Abstract

The business management based on sustainability is a major challenge of the companies inserted in the Capitalist System. In this context, the aim of this article is to describe a case study on how a private organization observes and uses the concepts of sustainability, treating it as a basic principle of their actions. This article presents a check of the theory that permeates sustainable development, based on vectors of sustainability: economic, social and environmental co-relate such verification to the position taken by the company studied, adherence to that long-term survival strategy. For this, a literature was performed and secondary data collection, which provided a line description for the purpose of the article. As a result, it was found that the company takes actions that include all vectors of sustainability.

Keywords: Sustainable development; Sustainability; Vectors of the Sustainability.