



Starbucks – coffee shop, known by everyone for its good drinks. The company uses the recycle bin to help save the planet, which might be one of the aspects why Starbucks attract more people, as many other places still don't recycle, for example Panera bread.

Also, Starbucks has a phone application, which allows people to collect points and get discounts or free items. And since people love free stuff they tend to buy more which sustainably profit the company.



Rexall – a drugstore that has everything in it. Although it appears to be more expensive than other stores but it attracts its customers by having the item of a day or “get more points” offer on air miles card.

Company benefits from people because even if a person comes in to buy for example milk, its most likely that the person will buy something else. Therefore, company always gets a good profit by keeping their prices high, while also giving out some discounts.



Walmart – attracts people for its cheap prices and convenience of online website and delivery, which is only 10\$.

Walmart also uses the recyclable bags to help us save the planet and the bag itself contains at least 30% recycled material and asks you to reuse this bag to help reduce waste, while also profiting when we buy one, as it is 0,05\$ for a bag.

And even though prices for certain foods are always low, they still benefit because people will come and buy those foods only from their store.