultant to facilitate and / or author the creation of them, or purchase templates from us or from another like business, you need them. Of course, since we're in the template business, we recommend that approach, but let us explain why.

If you develop them in-house from scratch, it is very painful, very tedious, very time consuming, and very expensive. Members of our team have, during previous assignments, been a part of teams that have hammered out, e.g., an operational business model. In some cases, this took months consisting of many meetings and o_line get-together to dialogue, build consensus, red-team, draft, and publish.

A. 22

Consumer packaged goods (CPG) are consumable goods such as food and beverages, footwear and apparel, tobacco, and cleaning products. In general, CPGs are things that get used up and have to be replaced frequently, in contrast to items that people usually keep for a long time, such as cars and furniture. Although the CPG industry has been slow to invest in new technology, it is increasingly turning to computerized and Web-based applications for customer relationship management (CRM), supply chain management (SCM), enterprise resource planning (ERP), and marketing automation. A number of vendors, including Oracle, SAP, and Siebel Systems offer products for the CPG sector.

Consumer packaged goods are the everyday use items that consumers purchase mostly from supermarkets. They include food and beverages, cosmetics, skin care, hair care, feminine care, home cleaning, and detergents. The most striking feature of this industry is the wide range of consumer needs and preferences involved. The buyers can be considered fragmented in the sense that there is no single marketing strategy that can effectively address all consumer needs. A retailer has a particularly important role to fulfill in the supply chain i.e. aggregation of demand and supply. We discuss below the unique characteristics of the CPG Industry that have significance for the use of Web.

marketing consumer goods involves constant

feedback from consumers about their experience with the products and the ability to rapidly respond to the consumer needs and preferences. Further, since the manufacturers are far removed from the consumers, they have to rely on the information supplied by the retailers to understand the demand for their products. With the emergence of the Web as a new channel, consumer goods manufacturers are hoping to overcome these limitations and create a closer relationship with their consumers in order to serve them better and be their preferred brands.

Leading CPG companies selected Infosys as one of their preferred strategic consulting partners in a recent AMR Research independent client survey. In the survey of 50 leading CPG companies, Infosys was ranked 2 in Sales & Operations Planning (S&OP) domain expertise and industry-specific expertise.

According to the report titled S&OP in Consumer Products: Planned Spending, Benefits Realization, and Strategic Consulting Services, streamlined S&OP processes help CPG companies increase revenue, enhance forecast accuracy, reduce inventory, improve asset utilization, better outsource relationships, and improve new product launches and ordering.

The report adds, With CP companies showing the largest gaps in performance in demand shaping and demand orchestration, system integrators with expertise in

use of downstream data, price management, promotion management, and predictive analytics will continue to gain market share.

see above matter in the link www.infosys.com

A. 23

hello

packaging management upto date

In turn about from previous behavior, consumers not only prefer green products, but also are willing to pay extra for them, according to 2007 Annual National Shopping Behavior Survey by consulting firm KPMG LLP, New York, NY.

Fully 88% of survey respondents indicate high level of concern about environment, 74% say they buy environmentally friendly products, 60% claim to be willing to pay more for such items, 55% make special effort to patronize retailers with green reputation.

Another survey, the Times & Trends Report by Information Resources, Inc. (IRI), Chicago, IL, confirms consumer interest in environmental issues. Of 22,000 respondents asked to consider impact of four key sustainability factors in product/store selection organic, eco-friendly products, eco-friendly packaging, fair treatment of employees/suppliers 30% consider eco-friendly products/packaging, nearly 40% search specifically for organic products. Sustainability has evolved from a niche segment concern to a major factor influencing purchasing and shopping behavior across a sizable consumer base, reports Andrew Salzman, cmo at IRI. Attitudes extend across all age groups with older consumers more likely to weigh multiple sustainability factors in their purchases. Our survey indicates that consumers are focused more and more on the social and environmental impact of their consumer packaged goods purchases, creating a viable and growing US market for sustainable products and packaging, concludes Salzman. Follow-up: Robert Wade, +1 201-307-7482; , or Jennifer Hurson, +1 201-307-8187, ; Link: www.us.kp; at IRI, John McIndoe, +1 312-474-3862, .

Top of Page

Merger creates third largest chemical company Merger between Basell AF, Luxembourg, Lyondell Chemical, Co., Houston, TX, creates LyondellBasell Industries, Rotterdam, The Netherlands. Worlds third largest independent chemical company with annual revenue of US\$43 billion produces polyolefins used in packaging as well as other polymers, chemicals, fuels. With 60 manufacturing sites in 19 countries on five continents, combined company ranks as global leader in polyolefin technology, production, marketing; largest producer of polypropylene, advanced polyolefin products; as well as leading supplier of polyethylene, catalysts. Basell, which is owned by Access Industries, New York, NY, pays \$48/share for Lyondells outstanding common stock in all-cash transaction totaling approximately \$20 billion, including assumption of debt. Follow-up: Marketing Department, +31 20 44 68 644; Link: www.lyondellbasell.com.

Top of Page

Brand owners pay more for packaging Prices continue trending upward for virtually all packaging materials. Characteristic of current environment, Caraustar Industries, Inc., Atlanta, GA, boosts prices \$40/ton for all grades of uncoated recycled paperboard. Latest price hike takes effect on 28 January 2008, builds on 2007 increases totaling approximately \$100/ton. We continue to be faced with historically high raw material and energy costs, making it necessary to increase prices on all grades and products of uncoated recycled paperboard, explains Michael J. Keough, president/ceo of Caraustar. Pricing pressure exists worldwide with Iggesund Paperboard AB, Iggesund, Sweden, raising prices for Invercote solid bleached board, Incada folding boxboard, by US\$118/metric ton, US\$96/metric ton, respectively, in mid-2007. Effective 1 January 2008, Rohm and Haas, Philadelphia, PA, revises price list for packaging adhesives, resin additives sold in Asia-Pacific region due to tightening supply of feedstock, rapidly rising feedstock costs, increases in energy, freight costs. Price increases extend further up supply chain to resin companies. Kraton

Polymers LLC, Houston, TX, for example, boosted prices \$220/metric ton for its styrenic block copolymers on 1 January 2008, while Basell, now LyondellBasell Industries, Rotterdam, The Netherlands, put US\$89/metric ton increase in place on 1 July 2007 for Hifax polypropylene resin sold in Europe, Middle East, Africa. Even ink prices are rising. Sun Chemical, Northlake, IL, blames 8% increase, effective 1 January 2008, on higher demand for ethanol as well as supply shortages resulting from Chinese governments efforts to reduce environmental impact, elimination of value-added tax refunds for exports.

Top of Page

Specialty paper manufacturer slashes use of fossil fuel Process heat recovery, increased reliance on biofuel for electricity generation cut both fossil fuel consumption, carbon dioxide emissions 75% at Iggesund Paperboard AB, Iggesund, Sweden. Reduction in carbon dioxide emissions to be implemented by 2009 equals output by 20,000 cars driven 15,000 kilometres/year. Investment of US\$15.5 million at Iggesunds Bruk facility, which produces agship product, Invercote paperboard, continues companys long-term environmental program. Recovered heat not only powers paper production process, but also dries timber at nearby sawmill, warms nearby homes. Company also generates about 50% of its electricity requirements, almost entirely from biofuel. But our goal is even higher than this, says Klas Simes, energy coordinator at Iggesunds Bruk. We plan a gradual changeover so that we will ultimately not use any fossil fuel at all, and will also be self-sufficient in electricity. Follow-up: US Sales Office, Lyndhurst, NJ, +1 201-804-9977; Link: www.iggesund.com.

Top of Page

P&G files suit to protect Herbal Essences trade dress Procter & Gamble Co. (P&G), Cincinnati, OH, files against Blue Cross Laboratories, Santa Clarita, CA, alleging infringement of its Herbal Essences trade dress. Packaging for shampoos, conditioners introduced in 2006 during relaunch of brand, includes uniquely shaped bottle. Suit filed in US Federal District Court for Southern District of Ohio, Cincinnati, OH, claims private labeler, Blue Cross Laboratories is distributing look-alike products under Herbal Passion name to dollar store outlets. P&G requests Blue Cross be ordered to stop distributing infringing products, recall existing inventory from store shelves, notify retailers to impound or return all products, destroy bottle molds. We believe this is a clear case of infringement designed to take advantage of consumer loyalty and business growth that P&G developed through the reinvention of its Herbal Essences brand, says Jim Johnson, P&G chief legal officer.

Top of Page

Increasing volume of critics may drown bottled water growth Controversy over environmental impact of bottled water grows more strident as coalition of groups file suit to invalidate \$0.05/bottle tax passed in Chicago, IL. First-of-its-kind law requires retailers to pay tax, earmarks funds generated for general revenue rather than environmental purposes.

A. 24

Five S theory really helps in FMCG industry

- 1) Sort - Restructure your areas
 - 2) Set - Distribute to people who know the area well and depending on the clientele in the areas put experienced or new salesman accordingly
 - 3) Shine - Get in new products or services to distinguish you from the rest
 - 4) Sustain - Keep on doing this. Dont make it a one off practice
- This surely helps. I have worked these during my days with Coke Amatil and it brings wonders

A. 25

Quality and competitive prices are the main focus areas for sustainable business. Though these are internationally well-established brands, their quality varies country to country. The companies should focus on this area. Most consumer packaged

goods are used by all levels of society, hence they should have packages for all levels of consumptions. Like lower income groups can afford only small sachets, where as middle and higher income groups may prefer going for larger bottles that are cost effective.

A. 26

to start into a good business u can trace the developments from start to this position of all the reputed companies. all the reputed companies u have mentioned has come to the place today is of hard working and the advertisement and the reputation of their product they made in society. if the product is good and the promotion made for it is successful through the persons u made. once its in the market and its reliable n good people will run behind. cost of it is the next concern. dont introduce in high rates. then people wont consume it of a sudden. put a middle rate and then hike it if needed.

A. 27

the product should be easily available in all markets. it should be the lowest in price and highest in quality. attractive ads should be given so that the product reaches everyone. trust worthy name should be obtained in order to survive in the market.