

Business Growth vs Business Sustainability (vsdiff.com)

Criteria	Business Growth	Business Sustainability
Definition	Focuses on increasing revenue, market share, and profitability rapidly.	Aims for long-term viability while considering environmental, social, and economic well-being.
Goals	Profit maximization, expansion, and short-term gains.	Maintaining ecological balance, social responsibility, and long-term success.
Strategies	Aggressive marketing, mergers, and acquisitions.	Resource optimization, circular economy practices, and community engagement.
Measurement	Sales volume, profit margins, and market penetration.	Environmental impact assessments, social return on investment (SROI), and stakeholder satisfaction.
Timeframe	Short-term objectives (1-3 years).	Long-term vision (5-10 years or more).
Risks	Market volatility, competition, and quick losses.	Regulatory pressures, environmental degradation, and social backlash.

Source: <https://vsdiff.com/business-growth-vs-business-sustainability/>