



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**CHALLENGES IN MANAGING COMMERCIAL GREEN BUILDING
DEVELOPMENT PROJECT IN KUALA LUMPUR, MALAYSIA**

**Academic Project Submitted in Partial Fulfilment of the Requirements
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Bachelor of Estate Management (Hons)**

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ABSTRACT

Over the past three decades, the sustainable and green development movement has gained remarkable momentum, with individuals and businesses making significant strides in the development of green buildings. This study focused specifically on the challenges associated with managing commercial green building development in Kuala Lumpur, Malaysia. Through interviews with respondents, data was collected to identify common difficulties and explore potential strategies to overcome them. Data obtained from interviews with respondents were analysed by using content analysis to enabling the identification of common difficulties of managing commercial green building development project and exploration of potential strategies for overcoming them. The findings shed light on several key aspects related to managing commercial green building development, highlighting the lack of expertise and professionals, high material cost, unfamiliarity with green technologies, and lack of public awareness as significant challenges. The insights gained from these findings provided valuable guidance for enhancing the successful implementation of sustainable practices in Kuala Lumpur's commercial green building sector. By addressing these challenges, implementing the recommended strategies, and conducting additional research, the future of commercial green building development in Kuala Lumpur could be strengthened, fostering a more sustainable built environment.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

This chapter provides an exposition on the research background and presents an overview of the overall structure of the dissertation. It delineates the research process, encompassing problem statements, aims and objectives, research questions, the employed methodology, the study's scope and limitations, the significance of the study, and concludes with a summary of the chapter.

1.2 Background of the Study

Sustainable and green development movement has been steadily increasing, even though people and businesses have only begun developing green buildings for the past thirty years; yet, during that period. According to Mosgard (2015), The concept of green building emerged within the context of sustainable construction and the low carbon agenda. In this paper, the term "green" is employed to signify an environmentally-friendly approach and is interchangeably used with terms such as "sustainable," "energy efficient," and "low carbon." This proved that this concept's goal is to create products and services that are sustainable and environmentally friendly. Yang, (2014) also highlighted that green construction has the potential to enhance resource conservation, reduce environmental pollution, protect the ecological environment, and provide a healthy, suitable, and highly efficient