

```
graph LR; A([Effects on Revenue]) --- B[1. Increased Sales]; A --- C[2. Easier to Attract Capital]; A --- D[3. New Markets];
```

Effects on Revenue

1. Increased Sales

The Body Shop
Consumers want to buy from
Marketing tool
Consumer feels better about him/herself
Socially responsible businesses enjoy better sales

2. Easier to Attract Capital

People want to invest in environmentally friendly companies
Easier to attract capital
Easier to grow and increase revenue

3. New Markets

Growing worldwide demand for green products
Toyota Prius hybrid cars