



**THE BARRIERS OF DEVELOPING GREEN BUILDING :
A CASE STUDY OF MATRIX CONCEPT HOLDING
BERHAD**

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ABSTRACT

Green building development in Malaysia had been show significantly accepted among public and developers although the knowledge of it still low but for the recent year government had show some initiative to encourage and support green building development among project in Malaysia. Matrix Concept Holding Berhad which is one of the huge developers in Malaysia with the high number of project in Negeri Sembilan and Johor could take this advantage to develop green building in order to preserve our environment and at the same time able to gain profit and satisfied customer with the green building project. Green building issues in Malaysia is due to the lack of technology and expertise in green building that makes the cost of installation of it become expensive. Beside due to lack of knowledge among developers and public makes green building is unattractive compare to conventional building. This research was held in Kluang which is Matrix Concept Holding Berhad branch and the interviewee was the top authorities in the company which the researcher use face to face interview with them. This study will help developers to know the main barriers of developing green building and the advantage of it for our next generation. Government, developer and public is are major role in order to determine the successful of green building development in Malaysia and if all of them are together then is not impossible in next 10 year green building will be success and wanted by customer compare to the conventional building.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Green building is notable as green structure or sustainable building refers to a construction that are competent of reducing the negative effects of properties development on the environment and human health with the aim of promoting sustainable life (Addae-Dapaah et al, 2009). Building life cycle is defined as the building plan, design, arrangement, construction, maintenance, operation and devastation of the building that need to be concern of the environment responsible and resource efficient as one of the philosophies of the green building concept beside to minimize the emission of toxic substance on the construction site and correspond with the local and surrounding environment. Then for the company to perform it their need to have a cooperation between all of the department in company such as the architects, engineers, project manager, sales manager and as well the client or the customer that will determine the success for the green building. For the past 10 year the number of green building development is almost zero number but this fact had been change in the past few year with help from government and developers company that promote green building concept in their project. The philosophy of green building is project that allowed the company to preserve most of our environment and at the same time able to continue with the development as well. The project and construction of the building will lead to healthy environment for the people surrounding without harm the forest and other ecosystem. Green building exercise are to preserve and protect environment and decrease pollution (Alex Lukachko, 2008).

As the price of the house is getting high and high in a year then some of the developers did not concern about the environment and more toward the profit of the company only that will bring the bad effect for our future environment . Even though the price for the house is high but there is some demar for the green building as currently people are more aware about the benefit of taking care of the environment even green building homes in Malaysia is still in a stage of very new to the consumers (Chau, 2015). However there is advantage and disadvantage for development of the green building. For example the advantage of having green building is able to reduce