

Example of case study on environmental management report

[Business](#), [Company](#)



Background

Waterlife Marina & Boatyard was founded in 1987 as a boat repair shop. The firm has since then grown to become the largest marina & boatyard facility in the state of Florida. Today, Waterlife is not only a marine retailer but also a renter of small boats, yachts, sailboats, and houseboats. In addition to providing marine services, waterlife has a restaurant in the property that is popular most for the organically produced foods that it serves. Water life also practices small-scale commercial fish farming. Overtime, the firm has been recognized for its impeccable environmental record. However, the expansion of the business has bestowed the company with a threat of environmental pollution. This document is a comprehensive, multimedia prevention program that the firm seeks to use to regain its record of green environmental management.

Purpose

The purpose of this document is to develop a coherent multimedia pollution prevention initiative that intends to substitute the firm's pollution management program. This has arisen out of the State of Florida's complaint that gasoline and oils sick have been found in the waterways leading to the firm. There are also open trash, and a population of seagulls that are a nuisance to revelers and boat riders. Our wastes are not covered properly and are watered down to the water. This is dangerously to both the water animals and it is also a health hazard for humans around the facility. As a result, this document intends to:

Enhance the identification of opportunities to implement pollution prevention methods.

Avoid the problem of being the cause of pollution around the facility.

Provide a mechanism that prevents pollution and educate the workers of the facility to understand the significance of environmental friendliness.

Goal

The goal of this report analysis is to identify the threats to environmental friendliness around Waterlife Marina and Boatyard and then develop an empirical analysis of the residual risk that provides a foundation for a more responsible and refined strategy. The intended outcome is a reduction of pollution in the areas surrounding the yard and increased compliance with the state laws.

Analytical Approach

Because of the increased pollution in areas surrounding the facility, it is the company's aim to contain or eliminate the pollutants. The problem is that the pollutants are mostly the very things that we deal with in boat repair and maintenance. The company has developed a new set of policies that if effectively utilized, we transform the firm into one of the most green and environmentally friendly dealers in boat retail.

Accordingly, the National Pollutant Discharge Elimination System General Permit for Boat Yards (NEPDES) has new regulations for boat retailers. One of these laws is the requirement that all yards must put in and retain a

wastewater and treatment systems. The establishment ensures those toxic substances such as antifouling coatings like copper, zinc, and other hovering substances.

Water life Marine & Boatyard have instilled the following measures to ensure that we are in accordance with NEPDES:

Use of yard accepted dustless sanding system. This dustless system must have double filters and dust extractor used for sanding the bottom of boats.

The oil, antifreeze, solvents, or contaminated fuel deposited must be cleaned fast and properly.

Waste storage containers and tanks must be of adequate size to prevent wastes from spilling over into water.

Liquid waste containers must be kept locked in the absence of employee attendance to reduce chances of explosions and liquids spilling over to marine waters.

Proper training of staff about proper management and disposal of waste.

Signs and posters placed to direct users on the effective ways of solid waste management and environmental sustainable boat usage.

Emphasizing the use of environmentally friendly products.

Engineer repair must be done inside a shed to reduce the chances of oil leaks.

Solvent must be stored and oily rags recycled.

Corporate Expectation

While aspiring for a green solution, Water life Marina & Boatyard will also need to offer better services to the customers to ensure customer satisfaction. Weinstein & Johnson (1999) write that successful companies do not satisfy customers, they work hard to please them. Superior customer values means continually creating a business experience that exceed the ordinary expectations (p. 4). In their view, value is the strategic driver that most multinational corporations utilize to differentiate themselves from the rest in the view of customers. In the abstract form, values means the excellence usually based on desirability or usefulness (Weinstein & Johnson, 1999, p. 5). Gale (2010) reports that a value driven marketing strategy help organizations in several areas including but not limited to:

Helping the company understand customer choices

Customer segmentation and customer relations management

Increasing competitive option by creating niches

Avoiding unnecessary price competitions

Improving the company's service quality

Developing an effective customer communication system

An effective customer value system makes a big difference between a successful firm and an average firm. It is for every company's benefit to have a clear strategy on developing customer values.

Conclusion:

Effective environmental management is a function of improved guidelines on the part of the management team on the policies that should be enacted to increase compliance with the state laws. On the other hand, environmental management requires that a firm have sound corporate culture not only to generate profit but also to ensure responsibility on the part of its workers.

References

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