



**A STUDY ON IMPLEMENTATION OF GREEN MARKETING  
CONCEPT IN MARKETING CNI PRODUCTS– A STUDY IN CNI  
ENTERPRISE (M) SDN BHD**

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## **ABSTRACT**

This research are focusing on the implementation of green marketing concept in the organization in order to create awareness among the consumers for quality of life today and future.

Company increasingly focuses to improve the environmental concern by providing quality, satisfaction and loyalty as a key to achieving market leadership positioning. Understanding what drive these critical elements, how they are linked and how they contribute to the company's equity is fundamental success.

The survey has discovered a very good insight of the level of awareness and knowledge among the consumers and within CNI Enterprise (M) Sdn Bhd. In business competition, "green environment" has become one of the factors can lead to the successful of the company. The market place is greener now than ever before, and become even more responsive to products and services promising environmental responsibility.

By implementing green marketing in marketing CNI products it will increase awareness towards green thinking and responsible to save the environmental society. The marketing mix such as Product, Price, Place and Promotion must be interrelated with green concept so that products create values in target market. The company used 4P's as their marketing strategy which controllable tactical marketing tools that the firm blends to produce the response in wants in the target green market.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Company History and Background**

Multilevel Marketing (MLM) or direct selling is a system for selling goods or services through a network of distributors and also through recruitment. “Multilevel Marketing” plans, also known as “network” or “matrix” marketing, which the plans usually promise to pay commission through two or more level of recruits, known as the distributor’s “downline”. The direct selling sector has been recognized as one of our nation’s important economic backbones which plays a significant role in our economic growth and is the pioneer in consumer-centered market that has been done by CNI Enterprise (M) Sdn Bhd.

CNI was established in September 1989 and was known as Forever Young. To achieve their common goals and to strengthen their position in the MLM market, the Directord of P.T. Centranusa Insan Cemerlang of Indonesia joined hands with Forever Young (M) Sdn Bhd. Thus in 1993, this merger gave birth to Creative Network International or more popular known as CNI.