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CP As a Competitive Advantage of the Product: The Consumer's Point of View

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Abstract

Producing quality and competitive price does not guarantee the success of the product. The new consumer has specific needs and starts charging industries social and environmental responsibilities. The industries engaged in society in which they operate, begin to worry about processes Cleaner (CP). The CP deployment opportunity of CP deployment, besides cost reduction, can become a competitive advantage of the product. Being a cleaner industry and portray it in the packaging appears as an opportunity to beat the competition and get into the consumers houses. More demanding consumers are aware of the industries pollution and are willing to consume cleaner products. Thus, the CP becomes not only improvements in the production process and becomes a communication tool with the society and the consumer.

Keywords: *CP, Differential, Product, Consumer.*
