

**St. MARY'S UNIVERSITY COLLEGE
BUSINESS FACULTY
DEPARTMENT OF MARKETING MANAGEMENT**

**AN ASSESSMENT ON THE SOCIETAL MARKETING
PRACTICES OF ADDIS ABABA TANNERY SHARE
COMPANY**

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**July 2010
SMUC
Addis Ababa**

**AN ASSESSMENT ON THE SOCIETAL MARKETING
PRACTICES OF ADDIS ABABA TANNERY SHARE COMPANY**

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**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT
OF MARKETING MANGAMENT**

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Acknowledgment.....	I
Table of Contents	II,III
List of Tables and Figures	IV
1 Introduction.....	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	4
1.3 Basic Research Questions	5
1.4 Objectives of the Study.....	5
1.4.1 General Objective	5
1.4.2 Specific Objective.....	5
1.5 Significance of the Study	6
1.6 Scope of the Study	6
1.7 Research Design and Methodology	7
1.7.1 Research Method	7
1.7.2 Population Size and Sampling Technique	8
1.7.3 Type of Data Collected	8
1.7.4 Method of Data Collection.....	8
1.7.5 Data Analysis Method.....	8
1.8 Limitation of the Study	8
1.9 Organization of the Paper	9
2 Review of Related Literature	10
2.1 The Societal Marketing Concept	10
2.2 Social Responsibility and Marketing Ethics	11
2.3 The Societal, Ethical and Environmental Dimensions	11
2.4 Marketing Ethics and Social Responsibility	12
2.5 Marketing and Society	13
2.5.1 Social Responsibilities	14
2.5.2 Social Responsibility	14
2.5.3 Social Responsibility	15
2.6 Environmental Pollution	17
2.7 Environmental Protection	17

2.8 Environmental Sustainability.....	18
2.9 Environmentalism.....	18
2.10 Ecology.....	19
2.11 Environmentally Sound Development Vision of Ethiopia.....	20
2.12 Environmental Pollution Control Proclamation.....	22
2.13 Water Pollution.....	24
2.14 Water Pollution in Ethiopia.....	24
3 Data Analysis and Presentation.....	27
3.1 General Characteristics of the Respondents.....	27
3.2 Analysis of the Major Findings.....	28
4 Summary of Major Findings, Conclusion and Recommendation.....	36
4.1 Summary of Major Findings.....	36
4.2 Conclusions.....	40
4.3 Recommendations.....	42

Bibliography

List of tables and Figures.....	Page
--	-------------

A grid that shows that companies can use to gauge their progress towards environmental Sustainability.....	16
Table 3.1.1 Background respondents	27
Figure 3.1.1 Does the waste affect you?	28
Figure 3.1.2 How does the waste affect you?	29
Figure 3.1.3 How many times have you been to a health institution?.....	29
Table 3.1.2 How influential is the waste to force you to relocate?.....	30
Figure 3.1.4 Did you observe any change in the environment one that never exist before?	31
Table 3.1.3 How do you rate the level of danger that the waste has on both society and the environment?.....	32
Table 3.1.4 Have you noticed any activities that are done by the tannery?.....	33

Appendices

CHAPTER ONE

Introduction

1.1 Background of the Study

The societal marketing concept holds that the organization should determine the needs, wants and interests of target markets. It should then deliver superior value to customers in a way that maintains or improves the consumer's and the society's well-being. It questions whether the pure marketing concept overlooks possible conflicts between consumer short run wants and consumer long run welfare (Kotler, Armstrong 2003:14).

With an abundance of livestock resources, Ethiopia has a comparative advantage in producing leather and leather products. The largest number of livestock in Africa and the tenth largest in the world are found in Ethiopia. According to the livestock marketing authority figures, Ethiopia had approximately 35 million cattle, 25 million sheep, and 19 million goats in 2000. The Ethiopian ministry of agriculture estimates that the current skin removal rate take is 7 percent for cattle, 33 percent for sheep, and 37 percent for goats. This translates in to an output of 2.4 million cow hides, 8.3 million sheep skins and 7 million goat skins in 2000. On average, Ethiopia has the capacity to supply 16to 18 million pieces of hides and skins to local tanneries.

The leather industry in Ethiopia produces hides, pickled sheep skins, wet-blue goat skins, crust and finished leather, and leather products (footwear, garments, gloves, bags, wallets, travel goods, etc). The total annual production in the sector has averaged at just below \$100 million from 1996 through 1998, the latest year that information is available.

The leather industry is the second largest foreign exchange earner after coffee. In 1998, the sector exported \$41 million primarily to Europe, Asia and the Middle East. Hides and skins make up the majority of these exports, accounting for over 99 percent of leather exports.

The Ethiopian ministry of trade and industry reports that there were 191 firms (10 publicly and 181 privately owned) in the leather industry in 1998 in the formal sector. It is difficult to estimate the number of firms operation in the informal sector. Three tanneries were later privatized. Four large state - owned tanneries (Addis Ababa tannery Share Company, Kombolcha tannery, Ethiopia tannery and Modjo tannery) and one leather shoe firm (Anbessa Shoe factory) are scheduled to be privatized in 2002 retrieved and selectively taken from www.informat.com/research/infre0000279.html.

For this particular study Addis Ababa Tannery Share Company is selected. Addis Ababa Tannery Share Company is the first and oldest of its kind to be established here in Ethiopia. Before starting tanning operation, it was giving grain mill services. The factory was established under the share of two Armenians, called by Muse Savajian and Avadis Savajian. But after three years, one of the share holders had been substituted by another five foreigners.

Still now there is no accurate evidence that could tell about the initial capital of the factory, but some said initially the factory was operating with the help of knives so it is not difficult to guess how small the initial capital the factory has developed and generated bigger profit, which helped to establish the previous ASCO Shoe Factory in 1949, now has got its present name Tikur Abbay Shoe Factory.

The Share Company Produces Hides and Skins at semi-processed and finished leather for both local and foreign market. Accordingly, for local market the company produces Shoe upper, Lining, Hide Garment, Cow Napa, Sole Lather, Bag Lather and Upholstery lather from hide, sheep and Goat Lining etc. For export market the company produces Semi-processed product such as Wet Blue Hides, Hide Crust, Cow Lining and Finished Leather.

Objectives of the tannery

- To process hides and skins of domestic animals.
- To import all kinds of products and auxiliary for the use in the manufacturing of leather.
- To engage generally in any other business activities conducive to the attainment of its purpose mentioned above.

Production Capacity

- Designed: 7,000 Kg per day
- Attainable: 6,000 Kg per day
- Attained: 5,500 Kg per day

Infrastructures and Facilities

Regarding machineries many decisive and quite up-to-date types of machineries are installed and the future plan of action is to install other machineries. Other facilities like E-mail and Telephone are underway for operation. And other sources of facilities like water, Electricity, Transport, and Mobile are available.

Leather industry is one of the sectors that yield a significant share of the economy in Ethiopia. And Addis Ababa Tannery Share Company is one of the marketers who are exporting leather to the world market.

In building favorable image and maintaining the living environment and worrying about the welfare of the society who live around an industrial area, the better tool is considered to be applying the concept of societal marketing.

Societal marketing can establish a better way of living for the society and maintain the betterment of the environment. Societal marketing practices are vital for a marketer to create better image in customers mind and to be competitive in the market. The student researcher gave special interest in societal marketing practices of the tannery because societal marketing concept has become the most burning issue that is raised around the world among leaders. To this end, the student researcher tried to assess the societal marketing practices of Addis Ababa Tannery Share Company in this study.

1.2 Statement of the Problem

In the societal marketing concept there arises a question as to what is the role of marketing towards the society. Organizations can not detach themselves from the society, because they work for it and are bound to care for its values. They have to give a second thought to the environment too because its protection becomes very important especially when it is exposed to multiple agents of deterioration. The resources should not be exploited to such an extent that the country is deprived of them and the natural values get disturbed. Then it is also the responsibility of marketing to check the environmental pollution by going in for such a packaging that is biodegradable. In fact, the societal marketing concept is a new concept and was necessary to be introduced in the face of the present heavy destruction of the environment. This means that there should exist ethical values in the organizations; whatever they declare about their product must be true and genuine. They should be sincere to their customers in everyway (G.S Monga and Anand, 2003:18).

The study area is located around ASCO area in Addis Ababa and situated far from the main road way of the ASCO BURAYU road and it is in a riverside and its leather processing wastes goes directly to the river named Leku. High tannery waste disposal, channeling residual water mixes to the river which is

located next to the factory and around the factory there is a farm that is used to plant vegetables and the farmers used the river water by directly taking it to their farming area. And on the other hand the odor that comes out of the tannery is very unpleasant that one can stay for long. The other problem is that the destination of the river is to the river which is located at Akaki area which is one of the town's sources of water supply system and this can cause a great level of pollution to the this system.

1.3 Basic Research Question

- What are the constraints that force the tannery not to apply appropriate waste management system?
- What is the effect of the waste on the society and the environment?
- What is the commitment of the tannery to try to apply the appropriate waste management system?

1.4 Objective of the Study

This part of the research paper was devoted to general and specific objectives of the study.

1.4.1 General Objective

This study was generally aimed to assess the societal marketing practice of Addis Ababa Tannery Share Company in the view of social welfare and environmental protection.

1.4.2 Specific Objective

In an attempt to answer the research questions raised, the study will try:

- To assess the main problems causing the company not to apply appropriate waste management.
- To investigate what efforts are being done by the tannery to ensure that the factory will apply the appropriate waste management system?
- To investigate the extent to which the company tries to create favorable atmosphere around the plant

1.5 Significance of the Study

This research paper is believed to have an importance to the case company under the study as a way of seeing what critical results does the waste of the plant has to the society and urged the management to include itself to the revolution of making the earth a better place to live and work in. And as the same time it helps the tannery to make sure that it is part of the globally raised issue of climate change solution.

And on the other hand this research also has benefits to undertake further researches on issues to be raised in relation to societal marketing practices of companies who are operating in the business world.

1.6 Scope of the Study

This particular study focus on the area which is located in the North West of Addis Ababa around the area called ASCO. The study revolves around the issues related to the society and the environment. And as a result of the inconvenience of location the researcher has conducted the study by selecting the public around the tannery. The topic focused on the societal marketing practice of Addis Ababa Tannery Share Company on the area of the roles of societal marketing activities and the company's performance and applications of societal marketing ethics and other environmental issues and their benefits

for both the society and the marketer and these things were taken as major areas that are covered in the study.

1.7 Research Design and Methodology

1.7.1 Research Method

Research method refers to a set of methods and procedures that describes research variables. The research was conducted under descriptive research method in order to answer questions like who, what, how. Descriptive research was applied in order to describe the overall societal and environmental problems caused by the tannery. To this end, the student researcher used descriptive research method in order to describe the societal marketing practices of marketers and involvements of marketers to the welfare of the society and the betterment of the environment.

1.7.2 Population and Sampling Technique

Population

The population of the study includes the company's managers, production and technical department and people around the tannery. Since the population frame of public respondents could not be defined non - probability sampling technique is chosen.

Among the non - probability sampling techniques, convenient sampling in which relevant respondents are chosen by the researcher is used; and this is done for the purpose of selecting respondents that are able to give an appropriate data for the research. Questionnaires are distributed for 100 public residents who reside around the tannery.

1.7.3 Type of Data Collected

For this particular study the appropriate data was gathered from both primary and secondary sources. And besides the company internal source and information gathered from the public, publications related to societal marketing and environmental protection issues are included.

1.7.4 Method of Data Collection

The study used two data collection methods namely questionnaire and interview, the questionnaire was distributed to the public who are living around the tannery. The interview check list was used to collect the responses of the management and different departments of the tannery.

1.7.5 Data Analysis Method

This part is the where the researcher tries to give meaning to the raw data in an understandable manner. The responses which are collected from the questionnaire and interview check list are analyzed by using descriptive statistics method like percentage.

1.8 Limitation of the Study

The student researcher has faced the following problems. There was shortage of books in the library that focuses on societal marketing concepts. And the other problem was that the questionnaire which was distributed to the public around the tannery was not fully returned so this makes the response which was expected from the respondents has become a bit insufficient to support the analysis as expected. On the other hand there was a personal problem the caused the researcher not to submit the needed research works on time.

1.9 Organization of the paper

The study is presented by four chapters. The first chapter consists of background of the study, statement of the problem, objective of the study, significance of the study, scope of the study, operational definitions, research design and methodology, limitations of the study and organization of the paper. The second chapter consists of literature review which is related with the subject matter from different sources about general theories and guidelines on societal marketing and environmental protection. The third chapter deals with the data presentation, analysis and interpretation of the research study. The last chapter consist summary, conclusions and recommendations based on the facts found on the research. Finally, the lists of bibliography and sample of questionnaire and interview check list are attached.

CHAPTER TWO

Review of Related Literature

2.1 The Societal Marketing Concept

It is broadened marketing concept. Since 1980, management is called upon to bring about balance of three factors: 1. Customer demand satisfaction, 2. Public interest (social awareness), and 3. Profitability. This new concept is known as the human concept and ecological concept.

The environmental trends like public welfare, increasing concern for better ecological or living environment on the earth planet or the higher quality, i.e., enrichment of human life, now stress that all organizations would have to adopt socially responsible marketing plans and programmes in order to assure social welfare in addition to customer satisfaction. Under this concept marketing organizations should include all social costs arising due to manufacturing and marketing. They should not be passed around to be borne by the society or future generation.

The societal Marketing concept is based on the following premises;

1. The marketer has to fulfill the customer demand and also to contribute to enrichment or quality of life.
2. The marketer shall not offer a product to consumers if it is not in the best interests of consumers.
3. The marketer will offer long-run consumer and public welfare.
4. The integrated marketing plans and programmes shall duly consider consumer-citizen wants. Social welfare and corporate needs, i.e., sustained economic, widened marketing concept will enable marketing management to create and deliver not only material

standard of living but also healthy life in the universe free from environmental degradation.

Freedom from all types of pollution enrichment of life and restoration balance in the ecology have now assumed unique significance in all countries since 1985 (Sherlekar, 1981:19).

2.2 Social Responsibility and Marketing Ethics

Companies need to be aware that they have a responsibility. Social responsibility refers to the ethical principle that a person or an organization should be accountable for how its acts might affect that physical environment and the general public. Marketing managers need to recognize that organizations that organizations are part of a larger society and are accountable to that society for their actions. Social responsibility is no longer an optional extra but is a key part of business strategy that comes under close scrutiny from pressure groups, private share holders and institutional investors some of whom manage ethical investment funds. Companies are increasingly producing corporate social responsibility reports to communicate their activities to these key audiences (Jobber, 2004:130).

2.3 The Societal, Ethical and Environmental Dimensions

Perhaps the clearest illustrations of the dynamic nature of marketing have emerged from the discussions on and research in to, the various social, ethical and environmental dimensions of marketing. No area of business activity is as strongly defined in terms of its interaction with the corporate social responsibility, ethical and environmental concerns, as marketing.

This means that it can not afford to stand back from the fierce discussion taking place in the countries of the west about the future direction of modern industrial society.

To these concerns can be added: food and production standards; responsibilities to other communities; large scale environmental concerns. Each of these issues poses a challenge to aspects of modern business and the environment in which the marketer operates. In response them, a number of different policies are emerging. These include:-

1. Ethical standards: the values which firms use to make choices about responsible and proper behavior.
2. Environmentalism: the impact human beings have on the natural and built environment through the products produced their development, composition use and disposal.
3. Consumer action: the way customers are organizing themselves to achieve their goals, from the green consumer to positive purchasing.
4. Consumerism: this has posed in the most forthright way a challenge to certain aspects of the marketing concept. The most fundamental question that can be asked is how, when marketing is at least tacitly accepted as the basic business approach by many firms, consumerism can emerge and gain such growth. Marketing is about meeting consumer needs, so why do some customers demand protection from marketers?
5. Social Responsibility: this takes the debate about consumerism on to a much broader level. It raises questions about whether marketing management should adopt particular stances in the firm about a wider range of 'Social issues' (Cannon, 1998:431).

2.4 Marketing Ethics and Social Responsibility

Social Responsibility is the major and critical point among the many marketing ethics which companies should follow. In this section, environmentalism and other societal ethics will be viewed.

Kotler and Armstrong (2006:634), define environmentalism as an organized movement of concerned citizens and government agencies to protect and improve people's living environment.

Kotler and Armstrong stated that, the first wave of modern environmentalism in the USA was driven by environmental groups and concerned consumers in the 1960's and 1970's. They were concerned with damage to ecosystem caused by strip-mining, forest depletion, acid rain, loss of the atmosphere's ozone layer, toxic wastes and litter, bad air, polluted water and chemically treated food.

The second environmentalism wave was driven by government which passes laws and regulations during the 1970's and 1980's governing industrial practices impacting the environment. This wave hit some industries hard.

The first two environmentalism waves have now emerged in to a third and stronger wave in which companies are accepting responsibility for doing no harm to the environment. They are shifting from protest to prevention and from regulation to responsibility (Kotler and Armstrong, 2006; 634).

2.5 Marketing and Society

Marketing is no longer an activity confined to the exchange of goods and services in the conventional sense. With the passage of time, it has become highly versatile. The marketing concept is a philosophy of service and mutual gain. Not all marketers follow the marketing concept.

Business is marketing and marketing is business. A business firm is an economic institution of society and the businessmen and the marketers are members of society and their actions and performance are for the consumers, who are also members of society. Therefore, a business is something which

has social implication. Society-oriented marketing rather than marketing-oriented marketing society is a basic necessity. The marketing policies and objectives of business should be framed in a way that would contribute liberally to the social well-being marketing and society go hand in hand (Kotler and Armstrong, 2006; 634).

2.5.1 Social Responsibility

Modern business is large and complex, catering to national and international markets. It exercises a definite and extensive influence on our economic and social life styles. As a social agency, marketing is responsible to deliver a standard of living and a standard of life-style to consumers. Modern business must have society's approval in order to function successfully. In the present world, society is expecting much more from business than in the past, society demands quality of life management. Integrated business plans and controls are expected to act as instrument of *social change* and these plans have to be implemented in order to promote social performance. Social responsibility means an intelligent and objective concern for the welfare of society that limits or prevents corporate behaviour from destructive activities. Unfair trade practices such destructive activities may be immediately profitable to business but they can not be tolerated by the society (Pillai and Bagavathi, 2005:387).

2.5.2 Social Responsibilities

Modern business is large and complex catering to national or international markets. It exercises a definite and extensive influence on our economic and social life styles. As a socio-economic institution a market-oriented company has to perform all tasks involved in the development and delivery of goods and services from production to consumption. As social institution, marketing is responsible to deliver a standard of living and a standard of life style to consumers (Pillai and Bagavathi, 2005:387).

2.5.3 Social Responsibility

Modern business is regarded as an integral component of society. It must have society's approval in order to function successfully. In today's world society is expecting much more from business than in the past. Society demands *quality of life management*. Integrated business plans and controls are expected to act as instruments of social *change* and these plans have to be implemented in order to promote maximum public good and welfare. In addition to economic performance, modern business must demonstrate social awareness of sensitivity and social performance. If business does not establish its own social goals and design plans and programmes to achieve those social goals, it is certainty that society will fill the void.

Social responsibility means an intelligent and objective concern for the welfare of society that limits or prevents individual and corporate behaviour from destructive activities; e.g. Monopoly power, unfair trade practices, pollution of environment. Such destructive activities may be immediately profitable to the business but they can not be tolerated by the society. Social responsibility indicated personal obligation of people as they act in their own interest, to ensure that the rights and legitimate interests of the society are not sacrificed by their behavior and action. Basically it means that managers should consider the effects of their decisions (in business planning and developing business strategies) up on all stakeholders who are interested in the enterprise directly or indirectly and who may be adversely affected by these corporate decisions (Pillai and Bagavathi, 2005:387).

2.6 Environmental Pollution

Pollution is mainly a by-product of human activities and is, as such an escapable problem in every human society. The situation portrayed in the ensuing excerpt concerning the seriousness of atmospheric pollution in the United States is perhaps representative of the seriousness of environmental pollution in general in the industrialized world.

As experience, observation, and common sense have taught us, environmental pollution can cause untold suffering and disease if it is ignored. The earlier and more concertedly it is attended to therefore, the higher chance of controlling it to tolerable levels (Sherlekar, 1981:180).

Table 1. Shows a grid that companies can use to gauge their progress towards environmental Sustainability.

Tomorrow	<p>New environmental technology Is the environmental performance of our products limited by our existing technology base? Is those potential to realize major improvements through new technology</p>	<p>Sustainability Vision Does out vision guide the development of new technologies, markets, products and processes?</p>
Today	<p>Pollution Prevention Where are the most significant waste and emission streams from out current operations? Can we lower costs and risks by eliminating wastes at the source or by using it as useful input?</p>	<p>Product Stewardship What are the implications of product design and development if we assume responsibility for a product's entire life cycle? Can we add value or lower costs while simultaneously reducing the impact of out products</p>

Source: Stuart L.Hart “Beyond Greening Strategies for a sustainable world”, Harvard Business review; January – February 1997.

Kotler and Armstrong have given further explanation for the concepts in the table as follow; At the most basic level company can practice pollution prevention.

It means eliminating or minimizing waste before it is created. Companies emphasizing prevention have responded with “Green Marketing” Programs developing economically safer products, recyclable and biodegradable packaging, better pollution controls, and more energy efficient operations. They are finding that they can be both green and competitive.

The next level companies can practice product stewardship- minimizing not just pollution from production but all environmental implies throughout the full product lifecycle.

At the 3rd level, companies look to the future and plan for new environmental technologies. Many organizations that have made good sustainability lead way are still limited by existing technologies. To develop fully sustainable strategies, they will need to develop new technologies.

Finally, companies can develop a sustainable vision, which serves as a guide to the future. It shows how the company’s and services, processes and policies must evolve and what new technologies must be developed to get there. This vision of sustainability provides a framework for pollution control, product stewardship and environmental technology (Kotler and Armstrong, 2006: 636-637).

2.7 Environmental Protection

There is a pressing need for both municipal and national governments to seriously consider the environment in both the generation and implementation of socio-economic policies.

In the 21st century particularly, taking care of the environment should become part and parcel of our daily chores regardless of whether we define ourselves institutional or individual members of society because after all, we all have stake in the state of the environment.

This sub-section is aimed at spelling out the need for individuals, organizations, and governments to incorporate environmental considerations in all their pursuits and endeavors; it is not intended to be a blue print for resolving environmental issues and problems. However, an attempt is made in various parts of the sub-section to suggest some of the prudent measures government need to consider in their effort to protect the fragile natural environment.

2.8 Environmental Sustainability

According to Kotler and Armstrong (2006; 634), Environmental Sustainability is a management approach that involves developing strategies that both sustain the environment and produce profit for the company.

On the other hand Arnould et al, (2002; 723) define Environmental Sustainable marketing as marketing plans which should be constructed so that they are compatible with ecosystem.

2.9 Environmentalism

Fortune magazine has predicted that

Saving the environment will climb to the top of the East-West as well as the West-West agenda.⁹

This view vividly illustrated the importance attached to environmental concerns in the modern markets. Virtually every aspect of marketing from its role in the firm to the working of the marketing mix is affected. Sustainable development is replacing short-term advantage as a corporate and marketing priority. It means that:

- Product development is being shaped by desire to avoid potentially harmful side-effects from products. Carl Sagan calls for 'a commercially feasible fuel that delivers 60-100 miles per gallon' while Frank Popoff of Dow chemicals acknowledges that the 'costs [of]----- helping out customers dispose of products, for protecting the ozone layer and ground water -----[will be borne]-----partly by the market (Cannon ,1998:433).

2.10 Ecology

Ecology is the science dealing with living things and their environment. All living things are related to other living things and thy like wise are related to their physical environment.

Ecology, economic development and market economy are not in consistent. They can go together, hand in hand. Environmental quality, human health and social activities sustainable development, environmental protection can be integrated to assure a healthy, peaceful and productive life in harmony with nature, our Earth Goddess.

In the wider concept of marketing, ecological environment has assumed a unique importance in production and marketing in modern economies. Environmental experts are vigorously advocating the preservation and survival of our entire ecological systems. It is said that pollution is an inevitable by-product of high-consumption economic systems prevalent in the advanced countries. The marketing system of an enterprise has now to satisfy not only the buyers of its products (Consumers/Users) but also societal wants which may be adversely affected by its activities and then only it is entitled to achieve its profit objective. In future marketing executives will have to pay due attention to the quality of our life and our environment. They are expected to take measures to conserve and allocate our scarce resources properly. Above all, they must show active interest in the welfare of community life. Prevention of all types of pollution and efficient use of our scarce resources can restore the balance in our ecological environment (Sherlekar , 2000:233).

2.11 Environmentally Sound Development Vision of Ethiopia

Mission

Enhancing good environmental governance through removing the constraints faced by public agents, individuals, civil society and the private sector to know, explore and utilize fully their own potentials to enlarge their choices for understanding their respective functions in an environmentally sound manner. This can be further achieved through the newly rearranged CB thematic areas.

- i. Development of enabling policy and regulatory frameworks;
- ii. Preparation and implementation of proactive environmental management systems;
- iii. Enforcement and compliance mechanisms;
- iv. Community empowerment;
- v. Improving education and awareness;
- vi. Availing information and fostering participation in decision taking;

- vii. Identification and availing of environmentally sound technologies and best practices and
- viii. Resource mobilization and channeling

VISION

We envision a productive environment, self-reliance, improved qualities of life and equity between and among the generations of Ethiopians The Environmentally Sound Development Vision of Ethiopia can be achieved by:

Ensuring social sustainability:

- Improve the quality of life of the Ethiopians through the provision of environmentally sound social services
- Foster participation in decision making
- Foster good environmental governance and effective stewardship of environmental resources
- Protect and use cultural and natural heritage for education and tourism

Ensuring economic sustainability:

- Achieve a sustainable and diversified use of renewable and non-renewable natural resources and thus emancipate the population from dependency
 - Achieve a sustainable and ethically acceptable use of natural and cultural heritage for a sustainable economic development
 - Provide an equitable access to economic and environmental resources
- Ensuring environmental sustainability:
- Achieve the sustainable and rational use of renewable and non-renewable natural resources
 - Rehabilitate and maintain ecosystems at maximum productivity

- Maximize the source and sink functions of the environment (retrieved and taken from www.epa.org.et (Environmental Protection of Ethiopia))

2.12 Environmental Pollution Control Proclamation No. 300/2002

In accordance with Article 55(1) of the constitution of the Federal Democratic Republic of Ethiopia, it is hereby proclaimed as follows:

Part One

No. 6 “Environment” means the totality of all materials whether in their natural state or modified or changed by humans, their external spaces and the interactions which affect their quality or quantity and the welfare of human or other living beings, including but not restricted to, land, atmosphere, weather and climate, water, living things, sound, odour, taste, social factors, and aesthetics;

No. 8 “Hazardous material” means any substance in solid, liquid or gaseous state, or any plant, animal or micro organism that is injurious to human health or the environment;

No. 9 “Hazardous Waste” means any unwanted material that is believed to be deleterious to human safety or health or the environment;

No. 11 “Pollutant” means any substance whether liquid, solid, or gas which directly or indirectly:

- a) Alters the quality of any part of the receiving environment so as to effect its beneficial use adversely; or
- b) Produces toxic substances, disease, objectionable odour, radioactivity, noise, vibration, heat, or any other phenomenon that is hazardous or

potentially hazardous or potentially hazardous to human health or to other living things;

No. 12 “Pollution” means any condition which is hazardous or potentially hazardous to human health, safety, or welfare or to living things created by altering any physical, radioactive, thermal, chemical, biological or other property of any part of the environment in contravention of any condition, limitation or restriction made under this proclamation or under any other relevant law;

Part Two

No. 4. Management of Hazardous Waste, Chemical and Radioactive Substance

- 1) The generation, keeping, storage, transportation, treatment or disposal of any hazardous waste without a permit from the Authority or the relevant regional environmental agency is prohibited.
- 2) Any person engaged in the collection, recycling, transportation, treatment or disposal of any hazardous waste shall take appropriate precaution to prevent any damage to the environment or to human health or well-being.
- 3) The importation, mining, processing, keeping, distribution, storage, transportation or use of radioactive substances shall be subject to a permit from the competent agency.
- 4) The importation, preparation, keeping, distribution, storage, transportation to use of a chemical categorized as hazardous or of restricted use, shall be subject to a permit from the Authority or the relevant regional environmental agency or from any other competent agency.
- 5) Any person engaged in the preparation, production, manufacturing or transportation or in trading any hazardous or restricted chemical

may ensure that the chemical is registered, packed and labeled as per the applicable standards. (Federal Negarit Gazeta Proclamation (Environmental Pollution Control), 9th Year No.12, 2002).

2.13 Water Pollution

It is a contamination of water by sewage, toxic chemicals, metals, oils or other substances. It can affect such surface waters as rivers, lakes and oceans, as well as the water beneath the earth's surface, called ground water. Water pollution can harm many species of plants and animals. According to the World Health Organization, about 5 million people die every year from drinking polluted water.

2.14 Water Pollution in Ethiopia

Ethiopia is a land locked country. The country is endowed with various inland water resources (e.g. rivers, lakes, reservoirs, flood plains, and swamps/marches) and these inland water covers an estimated surface area of 18587 km². Some of the rivers are transboundary (e.g. Baro-Akobo, Blue Nile, Wabishebelle).

The country economy is heavily dependent on agriculture, which is heavily dependent on rain-fed, small and subsistent farming. The intense industrial and agrochemical utilization resulted in environmental degradation and pollution which in turn spoiled and affected the existence and quality of aquatic resources. The sources of major pollutants affecting Ethiopian lakes and rivers are erosion deposit, effluent discharged and agrochemicals.

Currently the country inland water ecosystems suffer from anthropogenic impacts such as diversion of tributary rivers, pumping of water from lakes for irrigation, deforestation, erosion, farming activities and town settlements around lakes and rivers. These impacts have resulted large amount of deposits, narrowing lakes areas and pollution of the water bodies.

The main water pollution causes in the Ethiopian context are:- Industrial activities, Sewage, domestic and rural wastewater, Agricultural activities, Industrial activities

Although industrialization is considered as the corner stone of the development strategies due to its significant contribution to the economic growth and hence human welfare, it led to serious environmental degradation in most developing countries. Currently the big challenge is not targeting the qualitative and quantitative treatment of industrial waste, but it is aiming at minimization of their hazards to human health and restoring the quality of the environment.

The establishment of modern manufacturing in Ethiopia started towards the end of 19th century. The large and medium scale-manufacturing sub-sector in Ethiopia is dominated by four consumer goods producing industrial groups. I.e., food, beverage, chemical, textile and leather and shoe groups.

A number of pollution related studies have confirmed that about 90% of industries in Addis Ababa are simply discharging their effluent into nearby water bodies, streams and open land without any form of treatment. In the 1992 to 1994 wastewater facility Master Plan project the country study reported that out of 70 factories 56 (or 80%) were dumping their untreated effluents into nearby watercourses and urban streams.

It is obvious that the impact of industrial pollution appears in all environmental media: air, water and land. Industrial releases to surface or groundwater are considered as the major chemical treat to the agricultural land. The harmful industrial waste liquids are those mixed with organic or heavy metals, with corrosive, toxic or microbiologically leaded substances. Such water endanger public health through the direct use as well as through feeding with fish that live in the polluted streams or feeding vegetables that grow on by watering from these polluted streams water.

- Generally the treats imposed by chemical discharges comprise contamination of drinking water supplies, phyto-and aquatic toxicity, destruction of agriculture as well as fisheries, bioaccumulation and biotransformation retrieved and taken from www.epa.org.et (Environmental Protection of Ethiopia).

CHAPTER THREE

DATA ANALYSIS AND PRESENTATION

Here in this part of the research, the main points of the research where findings are summarized.

These findings are gathered from 100 distributed questionnaires for the public who live around the tannery of which 84 of them are returned and 10 interview questions conducted among three department heads of Addis Ababa Tannery Share Company.

3.1 General Characteristics of the Respondents

Table 3.1.1 Background of respondents

Item	Description	In Percent
Sex		
Male	36	42.857%
Female	48	57.142%
Total	84	100%
Age		
18-25	15	17.857%
26-35	26	30.952%
36-44	29	34.523%
44 and Above	14	16.667%
Total	84	100%
Status		
Permanent Resident	65	77.38%
Temporary Resident	19	22.619%
Total	84	100%
Family Status		
Have Children	45	53.57%
No Children	39	46.428%
Total	84	100%

As the personal profile of the public respondents around Addis Ababa Tannery Share Company indicated on the above table 36 (42.8%) of the respondents are male and 48 (57.1%) of the them are female; as well as respondents in every

age group interval, their status of residency and family status is shown on the table. Majority of the respondents 45 have children and the rest 39 do not have children, this clearly shows that there is also a probability of young generation to be affected by the pollution beside the respondents of this research.

3.2 Analysis of the Major Findings

Analysis 1

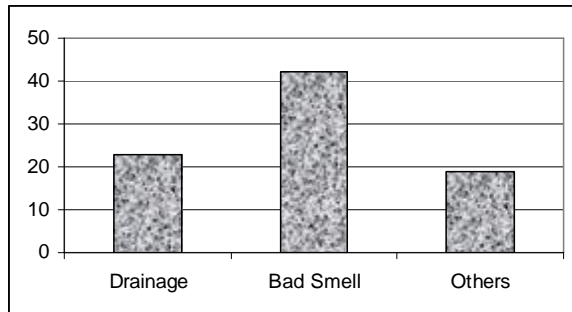
Figure 3.2.1 Does the waste affect you?



As it is seen on the graph almost all the respondents have agreed that the waste which is released from the tannery has affected them. This clearly show that almost all of the respondents directly exposed to the waste and as the same time it shows that the tannery is polluting the living area of the respondents. And on the other hand this particular finding tells us that the tannery is a big threat that contributes to the issue of climate change and global warming which has become a burning issue in today's situation.

Analysis 2

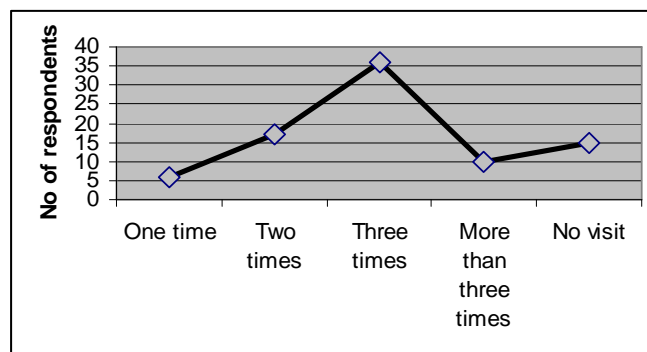
Figure 3.2.2 How does the waste affect you?



As it is seen on the above figure out of the 84 respondents 42 (50%) of them said that it is by bad odor that the waste affected them and other respondents who have said that the waste has affected them through drainage and others are 23 (27%) and 19 (22.6%) respectively. Based on the result it is easy to say that the company is a pollutant. As the responses of the participants of these research confirmed it is seen that the tannery have made the living area of the respondents polluted and this shows that there is a great probability of affecting the new generations that come to life each and everyday and make the environment not comfortable for the children who are playing around the area. And on the other hand it can be taken as evidence that the marketing concept which deals with the welfare of the society is ignored by the tannery.

Analysis 3

Figure 3.2.3 How many times have you been to a health institution?



The response that was gathered from this particular question shows that the number of people that visited health institutions because to the waste which comes out of Addis Ababa Tannery Share Company are 25,12,6,for one time, two times and three times respectively. And according to their visiting time on the other hand 41 of the respondents have confirmed that they did not visit health institution because of the waste.

As a result of this the above data finding is indicative that the marketing orientation which deals with the welfare of the society is not taken in to consideration and it is ignored that this particular orientation can be taken as one way of competitive advantage to the tannery and as the same time makes it a part of the global revolution of making the earth a better place to live in.

Analysis 4

Table 3.2.2 How influential is the waste to force you to relocate?

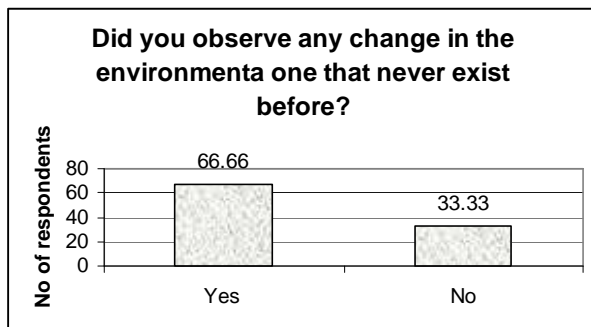
No	Item	Respondents	
		Number	Percentage
10	How influential is the waste to force you to relocate?		
	High	29	34.523%
	Very high	19	22.619%
	Medium	15	17.857%
	Low	12	14.285%
	Very low	9	10.714%
	Total	84	100%

As it is seen from the summary of the above table that majority of the public respondents 29 are very highly influenced by the waste to relocate from the area and the rest 19,15,12,9 Very high, Medium, Low and Very low respectively. This shows that there might be a great deal of movement of the public residents from the area being the tannery a big reason and on the other hand it will make the environment in which the tannery is operating will lose the good qualities of an ecosystem that used to be a very health place to live in. And on the other hand the above finding disproves that the concept that

marketers should concern the society's welfare and the betterment of the environment in which businesses are operating is not taken seriously by the tannery.

Analysis 5

Figure 3.2.4 Did you observe any change in the environment one that never exist before?



This finding shows 66.66% of the respondents have confirmed that they have observed an environmental change that is deteriorated through time. The respondents have described the change that they have observed by saying there exists a great deal of decrease the trees which surround the area and some of them have said that the level of water that used to be in the near by river is decreasing. And from the responses it is observed that the waste of the tannery have made the environment to become a very disturbed place one that lack the qualities of a well balanced environmental condition.

And as a result of this the above finding would make the tannery a very dangerous treat to the environment and living creatures and as the same time it will make the living environment to become very unattractive.

Analysis 6

Table 3.2.3 How do you rate the level of danger that the waste has on both the society and the environment?

Source ; Compiled by the researcher 2010 St.Mary University College

No	Item	Respondents	
		Number	Percentage
10	How do you rate the level of danger that the waste has on both the society and the environment?		
	Very high	69	82.14%
	High	15	17.85%
	Low	0	0%
	Very low	0	0%
	Total	84	100%

The analysis on the above table shows the level of danger that the waste has on the both the society and the environment by the responses that confirmed 69 (82.14%) of the respondents saying that the effect of the waste on the society was very high and as the same time 15 (17.85%) of the respondents confirming that the waste also has a high level of affecting the environment the society. This in turn shows that the tannery has ignored its responsibility of securing the welfare of the society and at the same time protecting the environment from being polluted and make any living creatures suffer form the bad effects of industrial waste.

And on the other hand this will make the tannery lose its competitive advantage of being a producer who would enjoy the chance of being a recognizable company which is engaged in making its product an environmental friendly and as the same time one which is concerned about the wellbeing of the society.

Analysis 7

Table 3.1.4 Have you noticed any activities that are done by the tannery?

Source ; Compiled by the researcher 2010 St.Mary University College

No	Item	Respondents	
		Number	Percentage
10	Have you noticed any activities that are done by the tannery to manage the waste properly?		
	Yes	84	100%
	No	0	0%
	Total	84	100%

As it is observed from the tables below all of the respondents of the research have confirmed that there were no activities that are done by the tannery to manage the waste. From this response of the public respondents it is very much clear that the tannery is only thinking about its profit and its development but not how to manage the waste that comes out of the production process of its operation. And on the other hand it shows that the tannery haven't even tried to adopt any mechanism of managing the waste since it is an old tannery which has been taken as a pioneer in the industry as it was mentioned on the introduction part of the research.

Answers from the interview questions

This part of the analysis shows how the tannery and its different departments respond to the arising problem at hand.

- Starting from establishment up to now the tannery there is no work done by the tannery to manage the waste properly. But as the management of the tannery said that the tannery is struggling to construct a waste management system and the different actions are under way to do so. But in relation to that the management have emphasized on the problem

of infrastructure which has been a problem for years and still it is a very challenging thing to alleviate the above mentioned problem.

- And it has been few years since the current owner received the ownership the tannery haven't faced any complaint from the public instead it is complimented that it has constructed a road in order to mobilize its products to its customers.
- As the management describes it doesn't take its product as eco-friendly. And this is because again the production system uses some chemicals in its processing operation and on the other hand the problem of handling the waste has been difficult because of the infrastructural problem that the tannery is facing.
- The management has told that there is a standard that could be applied to manage the waste and as an example it has mentioned that there is an application of a cleaner production method and also there is a method of using effluent treatment plant.
- As it was mentioned above the company is working towards applying the appropriate and standard waste management system but it lacks government support with regard to giving land to build the plant which is supposed to be the solution for the release of the waste on the society and the environment.

On the other hand the production department has its own share on this interview analysis and the department has given the following answers to the questions that raised by the student researcher.

- The department manager said that the main causes of the pollution are one, the use of chemicals in the production process and the other one is the release of this chemical to the river which is located near to the tannery and have confirmed that this should not be done because the waste has its own bad effect but shares the information which was given by the management saying there

is an infrastructural problem that is faced by the tannery. And on the other hand the department has said that wastage from the leather, an effort to tan the leather and older production system are the main causes of the pollution.

- There is an on going effort made by the department with the management.

The other department which was taken in the interview analysis was technical department the department which is concerned with the production equipment issues. And in this department of the tannery most of the machineries are old and some are new because of this the level of toxicity of the waste is very high and the commitment that has been done by the department is by consulting engineers out side the country and construct the appropriate waste management plant.

From the above mentioned responses one can conclude that the above raised issues can be taken as the main reasons or causes of the make the waste to be harmful to both the society and the environment.

CHAPTER FOUR

Summary of Major Findings, Conclusions and Recommendations

This part of the research is the result of major findings stated on chapter three, data analysis and interpretation, brief summary. And major findings, conclusion and finally helpful recommendation to the research problems are given.

4.1 Summary of major findings

Based on the analysis that was conducted by questionnaire and interview the student researched have summarized the results of the analysis.

This summary was conducted to assess the societal marketing practice of Addis Ababa Tannery Share Company and as the same time it attempts to see the effect of the waste which is released by the tannery on both the society and the environment.

The analysis which was conducted by the questionnaire is summarized as follows:-

- The study has employed convenience sampling technique to select respondents and this sample consists of 100 public respondents who reside around the tannery at least for more than one year.
- Supporting data was obtained by the use of questionnaires which are distributed to the public respondents and interview checklist for the tannery's management and its different departments (Production and Technical departments).

- From the participant of this research 36 (42.8%) were male and 48 (57.1%) were female.
- Out of the 84 respondents 42 (50%) of them said that the waste affected them by odor and the rest of the respondents said that it is by drainage and others. And From the response that was collected it is observed that the waste that is released by the tannery has affected almost all of the respondents of this particular question. This can be taken as an indicator that all of the respondents are exposed to the waste. And on the other hand all of these respondents have confessed that they faced some health problems like something with their respiratory system and people who have used the water from the river from which the waste of the tannery is released in they have faced a problem in relation to their body skin. From this situation it is easy to say that the waste released from the tannery has a harmful effect on both the society and the ecosystem and it can cause health problems which might have a serious effect.
- Other responses of the public shows that the number of people that visited health institutions because of the waste which comes out of Addis Ababa Tannery Share Company are significant and as a result this would be taken as an evidence to name the tannery as a great contributor of the global warming and climate change problems. And on the other hand the data findings are indicative that the marketing orientation which deals with the welfare of the society is not taken in to consideration and it is ignored that this particular orientation can be taken as one way of competitive advantage.
- As it is analyzed 66.66% of the respondents have confirmed that they have observed an environmental change that is deteriorated through time. The respondents have described the change that they have observed by saying there exists a great deal of decrease the trees which

surround the area and some of them have said that the level of water that used to be in the near by river is decreasing. And from the responses it is observed that the waste of the tannery have made the environment to become a very disturbed place one that lack the qualities of a well balanced environmental condition. And as a result of this the above finding would make the tannery a very dangerous treat to the environment and living creatures and as the same time it will make the living environment to become very unattractive.

Interview answers

Based on the analysis that was conducted by interview checklist student researched have summarized the results of the analysis.

The analysis which was conducted by the interview is summarized as follows:-

- Since the company is old, starting from establishment up to now the tannery there is no work done by the tannery to manage the waste properly. But as the management of the tannery said that the tannery is struggling to construct a waste management system and the different actions are under way to do so. But management have emphasized on the problem of infrastructure which has been a problem for years and still it is a very challenging thing to alleviate the above mentioned problem.

- As the management describes it doesn't take its product as eco-friendly. And this is because again the production system uses some chemicals in its processing operation and on the other hand the problem of handling the waste has been difficult because of the infrastructural problem that the tannery is facing. The management has told that there is a standard that could be applied to manage the waste and as an example it has

mentioned that there is an application of a cleaner production method and also there is a method of using effluent treatment plant.

- As it was mentioned above the company is working towards applying the appropriate and standard waste management system but it lacks government support with regard to giving land to build the plant which is supposed to be the solution for the release of the waste on the society and the environment.

On the other hand the production department has its own share on this interview analysis and the department has given the following answers to the questions that raised by the student researcher.

- The department manager said that the main causes of the pollution are one, the use of chemicals in the production process and the other one is the release of this chemical to the river which is located near to the tannery and have confirmed that this should not be done because the waste has its own bad effect but shares the information which was given by the management saying there is an infrastructural problem that is faced by the tannery which is there is no enough space for the tannery to construct a waste management system. And on the other hand the department has said that wastage from the leather, an effort to tan the leather and older production system are the main causes of the pollution. There is an on going effort made by the department with the management.

And in the technical department of the tannery most of the machineries are old and some are new because of this the level of toxicity of the waste is very high and the commitment that has been done by the department is by consulting

engineers out side the country and construct the appropriate waste management plant.

4.2 Conclusion

The main points which are raised on the analysis and summary parts of the research are concluded to address the basic research questions that are:-

- What are the constraints that force the tannery not to apply appropriate waste management system?
- What is the effect of the waste on the society and the environment?
- What is the commitment of the tannery to try to apply the appropriate waste management system?

In line with the basic research questions mentioned above, data analysis and findings, it is concluded that:-

- As it is observed the tannery is has a problem of applying the appropriate waste managements system due to an infrastructural problem the tannery is not applying an appropriate waste management system. But at the same time the management has said that it is an on going process which is conducted by the tannery to have an extra working space so that it can establish an appropriate waste management system.
- The waste that comes out of the tannery's products is the main pollutant besides the production process; as a result the public residents have confessed that they have faced some health problems and at the same time they have confirmed that they have noticed an environmental change that deteriorated through time. And on the other hand it is observed that the tannery has ignored the core concept which deals about the welfare of the society and concern for the ecosystem instead it

only focuses on its profit. In line with the above mentioned problems that are caused by the tannery it is concluded that the tannery should work towards establishing a well organized waste management system so that it should not keep being a treat to the society and the ecosystem. On the other hand from the responses of the public respondents it is observed that the tannery should relocate to an industrial area so that it will not harm both the society and the environment as a result maintain its good image.

- The waste which is released to the society and the environment is something of a negative factor in which all the people being victims regardless of age, sex, and all other demographic factors. In this case the research finding could be taken as evidence where all the respondents are found to be living in a polluted environment. And the toxic chemicals that are the main pollutant in this case have become the main reason for the public around the tannery to relocate and leave the place in which they wanted to grow old and go somewhere they are expected to incur unexpected costs of relocation and other things in relation to it. On the other hand the pollution will become the main factor for deforestation and other environmental causes.
- As it was observed from the analysis it is clear that the waste that comes out of the tannery is very harmful that people around the tannery are suffering from it and as a result of these some of the respondents have confessed that it affects their health. So this thing should be taken into account by the government to force the tannery to use the environmental pollution control of the country and at the same time the government should assess its activities by controlling industries practices in comparison with the proclamation of the country concerning the pollution control.

4.3 Recommendations

Based on the outcomes of the study, some points which are believed as possible solutions are suggested.

- The management of the tannery should first adjust its marketing orientation towards applying a well organized societal marketing practice which can make sure that the tannery is no more affecting the society's wellbeing and as the same time care about the betterment of the environment.
- There should exist a greater deal of due emphasis to be given to the responses and suggestions of the public who are living in a business area because social responsibility is one of the strategies of a company who wants to increase there share of companies who struggle to capture the lions share of the competitive advantage that companies in the industry are enjoying. To this end what the public recommended for the problem at hand is that either the company to acquire another production area.
- On the other hand the government should measure the level of the policies effectiveness and accuracy and at the same time see what is the real practice of the companies who are operating the industry by doing so the government can assure that it is playing its significant role in the rescue of the society from suffering health and relocation problems.

Other recommendations in the view of applying the societal marketing concept is that the company should strive for committing itself of making the lives of the society who are living facing all the consequences that arise from the waste a better one and make sure that it has a continuity by doing so the company should engage itself in the proper handling of the waste that it releases on both the society and the environment.

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No.12, 2002

ST. MARY'S UNIVERSITY COLLEGE

AN ASSESSMENT ON THE SOCIETAL MARKETING
PRACTICES OF ADDIS ABABA TANNERY SHARE COMPANY

By:- HANNA ABEBE

BUSINESS FACULTY
DEPARTMENT OF MARKETING MANAGEMENT

APPROVED BY THE COMMITTEE OF EXAMINERS

Department Head

Signature

Advisor

Signature

Internal Examiner

Signature

External Examiner

Examiner

7. How does the waste affect you?

Through Drainage

Through Bad Smell

Others

8. How do you describe the effect of the waste on you?

9. How many times have you been in a health institution because of the waste?

One

Two

More than three

No visit

10. How influential is the waste to force you to relocate the area?

Very high Medium

High Low

Very Low

11. Did you observe any change in the environment one that never exists before?

Yes No

12. If your answer for question number 11 is yes. What changes do you observe?

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Appendices II
Interview check list prepared to the management of
Addis Ababa Tannery Share Company and its different departments

This interview is intended to question various department heads like Production, Technical and also the general managers in the tannery concerning environmental pollution and the role of the tannery in relation to societal marketing.

For the General Manager:-

1. Have the management made any effort towards handling this problem?
2. Have the management ever faced any complaints form the public concerning the waste?
3. Do you think the company's products are eco – friendly?
4. Is there a standard that could be applied to manage the waste properly which is known by the tannery?
5. What is the commitment of the tannery to apply the standard waste management system?

For the Production Department:-

1. What are the main causes for the pollution?
2. How does the production department manage the waste?
3. What mechanisms are so far implemented to prevent the problem?

For the Technical Department

1. Does the tannery use latest machineries?
2. What is the level of commitment in which the tannery strives to use the proper waste management plant?

Declaration

I, the undersigned, declare that this senior essay is my original work, prepared under the guidance of Ato Kalid Issa. All source of materials used for the manuscript have been duly acknowledged.

Name: - **Hanna Abebe**

Signature: - _____

Place of Submission: - **ST. Mary's University College**

Date of Submission: - **July 08, 2010**

Advisor's Declaration

This paper has been submitted for examination with my approval as the University College advisor.

Name: - _____

Signature: - _____

Date: - _____