

Green  
Bag

# *Customers and the Environment*

**Liam Conlon**  
**Senior Buyer / Superquinn**

Green  
Bag

***‘To succeed in business,  
you must, first and  
foremost, focus on what  
you will do for your  
customer’.***

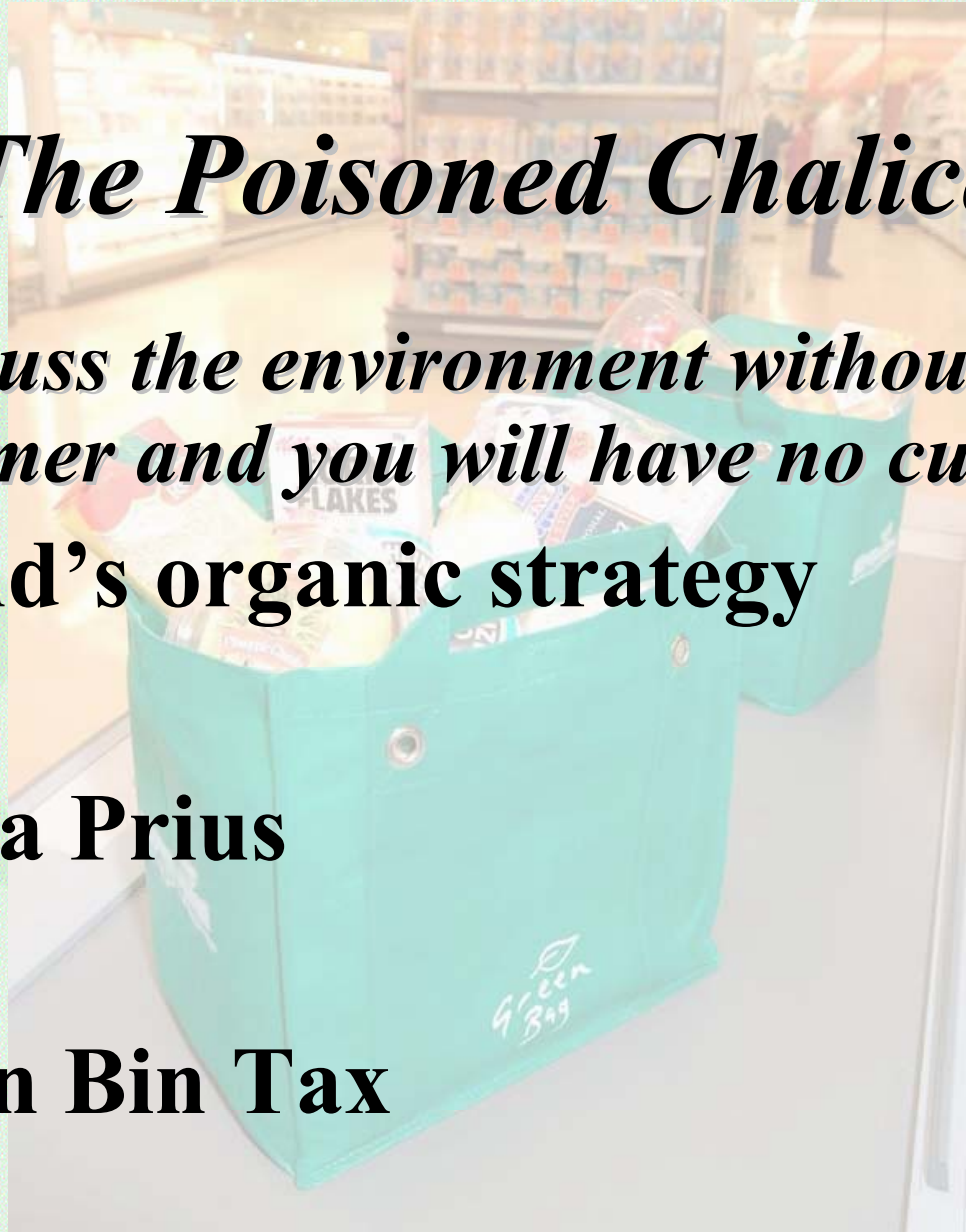
1998 Charles d.Schene and Alexandra Hiam

Green  
Bag

# *The Poisoned Chalice*

*Discuss the environment without the customer and you will have no customers*

- **Iceland's organic strategy**
- **Toyota Prius**
- **Dublin Bin Tax**



Green  
Bag

# *Competitive Advantage or Must Have*

- **Sits alongside food safety**
- **Positive impact can add to sales**
- **Negative impact can destroy a business**

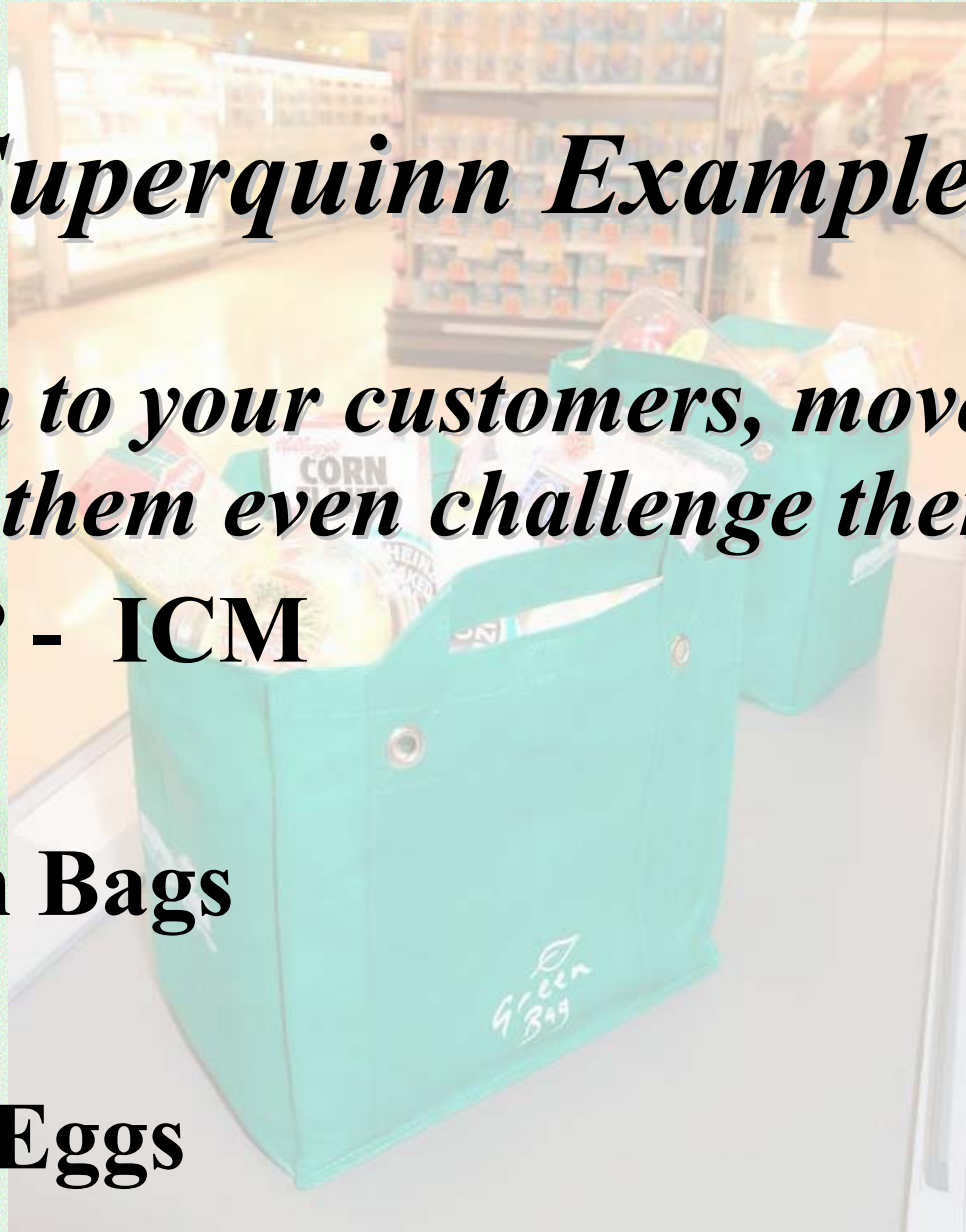


Green  
Bag

# *Superquinn Examples*

*Listen to your customers, move with them even challenge them*

- **G.A.P - ICM**
- **Green Bags**
- **Barn Eggs**



Green  
Bag

## *Main Points*

- A cleaner offering that satisfies the customers needs and is sold for the same price as a standard product will sell first
- A cleaner offering that fails to satisfy the customers needs, and is sold for the same price as a standard product, will not sell
- Listen to the customer, move with them but don't be afraid to challenge them

Green  
Bag

## *Conclusion*

*‘Success begins with  
Happy Customers’*

1998 Charles d.Schene and Alexandra Hiam

