



**IMPLEMENTATION OF GREEN BUILDING PROJECTS:  
A CASE STUDY OF MATRIX CONCEPTS HOLDINGS  
BERHAD, KLUANG, JOHOR**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING**

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FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
JOHOR

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A CASE STUDY OF MATRIX CONCEPTS HOLDINGS BERHAD,  
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SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE  
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MARKETING

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## DECLARATION OF ORIGINAL WORK



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"DECLARATION OF ORIGINAL WORK"

**Nurhanis Izzati Binti Mohd Amin,**

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:

28/6/2018

## LETTER OF TRANSMITTAL

28 JUNE 2018

Mardziyann Binti Mohamad Malorn

Ketua Pusat Pengajian ( Ijazah )

Fakulti Pengurusan Pemiagaan

Universiti Teknologi MARA,

85009 Segamat,

JOHOR DARUL TAKZIM.

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "Implementation of Green Building Projects : A Case Study of Matrix Concepts Holdings Berhad, Kluang, Johor" to fulfil the requirement as needed by the Faculty of Business Management,

Universiti Teknologi MARA.

Thank You.

Yours sincerely

Nurhanis Izzati Binti Mohd Amin

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## ABSTRACT

Green building is not too synonym from the developers nor public since they are not too expose with the content and information about it. This chapter explores the green building development mainly for the benefits that will gain for the resident's when the developers of Matrix Concept Sdn Bhd, Kluang, Johor implement green building projects. However, green building development in Malaysia truly shown significant by the acceptance among public and developers to support green building. With the high number of project for both cities, the company could take advantage to develop green building systems in order to preserve environment the nature. By having a clear understanding concept of green building by developers, the company can make better solution regarding the issue by connecting with the government to encourage and provide initiatives development of green building project in Malaysia. This research was held in Matrix Concepts Sdn Bhd, Kluang, Johor branch which focus to interviewees the top management of company. This study will help the developers to know well what the benefits of are implementing green building projects in this era. It is also important to ensure that the developers, government and public are aware about the green building in order to determine the successful of green building development in future. It is not impossible that the green building development will become the most success project in Malaysia especially from developers of Matrix Concepts Sdn Bhd.

Keywords: Green Building, Construction Industry, Environmental, Governments, Housing Developers, Housing Industry