



**How Far Kazzponic Applied the Concept of
Environmental Marketing: A Case Study on
Kazzponic Sdn Bhd**

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NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, WAN MUHAMAD KHAIRUDDIN WAN SALIM, (I/C Number: 840730115021)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

29 October 2009

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**How Far Kazzponic Applied the Concept of Environmental Marketing: a Case Study on Kazzponic Sdn Bhd**" to fulfill the requirement as needed by the faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely

.....

WAN MUHAMAD KHAIRUDDIN BIN WAN SALIM

2006142913

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

TITLE PAGE	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF FIGURE	iii
EXECUTIVE SUMMARY	iv
CHAPTERS	
1. INTRODUCTION	1
1.1 Purpose of Study	3
2. BACKGROUND OF THE COMPANY	5
3. THE ISSUE	7
4. The Literature Review	
4.1 Introduction	10
4.2 What is Environmental or Green Marketing?	11
4.3 Environmental Marketing Process	13
4.4 Conventional Marketing Concept vs. Environmental Marketing Concept	16
4.5 Appropriate product information	19
4.6 Environmental claim	20
5. FINDINGS AND GAP ANALYSIS	21
5.1 Kazzponic and its Environmental Marketing Concept approach	22
5.1.1 Kazzponic – Environmental Marketing Concept effectiveness	24
5.1.2 Kazzponic - Appropriate product information	29
6. CONCLUSION	
6.1 Where is Kazzponic today?	31
6.2 Recommendations	32
BIBLIOGRAPHY	

EXECUTIVE SUMMARY

The purpose of this paper is to study on how to have competitive environmental marketing concepts. This paper looks at the respond of Kazzponic in order to have effective and practice the environmental marketing concept.

The findings reveal that there are several factors that can lead ineffective practice the concepts. The important is the process of environmental marketing model must well follow if want to be a green company.

Finally, further studies and analysis should be undertaken and are recommended for enhance the practice.