## ISO 14001 IMPLEMENTATION: THE LEVEL OF AWARENESS AND EDUCATION OF AEM EMPLOYEES TOWARDS PROTECTING ENVIRONMENT

### ISMAIL BIN HASHIM

# BACHELOR OF BUSINESS ADMINISTRATION HONS. (MARKETING) FACULTY OF BUSINESS AND MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY

**APRIL 2001** 

#### Letter of Transmittal

Bachelor in Business Administration Hons. (Marketing)
Faculty of Business Management
MARA University of Technology
Alor Gajah Campus
Melaka

April 19,2001

Tuan Haji Shariff Bin Haniff Project Advisor Faculty of Business and Management MARA University of Technology Alor Gajah Melaka

Dear Sir,

#### **Submission of Final Letter**

The above matter refers.

Please to forward a completed binding of final project entitled "ISO 14001 implementation: The level of awareness and education of AEM employees towards protecting environment" for your kind consideration. I wish that the report will meet the requirements of the faculty.

Your due consideration is much appreciated.

Thank you.

Yours faithfully

ISMAIL BIN HASHIM 99110799

#### **ACKNOWLEDGEMENT**

Alhamdulillah, a grateful thanks to Allah SWT, who give courage, inspiration and strength for me to complete the project paper and the study. At last, after going through tough challenges, with strong support and guidance of several individuals, I manage to complete this project paper accordingly.

I would like to take this opportunity to express my acknowledgement to my advisor, Tuan Haji Shariff Haniff for his professional guidance in preparing, analyzing and finalizing this study. I would like to thank him especially for his effort, time and valuable opinions.

I also like to wish my sincere thanks to Mrs. Florence Tan, manager of Employee Relation Department and Mr. Nadzri Mursidi, manager of Training Department at Aiwa Electronics Malaysia (AEM) Sdn. Bhd for being my internal supervisor for this study. Valuable guidance, information and cooperation from both of them are very much appreciated in completing this study.

My appreciation to all BBA(Marketing) Hons lecturers of Universiti Technology Mara Melaka Campus in providing me information and support in completing my study. The appreciation also forward to all my classmates that work together in these 2 years study.

Last but not least, my special thanks to my beloved family for their strong moral support and aspiration during my difficult times. Not forgotten to my housemates and friends. Without them I would not come this far in pursuing my studies. Thank you for all for being there for me.

Thank you, waalaikumsalam.

Ismail Hashim
99110799
Bachelor of Business Administration (Hons) Marketing
Faculty of business and Administration
MARA University of Technology
Alor Gajah, Melaka

**April 2001** 

#### **ABSTRACTS**

In the world today environment protection is one of the main issue that played in the people mind. Everyday environment issue such as open burning, recycling, forest destruction and so on viewed in the TV news and newspaper.

Now, the issue had come to Malaysia where the government try to educate people to protect the environment. As a prove the launch of recycle campaign, "Think before throw". Recycling reduces the need for landfills or dumpsites. Should rubbish double along with the population in Malaysia, we may very soon be sharing our homes with dumpsites. Imagine not having to take the rubbish out anymore.

Therefore the writer take this opportunity to do a research in this aspect where the implementation of ISO14001 that also known as Environmental Management System (EMS) at Aiwa Electronic Malaysia (AEM) Sdn. Bhd as the a model.

It cannot be a doubt that ISO14001 implementation has a link with the protection of environment, thus the action of AEM employees that educated by EMS at the workplace is measured. The writer hope that the implementation of ISO14001 activities that relate to environment protection can be brought outside the workplace. Therefore it can increase the level of awareness in protecting environment not only to AEM family but the whole community.

To make this succeed, the level of training and education towards protecting environment is a vital step. Therefore this study also focus to this aspect to make sure this dream come true. Finally let us make this dream come true by joining hands together before this world reach its time and cannot handle the pollution anymore.

# TABLE OF CONTENTS

CON	TENTS	S	P AGE
ACKNOWLEDGEMENTS TABLE OF CONTENTS LIST OF TABLES LIST OF FIGURES ABSTRACT			i ii iv v vi
CHA	APTERS INTI	S RODUCTION	
	1.1	Company Background	1
		<ul> <li>1.1.1 ISO 14001 and EMS Implementation</li> <li>1.1.2 Main Activities of EMS Implementation at AEM</li> <li>1.1.3 Main Purpose of ISO14001 Implementation at</li> </ul>	2 4
	1.2 1.3 1.4 1.5 1.6 1.7	AEM The Statement of Problem Objectives of the Study Significance of the Study Hypothesis Scope of the Study Limitations of the Study Definitions of Terms	8 10 12 13 16 17 17
2.	LITI	ERATURE REVIEW	
	2.1 2.2 2.3 2.4	Benefits of ISO14001 Implementation Green Marketing Concept Review on AEM's Environmental System Training Development of ISO14001	19 22 23 34
3.	THEORITICAL FRAMEWORK		
	3.1	Environmental Management System (EMS) Model 3.1.1 Principle 1 (Commitment and Policy) 3.1.2 Principle 2(Planning) 3.1.3 Principle 3(Implementation) 3.1.4 Principle 4(Measurement and Implementation) 3.1.5 Principle 5(Review and Improvement)	36 37 37 39 41 42