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**GREEN BUSINESS AND ITS MARKETING**

**Thesis**

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**ABSTRACT**

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<p>The goal of this report was to find out the importance and the possibility of the green business and its marketing. This thesis emphasized on the factors necessary for the marketing of the green product. It also focused on making the business sustainable through adopting green policies. The commissioner of this thesis is CEO of Creative Preludi and founder of Green Company Effects Mr. Keijo Särkijärvi who shared valuable information regarding marketing. During the preparation of this report author got to read a lot of success stories on adopting green policies that were more inspirational. Also, the findings of the thesis inspired to work as an entrepreneur of a green entity.</p> <p>SWOT and PESTL analysis methods along with the marketing plans and process had also been included as market analysis. Semi-structured interview under qualitative method was used as a research of this thesis where Mr. Särkijärvi was interviewed. The information was recorded in notes as well as in the form of audio recording in mobile for referencing while preparing report. It was done with the permission of the interviewer.</p> <p>Based on the findings it can be concluded that every business is equally liable towards the environment and it is everybody's responsibilities to save it for future generation. So, if there is possibility to gain profit and sustain the business with less negative impact to the environment why not implement the green business strategies from today.</p>		

<p><b>Key words</b> Company Status, Green Business, Marketing Analysis</p>
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## **CONCEPT DEFINITIONS**

CEO	Chief Executive Officer
CEPA	Canadian Environmental Protection Act
EU	European Union
GCE	Green Company Effects
PESTL	Political, Environmental, Socio-cultural, Technological and Legal
SMART	Specific, Measurable, Achievable, Realistic and Time specific
SWOT	Strength, Weakness, Opportunity and Threat

**ABSTRACT**  
**CONCEPT DEFINATIONS**

**Table of Contents**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 GREEN BUSINESS OBLIGATIONS.....</b>	<b>3</b>
2.1 Ecological Obligation .....	3
2.2 Financial Obligation.....	4
2.3 Marketing Obligation .....	4
2.4 Miscellaneous Obligations .....	5
2.4.1 Legal Obligations .....	5
2.4.2 Employee Morale and Company Status.....	6
<b>3 MARKET AND ITS ANALYSIS .....</b>	<b>7</b>
3.1 Global Market of Green Products .....	7
3.2 Market Analysis .....	9
3.2.1 External Market analysis (PESTL) .....	10
3.2.2 SWOT Analysis .....	10
<b>4 MARKETING PROCESS AND PLAN .....</b>	<b>12</b>
4.1 Marketing Process.....	12
4.1.1 Walk and Talk .....	12
4.1.2 Transparency .....	13
4.1.3 Listing supporting parties .....	13
4.1.4 Focus on primary Benefits.....	13
4.2 Marketing Planning .....	13
4.2.1 Marketing Situation Analysis.....	14
4.2.2 Marketing Objectives Development .....	15
4.2.3 Marketing Strategy Formulation.....	15
4.2.4 Action Programs and Budgets preparation.....	16
4.2.5 Development of control procedure .....	16
<b>5 PRESENTATION OF CREATIVE PRELUDI .....</b>	<b>17</b>
5.1 Introducing Creative Preludi and its CEO.....	17
5.2 Involvement in Green Business.....	18
5.3 What is GCE & How it Works?.....	18
<b>6 RESEARCH PROCESS.....</b>	<b>20</b>
6.1 About Research Methods .....	20
6.2 Qualitative Research .....	21
6.2.1 Structured Interviews .....	22
6.2.2 Unstructured Interviews.....	22
6.2.3 Semi-Structured Interviews .....	22
6.3 Research and Its Results.....	24
<b>7 CONCLUSION .....</b>	<b>26</b>
<b>REFERENCES.....</b>	<b>28</b>

## **APPENDICES**

### **FIGURES**

FIGURE 1. Needs and Effects of Green Business to employee and company.....	6
FIGURE 2. Reported recycling rates of different countries.....	8
FIGURE 3. Market Analysis.....	9
FIGURE 4. Steps of Marketing Planning.....	14
FIGURE 5. Logo of Creative Preludi.....	17
FIGURE 6. Logo of Green Company Effects (GCE).....	18

### **TABLES**

TABLE 1. SWOT analysis of Green Products.....	11
TABLE 2. Pros and Cons of Interview methods.....	23

## 1 INTRODUCTION

Business is expanding both according to the definition and typicality thanks to the increasing competition and technological advancements. Entrepreneurs are in the race of making their business distinctive and sustainable so that they can withstand in this competition and gain some competitive advantages to penetrate the prevailing market. With the process of population doubling the potentiality of the growing consumers is increasing. In this situation, if the new entrepreneur hit the soft spot by introducing some attractive and ethical changes in his business then no obstacles can delay his success in business. But at the same time environmentalists are blaming these innovative business ideas and rapid growing business for the deteriorating environmental conditions. Hence, the sole solution to continue the business alongside saving the environment is to run the eco-friendly business.

Simply, Green business can be defined as an enterprise performing business activities with the minimal negative impact on local or global environment, society or community. It can also be defined as smart and sustainable business. Actually, it is the business practice which is evaluated to be environment friendly. Cambridge dictionary defines green business as the way of doing business that protects and preserves the natural environment (Cambridge Dictionary 2018). It is a way of making money protecting Mother Nature. This business can be done by various ways either directly or indirectly involving. If a business deals with the recycling and reusing of the materials then it is direct involvement but if less or no bio hazards are being products and natural and other resources are being used wisely during operation then it is indirect involvement. Author has tried to include these both types of involvement to some extent.

The aim of this thesis is to introduce the concept of the green business to the reader along with its needs or importance in different aspects. But mainly it will focus in the marketing procedures and green marketing. Increasing health consciousness and literacy is making consumers more demanding towards the healthy and eco-friendly products. Green marked products are extending their market everyday as their demands are peaking. In such situation, going green is the best way to make an enterprise successful in the long run. Not only the producing companies green concept of business can also be beneficial in-service business too as it can reduce the costs that are being incurred in heads like fuel, water and other input materials resulting the budget compensation in operation cost. So, this thesis has tried to include how marketing of such businesses are done.

The theoretical part of this thesis consists of information about why green business is needed in present business era for different aspects and market analysis for placing the green products. The theoretical part

is categorized into four chapters where chapter two mainly focus in the obligation of the green business. Precisely, this chapter includes ecological, financial and marketing obligations of green business along with miscellaneous obligations with sub heading of legal and employee morale obligation. The following two chapters are about market analysis and marketing process and plan. Chapter three explains the conditions of the green product market in the global perspective and its analyzation. PESTL and SWOT analysis methods are applied for market analysis at the same time different processes of marketing are discussed perused by the global marketing plan in chapter four.

The empirical part in this thesis is qualitative research type. One of the successful marketing agencies in Kokkola, Creative Preludi and its basic introduction and history is also included in chapter five. Chapter six is all about the research methodology and its findings. Author has tried to follow through both primary and secondary data sources to support the result of the research where primary information is all from the interview report from the CEO of Creative Preludi Mr. Keijo Särkijärvi. Here author has tried to include the experience and marketing strategies applied by this company in Green business and Green Company effects. Whilst, Secondary information is gathered from the books, booklets, brochures and e-sources.

## **2 GREEN BUSINESS OBLIGATIONS**

Concerning the global perspectives of growing population, it is peaking every year. With this increase in population their needs are also increasing, resulting in the establishment of industries and companies producing the necessary items. In this marathon of producing and acquiring the highest market shares companies are over exploiting the resources with less or no gain. Environmentalists all over the world are protesting this practice of environmental destruction causing the change in customers' behavior. In this situation, Green business is very beneficial to both entrepreneur and customer. There are a lot of benefits of going green; some of the benefits are easily seen some can only be seen in long run (Bachman 2009, 12).

Research, innovations and commercialization process of the green products have faced an advance change within these few decades. Steps are being taken in order to monitor the impacts of human activity in the use resources and their preservations. Entrepreneurs are more concerned in the use of energy efficient lighting, use of recyclable packaging and reuse of filtered water (Figueiredo & Guillen 2012, 1). Changing the perspectives of the business as per the need of time and situation can be very fruitful for the business itself and profitable for the entrepreneurs. Furthermore, the major needs of going green in business in present scenario are simply described below:

### **2.1 Ecological Obligation**

Ecological benefits are the term related to the business ethics that deals with the preservation of the environment and natural habitat during the business practice gaining profit from it at the same time. Some might think that it is not necessary to take the environmental issues in a great concern while doing business but it is totally false thought. Every business is connected with the environment either as a receiver of the raw-materials or for the disposal of the bi-products. They are directly or indirectly relying with the different elements of Environment. Not only the business organizations, but the customers they target are also getting more and more acquainted towards natural environment and its preservation. Hence, proper dealing of the environmental matters is greatly needed to develop sustainability and profitability in business (Kane 2012, 8).



Amongst many challenges, waste management is one of the most severe headaches of production companies. Higher the production of wastage, higher the managing cost. But use of biodegradable raw materials and reusing and recycling them can cut off the heap of the budget for the company. Similarly, reducing the use of papers and refilling the cartridges instead of throwing them lessened the plastic and paper waste. Though this seems quite small but it has the great effect when talking about the bigger companies (Lorette, 2018).

## **2.2 Financial Obligation**

The concept of business is incomplete without the term finance. It can be said that finance is the spine of the business as it determines all the steps and future of the business. While operating the company an entrepreneur should always be aware about the money management from the time of making investment to the point of return. For the optimal performance of each penny invested, a business should be able to cut off the unnecessary leakage and extravagance of finance and its sources. In this situation, going green can be the best way to mitigate the financial loss in business. Reuse of existing materials, proper planning of transportation and shipping helps saving both money and environment (LaMarco 2018).

Going green or producing the green product is entirely the fragile concept that requires little more of the investments than that of other normal businesses. Production process of green products can prove itself little more money consuming at the beginning as it requires to have the installation of the new technologies machinery, highly trained and qualified employees and waste conversion process (Eneizan, B.M, Wahab, K. 2016). Nevertheless, these costs can easily be isolated by reducing them from other energy consumption and other miscellaneous expenses.

## **2.3 Marketing Obligation**

No matter how good and advantageous the product is, it requires proper marketing to be in the hearts of customers. One should always be aware about what should and shouldn't be brought forth while advertising the goods. Similarly, it depends on how it is being marketed. Present world is the world of information technology. Millions of people are connected with social media through various fan clubs, political chat groups, blogs and other communication web pages discussing about their likes and dislikes and

products reviews. In this case, if a production company can track the customers whose likes match with their products and target them then they can find more than enough customers (Scott & Meerman 2015).

Being part of green organization is a benefit to face the customers nowadays thanks to the growing awareness about environment and numerous campaigns of environmentalists. People are eager to buy the goods having green identification. Sometimes renowned parties and personals can also make great differences in marketing of the goods. So, it is always necessary to bring up the well-known parties while marketing.

## **2.4 Miscellaneous Obligations**

In this part of the thesis, the author tries to bring light upon some other benefits or needs of the green business in the present context. The up mentioned three obligations are the main obligations that an entrepreneur should consider but it doesn't mean that the followings are less important. These are also important in their own way.

### **2.4.1 Legal Obligations**

Countries and states are passing the laws in favor of environmentalists and green movements, if they have not passed it they will for sure in near future. So, the decision of going green can be the leg up for the business to be sustainable in near future. In some countries like Canada these environmental moves are protected by Canadian Environmental Protection Act (CEPA) 1999 (Legal benefits of Eco friendly business, 2018). Similarly, Finland is also adopting strict law regarding the protection of the environment and natural habitat. It has adopted a comprehensive regulatory framework on environmental issues which is mostly regulated through national legislation and environmental legislation from EU. It works under Environmental Protection Act, Waste Act, Water Act, Nature Protection Act etc. (Practical Law, 2018). In this Situation, acting first and adopting the Green Business Policies will be the great leap.

### 2.4.2 Employee Morale and Company Status

Morale of employees plays a very vital role in success of any company. So if a company is adopting the green business policy they feel safer and feel that their health being cared which results in the boost of their morale. This results in the positive effects in performances resulting high productivity. On the other hand, applying the green policy can lead the company to the set of those bigger companies that are walking on the same steps. Going green gives a company a seat in the table of bigger companies in a sense that only established companies go green (LaMarco 2018).

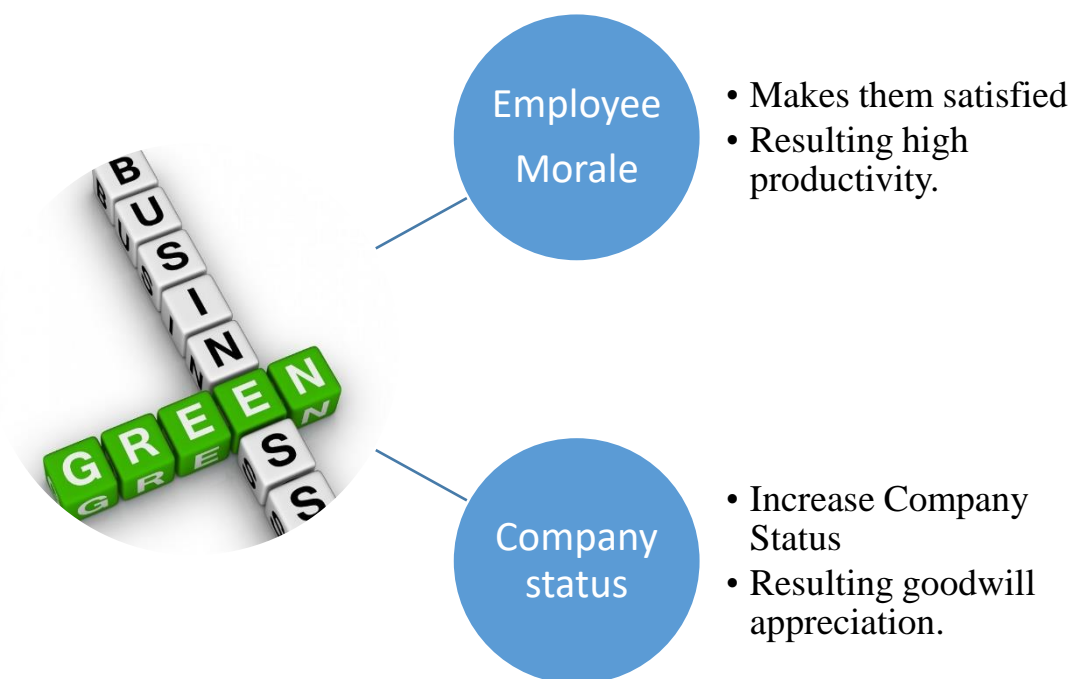


FIGURE 1. Needs and Effects of Green Business to Employee and Company (Adapted from LaMarco 2018).

FIGURE 1 here explains how the green business effects the morale of the employee and status of a company. Going green and spending some money and time to employee benefits can result in increase in the productivity. Similarly increase in the company status results in the increase in the goodwill of the company. Both are very important factors in order to develop the company.

### **3 MARKET AND ITS ANALYSIS**

This chapter's core idea is to provide the reader with brief information regarding the increasing global and Finnish market of Green products. Going through this chapter will relay the information of market that can help the new entrepreneur to set plan to produce the green goods and going green. Also, the reader can be benefitted by knowing strength, weakness, opportunities and threats of going green from the latter part of this thesis.

Market can simply be defined as the total sum of buyers and sellers in the area or regions under consideration. The area can be cities, regions, states or countries (Economic Times, 2018). It is the place where buyers get what they needed and sellers get to sell what they have in reasonable price. But it is not easier to get the proper customers willing to pay the reasonable amount for the goods. For which, proper Marketing is needed. In the present consent marketing is not only the 'telling and selling' process but it is the sense of satisfying the customer needs (Kotler & Armstrong, 2012, 29). And the customers today are getting more and more sensible towards preserving environment and natural habitat. So, in this situation market having green brand have the greater impact in market sales.

#### **3.1 Global Market of Green Products**

The market for the product is getting bigger and bigger every day. A producer can place his product in every corner of the world if s/he gets the proper price and suitable customers. This is called global market. With the increase in market places follows the market competition. The only product can survive in this tough competition with the high market penetration features. In this situation, products that are manufactured saving the environment can get easy accesses in market with great attraction of the customers. It is because buying the products and processes gone through such green brands enhances a desired self-concept, allowing consumers to 'feel good about it'. This is one of the customer behaviors profitable for the green business owner and green product producer. However, such products' function should be collateral with the functions of non-green products to have their market occupied (Pickett-Baker & Ozaki 2008).

Growing interest of different countries and their governments in the environmental preservation is leading the green business to be flourished all over the world. Companies that produces the recycled and reusable products along with the polymer plastic products are being started all over the world.

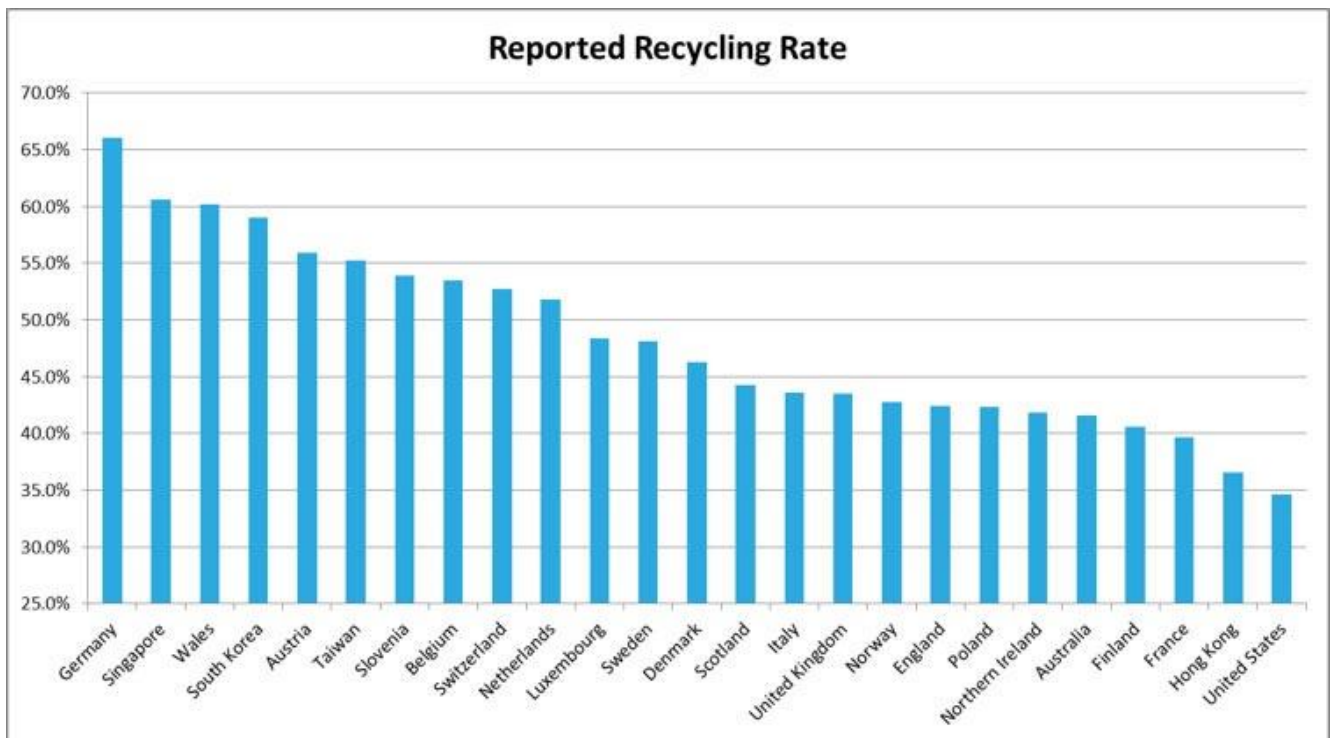


FIGURE 2. Reported recycling rate of different countries (Adapted from Resource.co 2018.)

The above FIGURE 2 depicts how different economically sound countries in the world are showing their interests in the products that could be recycled. Here the phrase of ‘Somebody’s waste is another’s gold’ been proven correct by these countries. Germany has peaked its rate by 66 percent and has lead the chart with Singapore and Wales in second and third position 61 and 60 percentage of recycling rate. Similarly, Countries like Sweden, Norway and Denmark are also on their own speed chasing the race of winning. Finland is also seeming to be doing great in the growing market of recycling goods as it has scored 41 percent of the total market share of the recycling share. This country has been able to beat the countries like France and United States which are supposed to be known as the business hub countries. The league table reveals that European nations are more interested in green economy as they have dominated the chart while United States just finds it’s into the top 25.

### 3.2 Market Analysis

Before entering in any sorts of market, entrepreneur should properly analyze the market and its situations. They are liable to be well known about the positive and negative impacts that may arise while operating their business and introducing the new products. Both external and internal analysis is equally important in this scenario. This part of chapter three tends to analyze the situation of market for the production of green products both internally and externally.

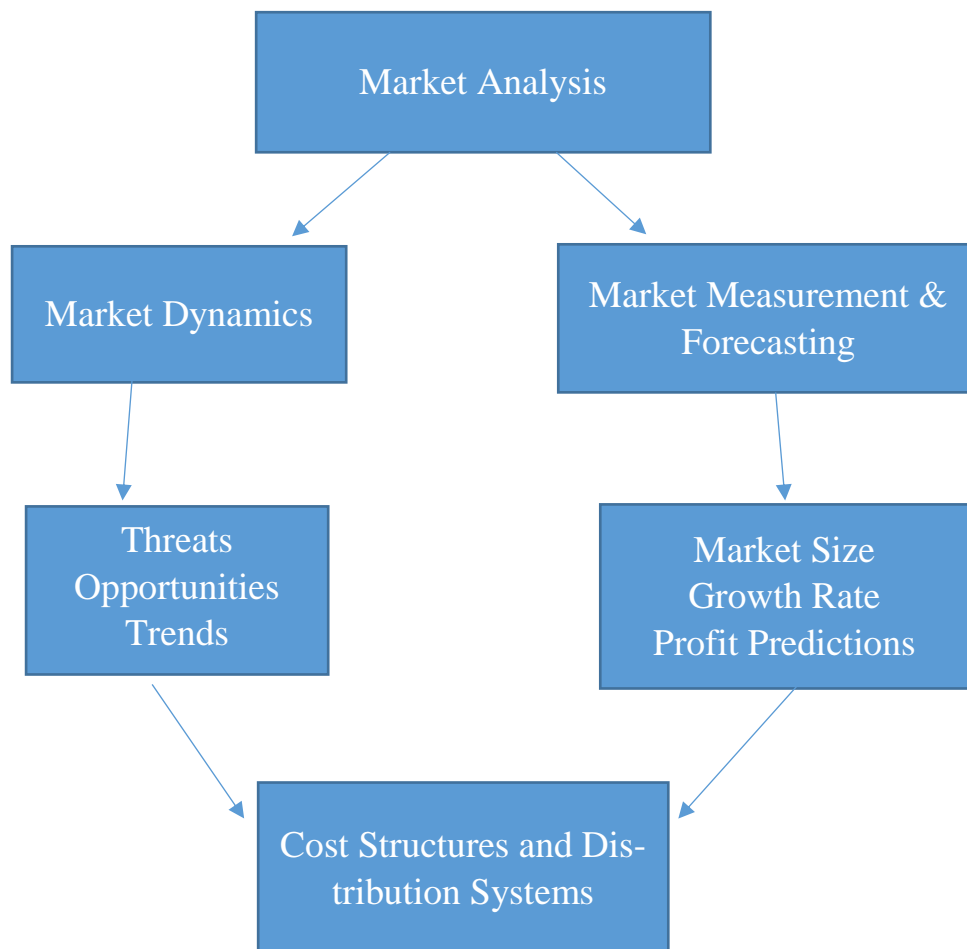


FIGURE 3. Market Analysis (Adapted from Proctor 2000, 189)

The above FIGURE 3 simply display the map of the market analysis that should be considered while entering the market. A successful marketing manager is liable to have the detailed knowledge about the above listed necessities for the proper market penetration and put the right product at right market place in right time.

### 3.2.1 External Market analysis (PESTL)

According to David A. Aaker (Aaker 2011, 21), “A successful external analysis needs to be directed and purposeful. There is always the danger that it will become an endless process resulting in an excessively descriptive report.” So, it is always required to contemplate the factors like customers and competitor analysis, trend and distribution analysis along with market environment analysis. These analyses are very much important for any products before they are introduced in market otherwise it may result in the catastrophe in business.

It is very important to know that how many of the potential customers are eager to purchase the environmental friendly products in the area the business is supposed to be operating. Are they ready to pay little more if needed in the case of necessity? Also, it is very important to know about the strength of a competitor along with their weakness. This method will help to hit in the soft spot of the market and easier to penetrate (Aaker 2011, 51). As displayed in FIGURE 2, Finland has only 41 percent of the recycled or green product so here competition is little low. This can be the benefit for a new green product producer. While considering the External factors that contributes in the flourishing of the market, Business environmental factors have the equal share. Political, Economic, Social and Cultural, Technological, Legal (PESTL) are the main factors. Products can thrive easily only if the market they are going to be placed is politically stable, economically sound, socio-culturally open technologically advanced and legally liberal (Baker 2014, 171-173).

### 3.2.2 SWOT Analysis

SWOT analysis is one of the best ways of analyzing the company’s strengths, weaknesses, opportunities and threats which imply the monitoring of internal and external marketing environment. Among these four analyzing factors, first two i.e. the strengths and weaknesses can be used for the internal market environment analysis. Every business has its own strong ground to set pillar of success but it is necessary to pre- determine those strengths to utilize the opportunities that may arise during operation. Likewise, weaknesses in the form of simple misunderstanding and lack of proper coordination may sometimes threaten the prosperity of the business so acknowledging such possible threats strengthen the chain to success. On the other hand, opportunities and threats reveals the external analysis. One should always consider demographic, economic, environmental, political and legal circumstances before introducing

the product in market as such factors might sometimes prove to be opportunities as well as threats depending on the product's features (Kotler & Keller, 2006, 52-53).

TABLE 1. SWOT analysis for Green Products (Adapted from Ngarjuna, 2016)

<p><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"> <li>• Access to new market and competitive advantages.</li> <li>• More socially responsible</li> <li>• Builds brand equity and Brand Loyalty within customers.</li> </ul>	<p><b><u>WEAKNESSES</u></b></p> <ul style="list-style-type: none"> <li>• Few customers only care about being environment friendly.</li> <li>• Overemphasizing greenness than customer needs can be devastating for product development.</li> <li>• Some may think 'Green' mark as marketing strategy.</li> </ul>
<p><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"> <li>• Products demands by the increasing environment loving new generations.</li> <li>• Always have a chance to be one step ahead than the competitors without green attributes</li> </ul>	<p><b><u>THREATS</u></b></p> <ul style="list-style-type: none"> <li>• Uncertainty of government approval</li> <li>• Not being as environmental friendly as promised.</li> </ul>

TABLE 1 reveals the SWOT analysis for the green products. Being an eco-friendly product, it has the higher probability to cover the new market and have competitive advantages. It seems more socially responsible that might add up in building the brand equity and loyalty among customers. These might be the strength while less possible customers, less emphasizing in product development might be seen as weakness. The strength of new market might lead to the opportunities like increase in green product demand.



## **4 MARKETING PROCESS AND PLAN**

In this chapter, the author focuses on how to face the customers in the market and what are the proper process of introducing the products. Furthermore, this chapter has also briefly dealt about the strategic plan of marketing. Reader can be benefitted by knowing the techniques of marketing along with the necessary plan to accomplish the marketing process.

### **4.1 Marketing Process**

Awareness for the preservation of the environment is leading the increase in the demand of green products every year. The global data from twenty-six countries indicate that 86 percent of customers were concerned with climate change from them 50% of the participants were eager to buy environment friendly goods (Lannuzzi, 2012, 147 [Witson, 2009, 34]). This report indicates that the eco-friendly goods are being searched by the customers all over the world. So, the proper way of marketing process should be applied to take the green products to these customers. Some of the marketing process are listed and described briefly below:

#### **4.1.1 Walk and Talk**

In order to extend the market for the green products consumers should be first known about the product and its significance in the preservation of environment. So, the best way to attract the customer is visit them individually or via seminar, workshops and other possible ways using various means of communications. Demonstrate the product and make them realize that they are contributing a lot in environmental preservation by buying the product. This process of selling goods to the customers is also called the personal selling process. This is one of the traditional method of selling goods but in the present era of technological advancement using services like social medias, call centers etc. can be far cheaper and effective. People might not be in the right mood or it might not be the right time when you reach there so using such e-medias can be beneficial (McDonald & Wilson 2016, 14).

### **4.1.2 Transparency**

The truth has never been hidden from the customer. So, a product should be well labelled and transparent so that the customers can develop faith in that. Green business is a sustainable type of business which can be operated till long run only if every truth is revealed towards the customers. This helps to increase the brand loyal customers.

### **4.1.3 Listing supporting parties**

Every business along with green business can acquire the financial and technical support from various renowned companies which might have already the great images in the world market. Such strong brands have the power to evoke a feeling within a consumer that matches their personal values, aspirations and lifestyles. So, mentioning their names during marketing process may help to drag the attention of the customers for the first hand (McDonald & Wilson 2016, 15).

### **4.1.4 Focus on primary Benefits**

Customers always are seeking the fast benefits rather than the long run result so it is always necessary to focus in the primary benefits like the donations that are going to be done to save the environment. Or one should be able to explain how the green products can help in uplifting the deteriorating environmental conditions. So, no matter how the marketing is being done such facts and deeds should be revealed.

## **4.2 Marketing Planning**

The marketing planning can be defined as the comprehensive blueprint that outlines the entire efforts done by an organization in the field of marketing resulting in the development of the marketing strategy that can be used in to increase the sales. According to American Marketing Association, "Marketing planning is the act of setting up objectives for marketing activities and of determining and scheduling the steps necessary to achieve such objectives." It is the ongoing procedure of deciding marketing objectives, programs, policies procedures (GK Today 2018).

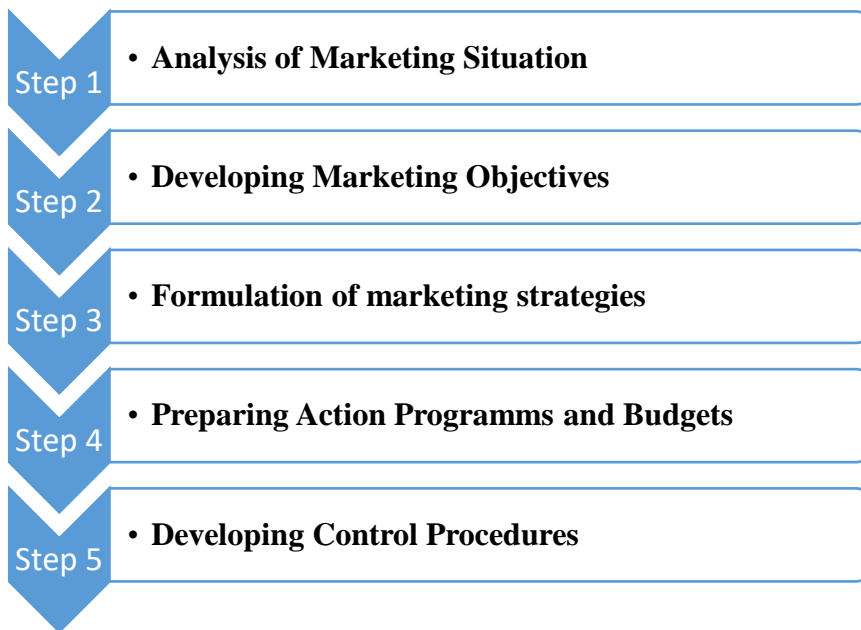


FIGURE 4. Steps of Marketing Planning (Adapted from Karunakaran 2007, 249).

Above FIGURE 4 displays the map of how a perfect market plan can be carried out in different steps. Five different steps are followed one after another fulfilling the existence and importance of one another. Achieving goal can be proven difficult if a single step be missed. First step is about market analysis in which examination of market is done for the possibility introducing products while second is developing objective to reach the target. Thirdly it discusses about the marketing strategies formulation followed by budget allocation and finally controlling the activities to make the plan work.

#### 4.2.1 Marketing Situation Analysis

The first and the wisest decision that a marketing manager should made is analysis of the market's past and present situation to determine the future condition. This enables management to consider the weakness of the previous plans and revising them to formulate the new and perfect plan for the smooth distribution of the product. Under this analysis process marketing environment is analyzed both internally and externally along with SWOT analysis. Purchasing power and choices of the customers are studied to meet their demand and expectations from the products that are to be introduced. This procedure is followed by the measurement of the competitor's strength and weakness to convert in strength. Likewise,

SWOT analysis is performed to determine company's key strength to overcome weakness and to take advantage of opportunities avoiding significant threats (Karunakaran 2007, 249).

#### **4.2.2 Marketing Objectives Development**

Development of the objectives is next step of the marketing planning. Marketing objectives are those strategies set to accomplish the marketing goal. Primary focus of setting such objectives is to increase product awareness and decrease its resistance from the customers. Thus, one should always be aware about developing such objectives in specific, measurable, achievable, realistic and time specific way. This is also known as SMART way of setting objectives. Task should be specified with the full detail what is to be done and what is not supposed to be done. So, it should be specific. Procurement and advancement of the target can be measured either applying the qualitative or quantitative approach in order to set a point for future reference. Objectives should be set in such a way that it should be acceptable by all who are responsible for achieving the target. It should also be realistic and relevant so that it is possible to attain can be applied to solve the problems. Objectives should always be targeted to be achieved in certain time bound hence reasonable time period should also be stated in a process of developing objectives (Tutor2u 2018).

#### **4.2.3 Marketing Strategy Formulation**

Marketing Strategy is business's overall game plan for reaching people and turning them into customers of the products that any business provides (Investopedia 2018). Marketing does not mean chasing the customers and discussing the price but it is the process of taking the products to the proper place, in appropriate time offering reasonable price. Once objectives are set, the means of achieving them should be determined. On that account, strategy should consider three key elements: target market, competitors' strength and weakness along with establishment of competitive advantages. While formulating the marketing strategy, it should clearly define the target customers and their needs, should create competitive advantages among competitors and their products, should incur acceptable risks, resource allocation and managerially supportable. It should also be derived to achieve product market objectives and should be internally consistent (Jobber 2010, 53).

#### **4.2.4 Action Programs and Budgets preparation**

Making budget plans and allocating it is the most sensitive task in the process of marketing plan as it determines the whole year's plans and progress to take place. In this process, annual budget plan is either increased, decreased or approved so a slight inefficiency may cause a great disaster throughout the year (Karunakaran 2007, 250).

#### **4.2.5 Development of control procedure**

The final step of the marketing plan is control procedure. Proper and timely checking as well as gathering reports and feedbacks is very important to correct the tiny disputes that may arise during implementation of plan. This can be done weekly, monthly and fortnightly as per the company decision (Karunakaran 2007, 250).

## 5 PRESENTATION OF CREATIVE PRELUDI

In the following subchapter, the information related to the Creative Preludi. Under this heading the author has tried to put forward the introduction of the company, how it got its name along with a brief look on the CEO of this company Mr. Keijo Särkijärvi with whom the interview has been taken. This chapter contains the information gathered from the internet as well as the personal interview with him.

### 5.1 Introducing Creative Preludi and its CEO

Creative Preludi is an advertising agency first founded in 1994. Formerly, this company was named as Mainostoimisto Heinakuu. But this name was changed after some years because it was a Finnish based name and was quite hard for foreign entrepreneur to remember and understand. This company is mainly based in Kokkola and Oulu. The main function of Creative Preludi is to benefit customer from serving a very wide range of technology, content, graphics and promotional ideas to the companies that are emerging as well as established. From 1994 to till today, this company has been able to have more than 300 live sites, over 150 long term clients, 12 skilled professionals and valuable experience of almost 25 years. This all was made possible by the hard work and excellent entrepreneurship skill of Mr. Keijo Särkijärvi and his team (Creative Preludi 2018).



FIGURE 5. Logo of Creative Preludi (Adapted from Heinakuu 2018).

Mr. Keijo Särkijärvi is a pleasant person with calm nature and friendly behavior. He is a MBA degree in marketing. He has been working as a founder and managing director of Creative Preludi since its

establishment. Besides this he is also a very nice singer. He still attends some concert and still active in stage performances (Särkijärvi 2018).

## 5.2 Involvement in Green Business

Creative Preludi has made its own platform in the marketing business in Kokkola and Oulu region. Formally it was purely a profit motive marketing hub but lately CEO of this company Mr. Keijo Särkijärvi and one of his colleagues has introduced a new concept called Green Company Effect (GCE) which aims to take the business and ethics hand on hand. GCE mainly focus on going green and making such good deeds visible through the websites and logo designing. It also highlights the concepts of sustainability and circular economy. Circular Economy is the regenerative system in which the input and waste, emission and energy leakage are either minimized, recycled or sold to the parties who have its utilities. This increases the inflow of the fund and decreases the emission of bio-hazards (Särkijärvi 2018).



FIGURE 6. Logo of GCE (Adapted from Green Company Effects 2018).

## 5.3 What is GCE & How it Works?

GCE is a software program based in the social media that performs the task related to sustainable and green business. This software can be used by the companies that are either based in environmental and social welfare or companies entirely based on the production and economic activities but wanted to go green. The main utility of this program is to make the green deeds of the companies that are visible.

Customers are being aware about the green and sustainable business every day and these customers are always ready to take goods and services that are eco-friendly. But how are they supposed to know if the products they are buying are sustainable and has been produced by social wellbeing. In this case, GCE provides the logo that can easily make a green product identical from other ordinary products. Similarly, this program's main idea is to connect the consumers and companies through same channel so that the sustainable efforts made by companies can be visible and transparent to the customers. (Green Company Effects 2018).

GCE is the social media based platform in which any legal organizations can create their profile putting forward the green deed that they have done so far and they are planning to do so in future along with the certificates proving them. After creating the identity of the business in GCE they will be able to use the GCE logo and can upload their activeness and involvement in the social welfare and environment saving activities. These kinds of activities can also be shared in Facebook, LinkedIn or twitter. Then all the other procedures are like using other social media applications. Other members can like, comment and follow if they choose to. Such activities are appeared in the page in chronological order which ensure the user about what they had done and when. Membership charges are free but if any company wants to participate actively in green deeds and wants to make themselves more visible and top of the chart then they can donate and buy the GCE points. In which one donated euro is equals to one point. At the end of the year such collected amount is donated either in Environment saving activities or to World Vision for child health or woman education (Särkijärvi 2018 & Green Company Effect 2018).



## 6 RESEARCH PROCESS

This chapter deals with the concept definition of the research methodology followed by its different types. It also includes the information regarding the research done for this thesis and its findings. An interview has been conducted for research, hence this chapter will also reveal the important things and experiences about marketing of the green business.

### 6.1 About Research Methods

Research methodology is a compound word formed by two different words, 'Research' and 'Methodology'. Here, research can be defined as the systematic way of collecting the information to get acquainted with the fact and condition of certain issues so that the real figures can be generated while methodology is the process of doing something in a systematic and scientific way. Hence, defining the both terms as a word gives the meaning of collecting the data and/or information to find out the condition or reason in a systematic, scientific and logical way. In fact, it is the tool to find out the fact that helps in the reasonable decision making.

The main purpose of conducting research is to acquire information that are hidden which helps researcher to get to the certain conclusion that can aid in decision making and to support know-how. In fact, research can also help to prove the hypothesis by the help of practical proofs of statistical data and quotations from the interviewee. Business Dictionary defines research methodology as the process of collecting information using various methods like publication research, interviews, surveys for decision making in business or generating facts and figures (Business Dictionary 2018).

The two widely used methods of research are quantitative and qualitative research methods. These both are equally informative in different ways. Quantitative research method is basically used for generating statistical data involving the more than one respondents. In this method, respondents are supposed to fill up the questionnaire forms which is later processed to get the clear numeric values of the views of respondents (Richardson 2010, 86). Data collected under this method can be quantified and is possible for statistical manipulation. In contrary, qualitative research is used to reveal the reasons behind the outcomes of the quantitative research. This research is focused in people's everyday life and their daily

experiences which helps to form the new theories that can later be tested and proved by using quantitative research.

## 6.2 Qualitative Research

Qualitative research method is based on the exploratory research. If a researcher is required to get the underlying information related to the experiences and how people feel, then this method of research is carried out. Here data can be approximate or characterize but could not be measured. Qualitative research is mainly carried out to gather the information with the cultural values, opinions, behaviors of specific targeted group. This research method mainly reveals the ethical part of any issues. It is very effective in identifying the intangible and emotional factors of the human life that are directly or indirectly associated with the given issue or circumstances (Qualitative Methods 2018).

This research method basically provides non-quantitative results in the form of textual context as it is collected and analyzed using the modes like interviews either structured or semi-structured. Texts are developed from the notes, interview videos and recordings, images or other electronic sources. As it is based on the direct involvement of the person or site it opens the human behavior and characteristics along with the experiences that helps to build the foundation to the quantitative research in any field. Not only this, a company can also be acquainted with the feedback about their product and/or services from the customers' point of view if they conduct qualitative research method (Saldana 2011, 3-4).

Interview is the best way to gather the information in qualitative research especially unstructured interviews. This method is very beneficial to the interviewer to collect the truthful thoughts as this is conducted face-to-face. The researcher can read the facial expression which makes both interviewee and interviewer comfortable and friendly environment is created. The interviewee can directly give feedback about the survey the researcher is conducting. In addition, if a participant has something relevant to the topic that s/he wants to reveal (e.g. logo, designs, graphs etc.) Then this method is the proper platform. Interviews can be of various types; structured, semi-structured, unstructured and depth interviews. Among these, structured unstructured and semi-structured methods are mostly used.

### **6.2.1 Structured Interviews**

Structured interview is that kind of interview where the questions are pre-determined and structured in such a way that it could not be tempered after it is presented in front of the participants. Means like electronic media, paper questionnaire, online chats using Skype etc. can be used. Questions can be both open-ended and close-ended. In this method of interview each respondent is provided with the equal opportunities to put forward their views. Such responds can be collected either making notes or records but it is very essential to show the note or share the records to the interviewee for accuracy and privacy matters. Also, one should take permission to record the video or audio before doing so (Hair, Money, Samouel & Page 2007, 196).

### **6.2.2 Unstructured Interviews**

Unstructured interview on the other hand is very informal in nature, no fixed questions are formed and are often followed by the supporting question. This method is also known as discovery interviews or guided interviews because these interviews are mainly used to discover the depth of the issue. Mostly open-ended questions are included in such interview method. These are very flexible to practice as one can raise the question instantly if it is related to the previous asked question but is not included with it. This is purely qualitative type of interview as it opens personal space to the interviewee where s/he could add his/her understanding of the matter. But this method requires great deal of tolerance and patience as the added-up questions can bring contrary and conflicts and the interview might take long time. (Simple Psychology 2018).

### **6.2.3 Semi-Structured Interviews**

Another most popular interview method is semi-structured interview method which is also used by the author in this thesis as a survey part. This interview method is the combination of both structured and unstructured where interviewer can make sequenced set of questions as well as can ask unanticipated questions if necessary. Semi-structured interview is very appropriate to use when the interviewee is available only once and/or several interviewers are to be sent to the field at once (Bernard 1988). This method is also very beneficial for the interviewer as it provides a clear set of instruction and as a result trust worthy and understandable result can be formulated. It is also clears the path for the new and unique

views and ideas. In most cases, such interview is taken verbally which may sometime cause difficulties due to forgetting the exact words of the interviewee (Qualres 2018). So, it is always wise to keep record of it. Audio recording is one of the best way which is also done by the author in here. Keeping notes can also be used for primary recording.

TABLE 2. Pros and Cons of Interview Method (Article Library 2018).

PROS	CONS
<ul style="list-style-type: none"> <li>• Easy access of complex and emotional subjects.</li> <li>• Yields high percentages of return as every participant can respond to each question.</li> <li>• Correct information can be extracted.</li> <li>• Detailed information can be gathered with the follow up questions.</li> <li>• Doubts and conformation can easily be observed through facial expressions and gestures.</li> <li>• Can provide enough time to the interviewee to think and answer for detail and true answer.</li> <li>• Less chance of misinterpretation and misleading answers.</li> </ul>	<ul style="list-style-type: none"> <li>• It may be time, cost and energy consuming.</li> <li>• Interviewer's inefficiency can lead to inaccurate and incomplete data.</li> <li>• Personal biasness and unsatisfaction of the interviewer regarding the subject matter can result adversely in the process of questionnaire formulation.</li> <li>• Respondents may sometime relay false statement only to please the interviewer.</li> </ul>

The above TABLE 2 displays the pros and cons of interview method of data collection. While preparing and practicing the interview the author has pointed out various pros and cons of the semi-structured interview method. Some of them are presented in the above table. There are seven advantages and four disadvantages of semi-structured interview most of them are experienced by the author and some of them are adopted from the electronic information source.

### 6.3 Research and Its Results

From the beginning of this thesis plan, the author has determined to put forth the experiences and thoughts of a successful marketing entrepreneur in the field of marketing the ordinary as well as green business products and services. In this process, a very pleasant person who owns both the marketing company and is now actively working in the field of green deeds and its marketing Mr. Keijo Särkijärvi is interviewed and later his thoughts are included as they were given in this thesis. This interview had benefitted the interviewer by providing immense amount of knowledge and ideas what should be done to be a successful entrepreneur as well as marketer.

This interview was taken place on 30<sup>th</sup> of May 2018 in the office of Creative Preludi in Kokkola. Mr. Keijo Särkijärvi was very cooperative and positive towards my interview and he answered the questions very professionally. Questionnaire was set in five themes in such a way that theme 1 was all about himself and his personal life, theme 2 was set to gather the information about his company, theme 2 deals with the involvement of his company in green business while theme 4 was for the comparison of green business with other ordinary businesses through his perspective and finally theme 5 seeks his opinion for the development of the green concepts. Despite, these set questionnaire, interviewer had asked some supportive questions where necessary. This interview was a success.

Theme 1 questions of the interview plan were about the personal life and personal view of Mr. Särkijärvi about himself and how he got inspiration to enter in this business. He likes to define himself as a very keen person as he told the interviewer that he always wanted to know something about everything that circles around the business world. In his professional life he always values green deeds and transparent business. He likes and loves what he is doing now as he started doing this business from 1994 formally but informally he was attached to this field directly and indirectly from when he was 15 years old. He started his career as DJ in Radio Kokkola where he has to play music and read the advertisements and this inspires him to establish a company that can benefits other companies by advertising their stuffs so they don't have to rely in the sources like radios and pamphlets. This idea leads him to establish the company called Creative Preludi formerly called Mainostoimisto Heinakuu.

The second theme or Theme 2 helped the researcher to acquire the information about the company Creative prelude and its activities and general information. The main principle of this company is to make its client companies visible in the business world by developing contents, graphics designs, logo,

webpages etc. But previously before popularity of digitalization it used to advertise in printed forms. This company is locally based and has 6 active employees but more than 15 private workers, freelancers and interns are employed annually as per need. The main mode this company use to advertise is electronic sources and social media. Mr. Keijo Särkijärvi added that in the beginning he had never thought that he would be this successful because the condition of marketing was very bad at that time but now though conditions are similar techniques have been changed making marketing task easier.

Questions related to the green business were asked to him in Theme 3. This theme revealed the facts about the involvement of Creative Preludi in Green Business. Firstly, he told that he would prefer to use the words like sustainability or Circular Economy rather than using the word Green Business as it is less transparent. When he was serving the customers, who produces plastic products he comes to know that they had a lot of hazardous waste which some other companies or themselves can use as energy sources or by recycling it. So, he started Green Company Effect (GCE) program which can benefit them by finding the potential customers. A business can do a lot progress using the green policy said Mr. Särkijärvi.

Theme 4 of the questionnaire was all based on the comparison of Green Business with the other ordinary Businesses based on marketing experiences. He added that customers are very much interested to buy the socially and environmentally responsible products but the problem is customers are not able to distinguish between the ordinary and green products. Therefore, it is necessary to build the separate platform to sell green products and services. If it is done no matter the price of Green Products is high the customers are ready to pay for it. According to Mr. Särkijärvi, the word Green is a great competitive advantage to a green product and services. Most of his clients are really caring about environment but could not say it for all. Some may only look for the profit. Even though marketing the green products is like marketing the goods with high value.

Theme 5 consist of open ended questions that ask the interviewee about his free opinion. Working more than 25 years in marketing track even if the financial success is not that mentionable but the success he achieved to train interns, provides employment to the unemployed is huge admitted Mr. Särkijärvi. And he feels very happy and satisfied as his company has survived from 1994 to till today even in good or bad condition, he would like to describe this as a great success.

## 7 CONCLUSION

This thesis was very beneficial for the author as it helps the author to get acquainted with a lot of things that an entrepreneur might have to face before, during and after the establishment of the business. The author also gets to know more about the green and sustainable business which is surely going to be the future of the business world. With the advancement of the technology and introduction of the various techniques and policies, business world is getting bigger and bigger each day. People are realizing that environment and society means a lot to them and they really should be initiative to save it and its components for the future generation and better good. In this scenario, the author with the plan to be an entrepreneur himself in near future had understand and had the clear vision of what and how should it be done to be successful in long run.

Doing business in the present context is not easy. Each day new companies are popping up with the new ideas and visions in this case the main reason of drafting out this thesis is to gather the marketing techniques and ideas to carry out the business related to the products and services that are produced saving environment. Being a citizen of a developing country rich in environmental diversity and natural resources where the potentiality of establishing new business and risk of deterioration of natural habitat is very high, author has planned to gather knowledge about the green business and green marketing while living here in Finland and later apply it in homeland.

During the process of writing theory part of this thesis, the author get chance to read a lot of e-resources, blogs and books from different writers which revealed the information related to the need and principles of establishing a successful enterprise. Books that includes the success stories of many renowned companies after going green gave the author confidence and inspiration to establish lean and green business. Information related to global green market and it needs in the present context had fueled author's determination to be a successful Green Business entrepreneur. Marketing plan and process has increased the confidence of introducing the green product market not only in Nepal but also in Asia as well as all over the world. PESTL and SWOT analysis has given better analysis of the market environment so that the entrepreneur can be ready for the challenges and threats that may arise during the operation.

The research done in this thesis is beneficial for the reader as it consists of the interview of one of the most successful entrepreneur working in the field of marketing business agencies. He has shared his

experiences with the author. His ups and downs in the marketing business, past and present marketing techniques, his analysis of green deeds and sustainability in the business field has also been included in the research part. Semi-structured interview method was used under the qualitative research methodology. Actually, this interview was very worthy for the author to find out how is the actual conditions of the business agencies and reasons behind them, what are the techniques they are applying to create a market penetrating product and what are they are up to for the purpose of continuing their businesses for long run. The process of data collection was not so easy though. The author finds a lot of advantages and drawbacks of the interview method. One of the challenges was the time management, the interviewee is a very busy man so to find the appropriate time to interview was very challenging but the author could get appointment at last.

Overall, the thesis process was very informative and challenging to the author. Challenging in such a way that Green Business itself is a very vast topic. It has its own branches and sub-branches that are connected to each other in such a way that choosing its separate heading and researching on it is very difficult. Anyway, the author has tried to include as much information as he could and is sure that it will be beneficial to a reader. To conclude, environment and nature are the two components that are inseparable from human life neither the business and economic activities, So, doing Green Business is the only way to enjoy both of these aspects at the same time.



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## **INTERVIEW PLAN**

### **THEME 1: Personal view**

1. How would you define yourself professionally?
2. Describe your values in your professional life?

### **THEME 2: Company**

1. What type of company is Creative Preludi? What kind of services do you offer?
2. When did you start the business?
3. How many employees do you have?
4. What was your company mission at the beginning? And what are they now?
5. Is your company based locally or internationally?

### **THEME 3: Involvement in Green Business**

1. What made Creative Preludi choose Green Business? Is it because of Ethics or Profit?
2. How did you get the idea /concept of Green Business Marketing?
3. What modes, means or systems are being used in advertising the company?
4. How do you see the future of green business?

**THEME 4: Comparing Green Business with other Ordinary Businesses**

1. Are the customers willing to pay more for the green product?
2. Are clients' attitudes positive towards Green Business? If yes, what are the means you use to measure it?
3. What differences do you find when marketing Green Business products and other ordinary products?
4. What are the competitive advantages of Green Business you use to influence the market with? What kind of trends do you intend to accomplish?
5. Are there any weaknesses or threats in marketing of Green Business? If yes, what are they and what should be done to overcome them?

**THEME 5: Additional Information**

1. What is your key to success?
2. What do you think is unique about you marketing in Green Business?
3. Anything you would like to add and find important to take up?

**THANK YOU FOR YOUR PRECIOUS TIME AND VIEWS.**