



**EXPLORING THE OPPORTUNITIES & READINESS OF GREEN
LOGISTICS: THE CASE OF MERONG FREIGHT SDN BHD**

**AHMAD WAQUIDDIN BIN ABDUL RASHID
2011638042**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA SEGAMAT JOHOR**

APRIL 2014

ACKNOWLEDGEMENT

Alhamdulillah, I am glad that I have completed my report with the support and help from family and friends. Praise to the Almighty Allah S.W.T that gave me the chance and energy to never give up to complete my internship and report. Alhamdulillah..

First of all, I like to thanks to MERONG LOGISTICS SDN BHD, that allows me to do my internship for twenty weeks, thus gave me permission to study on issue for my report. In order to complete my report, I have been given a lot of information about their product that will help me complete my report.

Special thanks to my beloved advisor Madam Jaslin Md Dahlan for all the help given in completing my report. She has given her undivided support for me to complete my report on time. I have also discovered her intense interest in the Green Logistics during our discussions.

Last but not least, my gratitude to my parents, they have sacrificed a lot to support me to complete my studies.



AHMAD WAQUIUDDIN BIN ABDUL RASHID

2011638042

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1 Background of the study	2
1.2 Organizational background	3
1.3 Issue and problem identification	6
1.4 Research objectives	9
1.5 Research questions	9
1.6 Significance of study	9
1.7 Limitation of study	10
1.8 Scope of study	12

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	13
2.2 Advantages of Green Logistics	15
2.3 Readiness in implementing green logistics	17

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction	23
------------------	----

ABSTRACT

As the environmental pollutions is getting worst and worst through global warming and more rapidly appearing weather changes. World resources are used more drastic and rapidly due to that materials coming to an end. World global process logistics plays very important role, as it is one of the main pollution sources. Thus the rising awareness to the greener solutions doesn't leave logistics parts. World countries make steps to introduce greener technologies and recycling in logistics field, as the logistics process cannot be stopped or make completely green. If logistics processes are not efficient, they also lead to wasting of resources. So the aim of this article is to identify the understanding nature of logistics business and what the preparations that firm need. First off all the understanding of the conceptions of business logistics presented. Secondly the readiness of green logistics are discussed. Finally the preparations for implementing green logistics through the theoretical implications are presented

CHAPTER 1

INTRODUCTION

1.1 Background of study

"Being Green" has become an omnipresent catchword in many industries and is discussed in connection to many diverse aspects. Logistics are imperative component of trade and a major contributor to economic growth in many countries especially for the manufacturers. Logistics activities give severe negative environmental impact, particularly in freight transport which is considered as the most important source of environmental pollution in a logistics system. Not all company can implement green logistic in their daily operations because of several factors and this problem has been discussed so many times.

The conflicts between natural environment and logistic activities become increasingly serious, particularly caused by freight transport. Logistics activities also may affect the environment negatively in number of ways, locally as well as globally, with transportation being the main source of negative impacts. Based on the observation and interview with the Directors of the organization, being green in logistics is a major problem that faced by most of the companies in this whole country.

The increasing numbers of project in that company has represented the level of competitiveness and market share in the logistics industry. This study focusing on the problems in implementing green logistics and the preparations if Merong Freight Sdn Bhd implementing green logistics in their operation services which based on