

What is direct marketing?

Direct marketing involves selling products directly to the consumer.

- “any direct communication to a consumer or business recipient that is designed to generate a response in the form of an order (direct order), a request for further information (lead generation), and/or a visit to a store or other place of business for purchase of a specific product(s) or service(s) (traffic generation).”
- “Direct marketing is selling your own catch to a buyer at a point farther down the distribution chain than a primary processor.”
- “an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location, with this activity stored on a database.”

These are inter-related issues...

- ☆ Define your product
- ☆ Select a geographic area
- ☆ Pick the right link in the market chain

Finding the customers

- Internet
- Yellow Pages
- Purchased Lists
- Business Assistance centers: contact to locate buyers
- Personal contacts or network

Who will you sell it to?

- Pick the right link in the market chain
- Do they care about your product and marketing differentiation
- Scale your volume to the end user
- Food service, large retail chains & high volume brokers are usually poor fits for a small producer
- Independent grocers & local food coops are often easier to work with

So what are you selling-product?

- Pick product(s) you can do well
 - Don't try too many different things
 - Avoid overly complex products & packaging
- Think about what consumers want
 - Do your capabilities match consumers' wants?
 - Educating consumers is fine – even fun – but be realistic
- Start small
 - You are going to make mistakes – Better that they aren't big ones!

Where you will sell it?Placement

- Know the local rules
- The fewer transport links the better
- Friends & support in the area are a huge advantage
- Who else is marketing similar product in the area?

Contacting buyers

Any medium that can be used to deliver a communication to a customer can be employed in direct marketing.

- Mail
- E-Mail
- Website
- Telephone
- Visit with Samples
- Trade show

Direct mail

- Probably the most commonly used medium for direct marketing is junk mail, in which marketing communications are sent to customers using the postal service.
- The term direct mail is used in the direct marketing industry to refer to junk mail, which may also be referred to as ad mail and may involve bulk mail.
- Junk mail includes advertising circulars, free trial CDs, pre-approved credit card applications, and other unsolicited merchandising invitations delivered by mail or to homes and businesses, or delivered to consumers' mailboxes by delivery services other than the Post Office.
- Bulk mailings are a particularly popular method of promotion for businesses operating in the financial services, home computer, and travel and tourism industries.

Telemarketing

- Marketers call telephone numbers. This process may be outsourced to specialist call centres. The agents sit at computerised work-stations and try to sell the products of the clients.

Coupons

- Couponing is used in print media to extract a response from the reader. An example is a coupon which the reader cuts out and presents to a super-store check-out counter to avail of a discount.
- Coupons in newspapers and magazines cannot be considered direct marketing, since the marketer incurs the cost of supporting a third-party medium (the newspaper or magazine);
- Coupons are attached to direct mails and sent to the consumers. These generally advertise and give cost benefit to the consumers. So they avail these coupons and respond fast.

Direct response television marketing

- An important element of Direct Marketing is the TV driven marketing.
- The fact of using television as a medium in some opinions is not a negation of direct marketing.
- The reason is that when the audience responds, the phone number is made available to the marketer.

Broadcast faxing

- This is the least popular form of direct marketing. The ads are directly faxed to the consumers

Voicemail

- Telemarketing created a lot of consumer opposition and consumers would abuse the ones advertising on the phones. In order to avoid this, voicemail marketing was introduced, wherein; the entire advertisement is digitally recorded and presented.

Direct selling

- There is a face to face or personal contact with the consumers in this case.
- The reason that it is a sub-set of Direct Marketing is that the focus here is on sales.
- Marketing, on the other hand, is a lot more than selling.

Personal selling

- Face-to-face interaction with a prospective and/or pre-existing customer for the purpose of presentation, answering questions, and processing the purchase.
- Usually involves sales presentations, sales meetings, sampling, and explaining incentive programs.

Databases

- Ways of organizing information on customers and/or potential customers
- A good database can serve as the foundation for your overall strategic communications program.
- This use of database analysis is a type of database marketing.

Advantages

- Direct marketing involves direct business. So it is cost beneficial for consumers, as there is no price due to wholesalers or retailers.
- Marketing executives can state certainly of the exact response to their products.
- The profit or loss can be more accurately judged.

Disadvantages

- Sometimes, direct mailing offends the customers and many do not endorse it as they say it inhibits their private lives.

Summary

- Direct marketing is becoming more diverse.
- Significant benefits exist for producers and consumers.
- DM is a viable rural development tool.
- Driving forces signal growth in DM.
- Prospects for the future are positive, but must be kept in perspective.
- I didn't mention the issue of INTEGRATED CAMPAIGNS in my presentation.
- Open the books, p.138 and find out what it is about.
- When you finish, add your notes to the empty slide.

INPUT/OUTPUT DEVICES

Main components of computer:

- CPU (Arithmetic and logic unit (ALU) Control unit)
- RAM (Memory)
- Input and output devices (I/O) - peripherals

Peripherals

1. Input devices:
Keyboard, Mouse, Joystick, Scanner
2. Output devices:
 - Display
 - Printer
3. Both input and output devices:
 - Hard disk drives
 - Flash USB drive
 - Optical disc drives Touchscreen,

Harddisc drivers(HDD)

- Hard drives or hard disks
- Non-volatile storage devices which store digitally encoded data on rapidly rotating plates with magnetic surfaces

Modern HDDs

- Are included in:
 - Digital video recorders,
 - Digital audio players,
 - Personal digital assistants,
 - Digital cameras,
 - Video game consoles,
 - Mobile phones etc.

How does the HDD work?

- It records data by magnetizing a magnetic material in a pattern that represents the data
- The data is then read by detecting the magnetization of the material
- The disk surface and the disk's internal environment must be kept immaculate to prevent damage from fingerprints, hair, dust, smoke particles etc.

Keyboards

- Keyboard use switches and circuits to translate a person's keystrokes into a signal a computer can understand.
- By using a keyboard, a person can type a document, use keystroke shortcuts, access menus, play games and perform a variety of other tasks.
- Most keyboards have between 80 and 110 keys:

Keys

1. **Typing keys**
(letters of the alphabet)
2. **A numeric keypad**
(a set of 17 keys)
3. **Function keys**
(can be assigned specific commands)
4. **Control keys**(provide cursor and screen control)

How does a keyboard work?

- Like a miniature computer:

It has its own processor and circuitry that carries information to and from that processor.

A mouse consists of:

- A small case (held under one of the user's hands)
- One or more buttons
- Other elements, such as "wheels"
- A mouse functions as a pointing device: its motion translates into the motion of a pointer on a display.

Types of mouse

1. Mechanical mouse
 - ball on underside of mouse turns as mouse is moved
 - Scroll-wheel mouse was adopted during the 1990s
2. Optical mouse
 - uses an optoelectronic sensor
 - has a light emitting diode on the underside
3. Laser mouse uses a small infrared laser

Introduction to Computer Programming

What is computer?

- Hardware view
 - Processor
 - Memory (RAM)
 - Containing: Data; Instructions
 - Input/output devices
 - Monitor; Keyboard; Mouse; Hard drive; Floppy drive; CD drive
- Software view
 - Operating system
 - Intermediary between the user, the hardware resources, and the various application programs
 - Programs
 - Tools that allow people to do things
 - Games, Browsers, Turtle-world, etc.
 - May be created by others or by you

Writing your own programme:

- A program is a recipe for action.
 - It tells the computer how to act in response to each possible input.
- Programs may be written in the language the computer understands (machine language) or in a "high-level programming language" such as Java or C++.
- In this course we will modify a program written in the high-level Java programming language.
- Computers don't "understand" Java, but Java can be translated to machine language by another program.

Why program?

- No existing program to do what you want
- It's a part of your job
- To learn about computation
- For fun and personal satisfaction

Who programs?

- Some professions demand software engineering skills as a central skill
 - Professional Software Engineers
 - Computer Scientists
 - Computer Engineers
- But in many other professions software engineering skills can be a useful
 - Other Engineers and other mathematical scientists
 - Physical Scientists
 - Artists

What is programming?

- Telling the computer what you want it to do.
- Instructions are written in a programming language (e.g., Java, C++).
- An important part of both Computer Engineering and Computer Science.

Why programming is challenging?

- Programming involves logic and time
 - It requires *imagination!*
 - It requires precise *reasoning!*
 - A program can be seen as a huge mathematical formula
 - Multiple activities interact in complex ways
 - Most programs are the work of many people
 - This means that good communication skills, clarity about what you are doing and what you plan to do, and teamwork are often required.
 - Understanding both programming and the problem are important.

Java

- Java is a high-level programming language
- A language for representing instructions to the computer
- Each Java program is written as a set of *classes*
- Each class describes the behaviour of zero, one, or more *objects*
- When the program is run (executed) it consists of one or more *objects* as described by the *classes*.

What are objects?

- Represent things or concepts relevant to the problem and/or its solution.
 - Real-world things: car, person, apple.
 - Concepts: time.
 - Program things: button, window.
- Each object is an *instance* of a *class* that defines its behaviour.
- Each object is stored in memory at some location.
- An object may have a name (or more than one name).

Object oriented programming

- Design programs in terms of the concepts or things (*objects*) that are relevant to the task at hand.

- Objects interact by sending messages to each other. When an object receives a message, it:
 - performs some action, or
 - provides some information to the sender.
- Objects that behave the same are said to be in the same *class*.
- Object Oriented Programming (OOP): define classes and their behaviour.

Combining commands

There are a number of ways to combine simpler commands to make more complex commands

- Sequential — do one thing after another.
 - In Java, put one command after another.
- Choice — do one command or another depending on a condition
 - In Java, use if-else
- Repetition — do the same things more than once
 - In Java, use for-loops or while-loops

What is programming?

- An Art or Craft?
 - Is writing a program like writing a book?
 - Is it all about effective communication?
- A Mathematical Science?
 - Logic is the mathematics of relationships.
 - Programming is the mathematics of relationships evolving through time.
- Engineering?
 - The analysis and design of artifacts.
 - Programs are artifacts that must be designed and may be analyzed.
- Perhaps it is all three.

Interesting problems software engineering

- How to solve problems with minimum execution time
- How to solve problems with minimum space
- How to get a large number of people to cooperate effectively to create large programs
- How to specify what a program should do
- How to avoid programming mistakes (bugs)
- How to find any remaining programming mistakes
- How to know whether a program does what it should

Internet addiction

- Internet – The New Way of Communication
- A Growing Epidemic
- Internet Addiction Disorders

Internet addiction disorder IAD

- Internet addiction disorder (IAD) is excessive computer use that interferes with daily life.
- IAD was originally proposed as a disorder by Ivan Goldberg in 1995.

- He took pathological gambling as diagnosed by the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) as his model for the description of IAD.

Types of IAD

- Online Games
- Chat Rooms
- Cyber – Sex

Subtypes of IAD

- Gaming
- Blogging
- Shopping addiction – ‘eBay’

Symptoms of IAD

- constantly thinking and talking about Internet
- not being able to limit time online
- prefer online communication rather than real one, etc.

Problems

- ruined marriages and dating relationships,
- ruined parent-child relationships,
- close friendships
- neglecting family activities, social events, work, school.

Academics problems

- decline in study habits,
- significant drop in grades
- missed classes
- surfing irrelevant web sites
- engage in chat room gossip
- playing interactive games at the cost of productive activity

Causes

Qualities of Internet:

Part of an everyday life

- unlimited source of information
- knowledge
- news

“Staying in Touch” with people:

- remote access
- relationship with physically separated people

Way of earning money:

- people working over the Internet
- Internet programmers
- e-commerce
- lower prices of products and services

People’s personality and social life:

- relationship problems
- sense of loneliness and isolation
- depression or general unhappiness

- necessity to show yourself in the best way
- a kind of desired freedom

- boredom
- depression
- introverts
- lacking self-esteem, etc.

Consequences

- social isolation
- family discord
- divorce
- job loss
- sleep deprivation
- dry eyes, etc.

How to prevent Internet addiction

Therapy

- GET REAL
- FACE PROBLEMS
- SET INTERNET TIM

Information system n marketing

- An information system (IS) is a set of interrelated elements or components that collect (input), manipulate (process), and disseminate (output) data and information.

Information systems in business

- Computer-based information systems are seen as a strategic resource within any organization used for a number of different purposes:
- word processing
- elementary accounting
- on-line enquiry
- decision support
- mathematical modelling etc.

The advantages of automated systems

- Information cost-effectiveness
- Efficiency
- Business growth potential
- Improved decision-making

Classification of is

- DATA PROCESSING (DP)
- MANAGEMENT INFORMATION SYSTEMS (MIS)
- DECISION SUPPORT SYSTEMS (DSS)
- OFFICE AUTOMATION SYSTEMS
- INTELLIGENT KNOWLEDGE-BASED SYSTEMS (IKBS)

Data processing(DP)

- 1950s-1960s

- The aim of data processing is to process large amounts of data quickly, cheaply and accurately.
- The electronic digital computer greatly improved the scope and cost-effectiveness of ADP, and the new technology became known as electronic data processing (EDP)

Management information system(MIS)

- MIS is a system which contains large amounts of information structured to assist management in decision-making processes.
- MIS not only processes data quickly and economically, but also summarizes and selects information helpful for managers to make decisions.
- MIS systems can be expensive to build and not always beneficial

Decision support systems(DSS)

- DSS was created as a response to some of the shortcomings of MIS.
- A DSS usually contains special models designed to provide users with the means of assessing the consequences of a decision.
- End-users are more involved in creating a DSS than an MIS.

Office automation systems

- Offices became paperless by the use of personal computers, word processing and desk-top publishing (DTP), electronic mail, electronic point of sale (EPOS) and electronic funds transfer (EFT).
- Office automation systems automate office procedures and enhance office communications and productivity.

Intelligent knowledge-based systems(IKBS)

- The capacity of computers to reproduce human skills and abilities is known as artificial intelligence (AI).
- A number of special techniques were developed over the years to enable computers to emulate human skills.
- Today the knowledge of human experts can be stored in computers and tapped by any enquirer who consults the computer.

Conclusion

- Information Systems are indispensable to the business, industry, academia and any organization to meet the future challenges.

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Kaizen

What is kaizen?

Kaizen means "improvement". Kaizen strategy calls for never-ending efforts for improvement involving everyone in the organization – managers and workers alike.

Kaizen is a Japanese term for "continuous improvement" or "continual improvement", derived from words 'Kai' (change) and 'Zen' (good).

This method became famous by the book of Masaaki Imai "*Kaizen: The Key to Japan's Competitive Success.*"

Kaizen was first implemented in several Japanese businesses during the country's recovery after World War II and has since spread to businesses throughout the world. Kaizen is a Japanese philosophy that focuses on continuous improvement throughout all aspects of life.

When applied to the workplace, Kaizen activities continually improve all functions of a business, from manufacturing to management and involve everyone in an organization: from the CEO to assembly line workers.

The format for kaizen can be individual, suggestion system, small group, or large group. At Toyota, it is usually a local improvement within a workstation or local area and involves a small group in improving their own work environment and productivity. This group is often guided through the Kaizen process by a line supervisor; sometimes this is the line supervisor's key role.

Kaizen requires managers to ensure sustained improvement and continuously improve the organization's ability to meet expectations of high quality, standardized work, low cost products, elimination of waste, the use of efficient equipment and on-time delivery. It is philosophy that involves making the work environment more efficient and effective. Kaizen is a daily activity, the purpose of which goes beyond simple productivity improvement.

It is also a process that, when done correctly, humanizes the workplace, eliminates overly hard work ("muri"), and teaches people how to perform experiments on their work using the scientific method and how to learn to spot and eliminate waste in business processes.

The philosophy can be defined as bringing back the thought process into the automated production environment dominated by repetitive tasks that traditionally required little mental participation from the employees.

The Kaizen business strategy is based on making little changes and small improvements on a regular basis - always improving productivity, safety and effectiveness and reducing waste (activities that add cost but do not add value).

The culture of continual aligned small improvements and standardization yields large results in the form of compound productivity improvement.

Instead of spending more money in buying machinery or running them for a longer duration, Kaizen veers an organization towards paying attention to small but significant details.

Managers are encouraged to improve the efficiency of existing infrastructure instead of investing in more of the same.

Kaizen requires managers to ensure sustained improvement to continuously improve the organization's ability to meet expectations of high quality, low cost products and on-time delivery.

The cycle of Kaizen activities can be defined as:

- standardize an operation →
- measure the standardized operation (find cycle time and amount of in-process inventory) →
- gauge measurements against requirements →
- innovate to meet requirements and increase productivity →
- standardize the new, improved operations →
- continue cycle *ad infinitum*.

The five foundation elements of kaizen are:

- Team work
- Personal discipline
- Improved morale
- Quality circles
- Suggestions for improvement
- The Toyota Production System is known for kaizen, where all line personnel are expected to stop their moving production line in case of any abnormality and, along with their supervisor, suggest an improvement to resolve the abnormality which may initiate a Kaizen.

60 to 70 suggestions per employee per year are written down, shared and implemented.

In most cases these are not ideas for major changes.

Suggestions are not limited to a specific area such as production or marketing.

Kaizen is based on making changes anywhere that improvements can be made.

The Kaizen philosophy is to "do it better, make it better, and improve it even if it isn't broke, because if we don't, we can't compete with those who do."

Kaizen (Japanese for "improvement" or "change for the better") refers to a philosophy or practices that focus upon continuous improvement of processes in:

- **manufacturing,**
- **engineering,**
- **supporting business processes,**
- **and management.**

It has been applied in healthcare, government, banking, and many other industries.

Kaizen n manegament

- Management has two major components: maintenance, and improvement.
- The objective of the maintenance function is to maintain current technological, managerial, and operating standards.
- The improvement function is aimed at improving current standards.

Maintenance

- Under the maintenance function, the management must first establish policies, rules, directives and standard operating procedures (SOPs) and then work towards ensuring that everybody follows SOP.
- The latter is achieved through a combination of discipline and human resource development measures.

Improvement

- Under the **improvement** function, management works continuously towards revising the current standards, once they have been mastered, and establishing higher ones.
- Improvement can be broken down between innovation and Kaizen.
- Innovation involves a drastic improvement in the existing process and requires large investments.
- Kaizen signifies small improvements as a result of coordinated continuous efforts by all employees.

Implementation of Kaizen strategy

- One of the most difficult aspects of introducing and implementing Kaizen strategy is assuring its continuity.
- When a company introduces something new, such as quality circles, or total quality management (TQM), it experiences some initial success, but soon such success disappear like fireworks on summer night and after a while nothing is left, and management keeps looking for a new flavor of the month

This is because the company lacks the first three most important conditions for the successful introduction and implementation of Kaizen strategy.

Money

- The main uses of money
- Currency
- The exchange rates
- Bank
- Serbian dinar
- The National Bank of Serbia
- How to earn money?

Money is anything that is generally accepted as payment for goods and services and repayment of debts.

The main uses of money are as:

1. a medium of exchange,
2. a unit of account, and
3. a store of value.

Originally money was a form of receipting grain stored in temple granaries in ancient Egypt and Mesopotamia.

Currency

- Currency is the prevalent money accepted for exchange of goods in an economy.
- There are exchange rates, which are the prices at which currencies (and the goods and services of individual currency zones) can be exchanged against each other.

The exchange rates

The exchange rates between two currencies specifies how much one currency is worth in terms of the other. It is the value of a foreign nation's currency in terms of the home nation's currency

Bank

- A bank is licensed by a government.
- Its primary activity is to lend money.
- Many other financial activities were allowed over time.

Types of banks

- Retail Banks
- Business Banks
- Private Banks
- Investment Banks

Profitability

- A bank generates a profit from the differential between the level of interest it pays for deposits and other sources of funds, and the level of interest it charges in its lending activities. This difference is referred to as the spread between the cost of funds and the loan interest rate.

Serbian dinar

- The dinar is the currency of Serbia.
- The ISO 4217 code for the dinar is RSD, the three-digit identifier is 941, currency symbol is the same (RSD or РСД), while the unofficial local colloquialism din or дин is still in informal use.

Medieval dinar

- The "Serbian dinar" is mentioned the first back to the reign of Stefan the First-Crowned of the Nemanjić dynasty in 1214.
- Up to the fall of Despot Stefan Lazarević in 1459, most Serbian rulers minted silver dinar coins, except during the Serbian Empire when it was replaced by the stronger paper.
- The coin was an important symbol of Serbian statehood in the Middle Ages.
- Due to the Ottoman conquest, Serbia wasn't allowed to use dinar as the national currency name, so they had to use new currency called "para".
- Prince Mihailo fought for the reestablishment of the national currency. After he was assassinated, 1869 saw the return of the national currency: three copper coins types were introduced with the value of one, five and ten paras.
- In 1875, the first Serbian silver coins were issued in denominations of fifty paras and two dinars.
- One hundred dinar notes, redeemable in gold printed in Belgium were issued in 1884.
- When the First World War began, the National bank put in circulation all its reserves of silver money and ordered urgent money delivery from France and altered the twenty dinar note.
- During the war, Serbia was using crowns, marks and levs.
- The Serbian dinar circulated until 1944, when the Communist Partisans replaced it with the Yugoslav Dinar.

Modern dinar

- First modern dinar: 1868-1918
- Second modern dinar: 1941-1944
- Third modern dinar: 2003-
- Eight different Yugoslav dinars were issued due to inflation and hyperinflation causing five revolutions between 1990 and 1994.
- Banknotes are issued in denominations of 10,20,50,100,200,500,1000 and 5000 dinars in 2003.

The National Bank of Serbia

The National Bank of Serbia is the central bank of the Serbia. The core functions of the National Bank of Serbia include:

1. the protection of price stability and maintenance of financial stability,
2. determining and implementation of the monetary policy, as well as that of the dinar exchange rate policy,
3. management of the foreign currency reserves,
4. issue of banknotes and coins, and
5. maintenance of efficient payment and financial systems.

Sustainable development

Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment that these needs can be met not only in the present, but also for future generations.

The most often-quoted definition of sustainable development is that this is the development that "*meets the needs of the present without compromising the ability of future generations to meet their own needs.*"

- "Living off the interest of our environmental and resource capital rather than spending the capital itself"
- "Thinking globally, acting locally"
- "Doing more with less"
- "DEVELOPMENT" is usually understood as a process that moves towards people's participation in the meeting of their own basic human needs such as food, health care, employment and housing.

Positive processes of development

- People participate to solve their own problems.
- Traditional cultures and lifestyles are respected.
- People become less dependent on external aid and more capable of using and developing their own resources.
- Power and resources are shared.
- Indigenous people, and other marginalized groups participate in decisions.

"SUSTAINABILITY" as the word suggests means that the development project or process is one that can be maintained in the long term. This means it must be economically, socially, and politically sustainable; it also means that it must be environmentally sustainable. Development must take place without destroying or undermining the ecological and resource base upon which it rests.

History

- 1972 - Stockholm Conference (Eco-development)
- 1987 - Brundtland Commission (our Common Future)
- 1992 (June) UN Conference on Environment & Development (Agenda 21)
- 1992 (Dec.) - UN Commission on Sustainable Development
- 1992 - National Sustainable Development Action Plans
- 1997 - UNCSD Reviews Progress on Agenda 21
- 1997 - (Dec.) Kyoto Protocol to the UN Framework Convention on Climate Change

Three pillars

Sustainable development does not focus solely on environmental issues.

The United Nations 2005 World Summit Outcome Document refers to three pillars of sustainable development:

- economic development,
- social development,
- environmental protection.

Fourth pillar

- Some have argued that there are *four* pillars of sustainable development, the fourth being cultural, since "*cultural diversity is as necessary for humankind as biodiversity is for nature*".
- Thus, sustainable development becomes "one of the roots of development understood in terms of economic growth.
- It is also a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence".

Constituent parts

The field of sustainable development can be conceptually broken into three constituent parts:

- Environmental sustainability,
- Economic sustainability,
- Sociopolitical sustainability.

Environmental sustainability

Environmental sustainability is the process of making sure that the current processes of interaction with the environment are pursued with the idea of keeping the environment as unspoiled as naturally possible based on ideal - seeking behaviour.

Economic sustainability

Agenda 21 of The United Nations 2005 World Summit Outcome Document clearly identified:

- information,
- integration,
- participation

as key building blocks to help countries achieve development that recognizes these interdependent pillars.

It emphasizes that in sustainable development everyone is a user and provider of information.

Sociopolitical dimension

- Population,
- Education,

- Health,
- Democratization and governance

Key indicators of sustainability

- Energy Efficiency
- Environmental Efficiency
- Renewable Resource Stokes
- Customer Satisfaction
- New Business Opportunities
- Employee Partnerships
- Sustainable Technologies
- Open Information System
- Stakeholders Partnerships
- Financial Strength
- Energy Externality Costs
- Persistent Toxic Substances
- Risk Liability
- Fuel Consumption

Unsustainable situation

An "unsustainable situation" occurs when natural capital (the sum total of nature's resources) is used up faster than it can be replenished

Sustainability

- Sustainability requires that human activity only uses nature's resources at a rate at which they can be replenished naturally.
- Inherently the concept of sustainable development is intertwined with the concept of carrying capacity.
- Theoretically, the long-term result of environmental degradation is the inability to sustain human life.
- Such degradation on a global scale could imply extinction for humanity.

It stresses the need to change from old sector-centered ways of doing business to new approaches (cross-sectoral co-ordination and the integration of environmental and social concerns into all development processes). Furthermore, Agenda 21 emphasizes that broad public participation in decision making is a fundamental prerequisite for achieving sustainable development.

Sustainability is a process which tells of a development of all aspects of human life affecting sustenance.

- It means resolving the conflict between the various competing goals,
- It involves the simultaneous pursuit of economic prosperity, environmental quality and social equity known as three dimensions.
- It is a continually evolving process; the 'journey' (the process of achieving sustainability) is of course vitally important, but only as a means of getting to the destination (the desired future state).
- The 'destination' of sustainability is not a fixed place in the normal sense that we understand destination.
- It is a set of wishful characteristics of a future system.

Sustainable development is an eclectic concept, as a wide array of views fall under its umbrella. The concept has included notions of *weak sustainability*, *strong sustainability* and deep ecology.

Different conceptions also reveal a strong tension between ecocentrism and anthropocentrism.

The concept remains weakly defined and contains a large amount of debate as to its precise definition.

- Sustainable development is said to set limits on the developing world.
- While current first world countries polluted significantly during their development, the same countries encourage third world countries to reduce pollution, which sometimes impedes growth.
- Some consider that the implementation of sustainable development would mean a reversion to pre-modern lifestyles.

Sustainable development priority

- Climate and energy
- Occupational health & safety (OH&S)
- Community involvement
- Stakeholder relations
- Sustainable construction

Forms	Specifications
Technology / Infrastructure <i>[Technological Capital]</i>	<ul style="list-style-type: none"> • Object-embodied physical facilities: Equipment, Artifacts • General → Specific purpose • Stones / Machines → Fully automated → Programmable machines • Use: Amplifies human power & capability
Human Resources / Skills <i>[Cultural Capital]</i>	<ul style="list-style-type: none"> • Person-embodied with implicit abilities • Tacit individual knowledge & wisdom (e.g. values, culture) • Operational, Understanding, Assessment & Creative skills • Use: Enable function & use of technology & organizations
Information / Knowledge <i>[Human Capital]</i>	<ul style="list-style-type: none"> • Explicit data → Information → Knowledge • Documented, Recorded & Codified • Promotes factual awareness, use, optimisation, & scientific research and technology development (R&D) • Use: Enables learning, integration, & conservation of time & resources

<p>Money / Barter <i>[Financial or Economic Capital]</i></p>	<ul style="list-style-type: none"> • Monetary or non-monetary forms of exchange (e.g. money, credits) • Valued in terms of commodity, production or trade • Transferred physically or electronically • Use: Generates new knowledge, technologies, organizations & trade
<p>Organization / Institutions <i>[Institutional or Political Capital]</i></p>	<ul style="list-style-type: none"> • Organizational structure & functions, procedures, methods & practices • Networks → Institutions (Formal or Non-formal) • Governance / Management based on traditions, systems & projects • Coordinates actions & resources to achieve desired goals • Use: Harnesses human knowledge, skills & resources for social goals
<p>Environment / Natural Resources <i>[Natural Capital]</i></p>	<ul style="list-style-type: none"> • Extraction / Conversion of natural resources (e.g. energy, minerals, biota), environment (e.g. land, water, atmosphere), space, & time • Valued in terms of commodity, production, scarcity or trade • Transformed physically by knowledge, skills, technology & institutions • Use: Harnesses NR for human livelihood, recreation & luxury

TQM

1. Which employee does the task of TQM programs?
2. What is TQM?
3. What does the TQM acronym mean?
4. In which areas is TQM widely used?
5. Where is TQM implemented?
6. What are the keys to a successful TQM program for small businesses?
7. Why do the companies need TQM?
8. History of TQM?
9. Where was TQM originated?
10. What is the main purpose of TQM?