

The new business imperative - 17 Jul 2017

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Corporate social investment is no longer a nice-to-have, it's a business imperative that impacts the sustainability and livelihood of our environment, its communities and business in general.

Tania Morgan-Weyer, the MD of pet food manufacturer Proméal, [shares with us](#) the company's sustainability ethos and some of its efforts in addressing waste management, energy and water efficiency, and then some.

In the same vein, Sindy Peters [interviews Eugene Absalom](#), director of the Tiger Brands Foundation, on the company's in-school breakfast programme which recently served its 50-millionth meal.

In today's top story, investment firm [Long4Life has announced](#) its acquisition of beauty salon chain, Sorbet. The firm said the deal valued Sorbet at R116 million and underlines its strategy of seeking investments with a lifestyle focus.

In other top news, CNN Marketplace Africa delves into [Massmart's slow growth](#) and Gareth Pearson from BMi Research details how SA's recession is [shaping consumer behaviour](#).

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