

Food suppliers, their
focus is on the



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Food industries are major determinants of human health because of the direct impact they have on the environment. Retailers in these industries deal with either the production practices or trade. Unfair trade has devastating effects on lives and clients way of living. Pollution through poor waste disposal mechanisms, pollution of the soil and toxic pesticides are fallouts of distinctive industries such as the fashion industries. The big brands have ability to influence go-green revolution, but majority are holding back on important initiatives such as the eco-friendliness, sustainability and charity work.

Currently, the campaigns on the need for eco-friendliness have a huge impact on performance. The big retailer companies of renowned brands such as Britain's Marks and Spencer, Behemoth Nike Company known for their sports ware and H&M who are global fashion giants are all currently parading their eco-credentials. This is a paradigm shift of the textile industries.

Some years back, the issue of sustainability was not an agenda, but currently most brands and retailers want to engage in supplying of goods that will enable them to move on financially. The retailers no longer relay on thoughts of their suppliers, their focus is on the customer's demands for transparency. The current initiatives are on consumer demands that retailers are campaigning to garner. The clothing industry is a retailer market that practices the eco-friendly initiatives in an enormous manner.

They are able to source for fabrics from the recycles materials such as a polyester or organic cotton yarns. Some of the common retailers with good organic cotton clothing on their bargain shelves include the Tesco or Britain's

Topshop, The Primark in United States and the Auchan from France. Other big sports and general wear fashion retailers following similar eco-friendly initiatives include the C&A, Levis Strauss, Wal-Mart and Adidas.

The issue of eco-friendly practices is important but it ought not to compromise on sustainability measures. What are the market prices of these organic products? They may support the environment, but eventually fail to cater for other important needs beyond the fabrics production and supplies. Some of the issues these retailers must consider are origin of the products or raw materials and remuneration packages for the producers. Sustainability must also cater for those who enhance production by ensuring they get sustainable wages. Currently, it is evident that majority of the retailers are considering the initiative of giving back to the society to be their social responsibility. Campaign initiatives against epidemics are today a standard business initiative. One good example includes the computer products. Producers and retailers such as Apple Companies are dedicated to assistance initiatives such as campaigns to eliminate deadly human conditions such as AIDS especially in developing countries or cancer, which affects people globally.

Majority of the companies today are pulling-back a good percentage of their turnovers, as global funds in support of treatment and awareness campaigns against diseases. These companies are moving beyond the basic ethical practices to embrace responsibilities. The actions are not just the right initiatives to undertake, but are beyond basic ethical practices. It is arguably one of the major strategies for doing business in a better way.

The retailers are not only feeling charitable but also acting in accordance with consumer needs and sustainability. They are also emphasising and catalysing other corporate and individuals to the act of pulling back to the community. Marketing and customer relationship is achievable when the company has strategic approach to customer satisfaction as well as enough investment for supporting the business and financial objectives. In line with Kotler and Keller (p. 3), this is a counter measure to achieving required business growth, strategy to retaining customers as well as maximizing profits.

Conclusion

The provision for satisfaction across the wide range of customer's interactions is a key determinant of success.

Retailers have to practice social responsibility as a way of enhancing social satisfaction for customers. It may be a marketing strategy to retain customers, but it is the right thing to do during the current robust technological platforms. It is also a retailers' strategy to meet higher returns and accelerated growth over competitors.

Works Cited

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