

# Profiting from Environmental Regulatory Uncertainty: Integrated Strategies for Competitive Advantage

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**Environmental Sustainability and Competitive Advantage in the Office Furniture Industry.**  
Is it possible environmental sustainability creates competitive advantage for one company over another?  
Is this happening in the industry today?  
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**Marketing**  
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**Integration**  
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**Operational Cost**  
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**Advantages**  
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**Research Method**  
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## ***Definitions***

- **Environmental sustainability must go beyond regulatory compliance.**
- **Government already dictates what companies must do, creating a level playing field to start.**

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# *Marketing*



You Tube



You Tube

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# ***Operational Cost***

According to a Nielsen Global Survey, only 42% of North American consumers and 40% of Europeans would consider paying more for an environmentally friendly product.

Hewlett Packard has saved \$870k per year by changing their shipping practices to utilize returnable slip sheets instead of wooden pallets.

Epson has saved \$300k per year by reducing excess foam in their packaging.

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# ***Integration***

Office furniture industry lacks sufficient information on cost improvements via environmentally friendly initiatives.

Marketing strategies are similar between rival companies; none stand out to the average consumer.

Majority of consumers are not willing to pay more for eco-friendly products or companies, necessitating need to share as cost savings

Integrate environmental thinking into lean initiatives

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## **Research Methods**

- Books
- Scholarly Essays
- Corporate Reports
- Personal experience
  - *Former member of EQAT Team at HMI*
  - *Support Environmental Team occasionally through problem solving.*

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