

TABLE OF CONTENT

THESIS APPROVAL.....	ii
VALIDATION OF PASSING THE EXAM	iii
AUTHOR'S DECLARATION OF ORIGINALITY	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF FIGURES.....	xii
TABLE OF TABLES	xiii
EXECUTIVE SUMMARY	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background of The Problem	1
1.2 Problem Description.....	3
1.3 Rooted's Current Situation.....	3
1.4 Rooted's Desired Situation.....	3
1.5 Central Research Question	4
1.6 Research Sub-Questions.....	4
1.6.1 Organisation and People	4
1.6.2 Finance.....	5
1.6.3 Marketing and Sales.....	5
1.6.4 Operation and Supply Chain.....	5
1.6.5 External Analysis.....	6
CHAPTER II THEORETICAL FRAMEWORK.....	7
2.1 Marketing Mix.....	7
2.1.1 Product.....	7
2.1.2 Price	7
2.1.3 Place.....	8
2.1.4 Promotion.....	8
2.2 PESTLE Analysis.....	8
2.3 SWOT Analysis.....	9
2.4 Competitor Analysis.....	9
2.5 Segmentation Analysis.....	10
2.5.1 Geographic Segmentation.....	10
2.5.2 Demographic Segmentation.....	11
2.6 Product and Pricing Strategy.....	11

CHAPTER III RESEARCH METHODOLOGY	13
3.1 Research Strategy.....	13
3.2 Data Collection.....	13
3.3 Primary Data	14
3.4 Secondary Data	14
3.5 Data Analysis	14
3.5.1 Qualitative-Quantitative Mixed Research.....	14
3.5.2 Descriptive Research	15
3.6 Research Constraints.....	15
CHAPTER IV RESULT AND DISCUSSION.....	16
4.1 Internal Analysis	16
4.1.1 Organization and People.....	17
4.1.2 Finance.....	21
4.1.2 Marketing and Sales.....	26
4.1.3 Operations and Supply Chain	29
4.1.4 Conclusion	32
4.2 External Analysis	32
4.2.1 Green Investment Macroeconomics Trends	33
4.3 Competitor Analysis.....	40
4.3.1 Competitor Strengths and Weakness	41
4.4 Trends of Green Investment in The Netherlands.....	43
4.4.1 The Segmentation of the Green Investment Industry	48
4.5 Consumer Buying Behaviour	56
4.5.1 B2B Social Media Behaviour	59
4.4.2 Consumer Perception Towards Sustainability	64
4.6 Conclusion.....	65
CHAPTER V CLOSING	68
5.1 Conclusion.....	68
5.2 Research Limitation	68
5.3 Recommendation.....	68
5.1.1 Marketing and Sales.....	69
5.1.2 Organisational and People	73
5.1.3 Finance.....	75
5.4 Rooted's Marketing Strategy	76
5.4.1 Product.....	76
5.4.2 Price	76
5.4.3 Place.....	77
5.4.4 Promotion.....	77
REFERENCES	80
APPENDICES	86