

**SUSTAINABILITY IN RETAILING: A CASE STUDY IN BRAZIL**

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**ABSTRACT**

In recent decades, civil society has charged large corporations to investigate the environmental and social origin of their products and services and retail plays an important role influencing the entire production chain. The limitation of natural resources, the high number of people aware, the model of interdependent relationships, and extensive organizational capability of citizens in a systematic manner, are some of the reasons for the effective change in the way companies lead their business today. Thus, the objective of this research is to verify if the retail operations provide greater visibility to the retailer and the consumer's influence in the purchasing process. In addition, it is important to understand the concept of sustainability in the most influential sector of the economy over the end consumer which is the retailer.

Keywords: *Retail, Sustainability and Corporate Social Responsibility.*