

Review on Successful Entrepreneur: A Case Story on Green Marketing Application of DSI Samson International PLC

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Synopsis

Recently, concerns have been expressed by manufacturers and customers about the environmental impact of products. Manufacturing organizations have directed their attention towards environmentally friendly products and aspects of green marketing. The Sri Lankan community also realizing the importance of the green marketing concept. Green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

This paper aims to study DSI Samson international PLC, which is being operated with the Sri Lankan identity by investigating Business trends, procedures, environmental issues and appropriate solutions. Always, rubber related products have been a direct linkage and an impact on the environment. The need of an environmental friendly production and marketing process was emerged more and more to those strategic business units and subsidiaries due to the potential effects which may occur on the environment. "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., Both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Being a leading business corporation in the Sri Lankan market, the firms which are producing rubber and PVC related products and connected to DSI Company are now moving towards the profitability and success by using aspects of green marketing perspective. The company has