

The performance in the rubber segment has been improving day by day. The Company will further extend the rubber-related product range with an environmentally friendly manufacturing and green marketing aspects. The biggest challenge to the Company is to turn around the PVC segment in the next few years even though there was remarkable progress. There is a radical change in consumer preferences and lifestyles. There has been a change in consumer attitudes towards a green lifestyle. The company is actively trying to decrease the negative impact on the environment. Through their unique initiatives the Samson International PLC, which is a subsidiary of the DSI group have been resulted in a competitive advantage for the organization. However, Due to the shift from traditional marketing to green marketing, management and decision makers are facing many contemporary challenges and have to investigate new strategies on Green marketing approach.