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### SUSTAINABLE MARKETING ANALYSIS IN INDUSTRIAL CORPORATE: A CASE STUDY AT THE GENERAL COMPANY FOR IRAQI CEMENT

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#### **ABSTRACT**

Industrial companies all strive to maximize their sales. To achieve this, marketing managers look for opportunities that maximize the marketing performance of their companies, the sustainability can be one of the most prominent of these opportunities. Therefore, this research attempts to shed light on the requirements of application the concept of sustainable marketing in the General Company for Iraqi Cement for the purpose of successful in its sales and industry. The requirements of sustainable marketing include: consolidated commitment, supportive financing, renewed goals, enhanced structure, opportunities prospecting, and show success.

**Key words:** Sustainable Marketing, Consolidated Commitment, Supportive Financing, Renewed Goals, Enhanced Structure, Opportunities Prospecting, and Show Success.

#### **INTRODUCTION**

The cement industry is one of the most important construction business sectors in all countries of the world and it has direct contact and a clear impact on the environment and its natural resources such as water, air and soil, as this industry includes many large and small companies that hold many deals with their customers on the one hand and with their suppliers on the other hand. The

contemporary business world is witnessing great interest in environmental issues and requires industries and companies to apply and adopt sustainable concepts that protect natural resources and preserve them from depletion and rapid depletion. And sustainable marketing represents one of the most prominent current demands that companies seek to formally adopt in all of their business and that the steps for its actual application are reflected in a set of requirements that the company must meet and those requirements are: consolidated commitment, supportive financing, renewed goals, enhanced structure, opportunities prospecting, and show success. Managers in companies should define and understand this set of requirements and understand the implications of each of them and its essence well in order to ensure that the requirement is fully met, because sustainable marketing is a very sensitive concept and does not bear any shortcomings or weaknesses in the application and that the steps for its implementation are interrelated and have a mutual impact between them. It is worth noting that the cement industry is considered one of the industries that contribute to building civilizations and urbanism, and that the companies that work in it bear a great burden to generate a state of environmental sustainability in their business, as these companies consume natural resources as inputs to their production processes, and moreover, their manufacturing operations are accompanied by many contaminated emissions and products. This places the company in a real challenge towards sustainability applications and the concept of sustainable marketing for all its products. In general, the requirements of applying sustainable marketing to business in companies that operate within the cement industry depend on the viewpoint of senior management in those companies, which should be positive towards the environment and adopt the principle (cement is an environmentally friendly product) and that sustainable marketing can provide the company with a competitive advantage that excels.

### ***Research Questions***

This research aims to solve the following issues:

1. Why should companies be committed to implementing sustainable marketing for their businesses?
2. What are the requirements that Cement industry or companies that operate in it should meet in order to succeed in applying the concept of sustainable marketing in their business?

### ***Research Objective***

The objectives of this research:

1. What is the level of focus or the relative importance of each of the requirements of applying sustainable marketing for business?
2. How should managers perceive priorities for the actual application of the requirements of sustainable marketing to their companies' business?

## LITERATURE REVIEW

### *Sustainable Marketing*

The concept of sustainable marketing can be summarized as a set of applications and marketing procedures carried out by the company within the framework of its environmental responsibility in order to meet the current needs of individual and corporate customers as well as the company's continued ability to meet future needs and potential needs for future generations of customers (Kotler et al 2017). Sustainable marketing is about making marketing and sustainable go hand in hand. Sustainability has become more importance whether in environmental, economic, or social development contexts. As far as marketers are concerned, sustainability is the ability of their business to continue indefinitely (Guedim 2020). The concept of sustainable marketing holds that an organization should meet the needs of its present consumers without compromising the ability of future generation to fulfill their own needs. Sustainable marketing requires a smooth and systematic marketing program for the company's products that works to meet the needs of all stakeholders at the same time and they are customers, suppliers, government, workers and society, making the company fully successful in being environmentally responsible (Armstrong et al 2017; Ortiz & Castillo Renteria, 2020; Restrepo Zea & Ramirez Gomez, 2020; Tomaszek & Muchacka-Cymerman, 2020; Vazquez-Cano et al., 2020; Mokoena et al., 2020; Mugunzya & Rankhumise, 2020). It should be noted that many companies initially opposed the application of the concept of sustainable marketing, but it has now become an initiative in adopting it and considers it a way to generate value for its current and future customers and to strengthen relationships with society and regulatory bodies that ensure that the company is environmentally friendly (Kerin and Hartley 2017). In light of the concept of sustainable marketing, the company should have a long-term marketing activity that enhances its commitment to marketing products that are not harmful to the environment and achieves a set of principles (Lamb et al 2018). **First**, consumer-oriented marketing, which means that the company should organize its marketing activities according to the consumer's point of view and should work diligently to serve him and meet his needs now and in the future (Solomon et al 2018). **Second**, customer value marketing, which means the company should put all its available resources in marketing activities that achieve the real and tangible value for the customer, thereby raising the company's sales clearly in the short term as a result of improving the quality of the product and enhancing the required performance characteristics, and that will generate strong and long-term relationships between the company and its customers (Grewal and Levy 2018). **Thirdly**, innovative marketing, which means that the company adopts continuous improvement programs for its production and marketing operations, making it the first in finding new and better methods of performance, and that this will work to retain the company's customers and not go to competing companies (Wirtz and Lovelock 2018). **Fourthly**, sense-of-mission marketing, which means that the

company must define a broad social scope to market its products and free itself from narrow production and marketing restrictions, and the company should have a clear and targeted message for all employees in it, making them impulsive to work in the company and proud to complete it and that this leads to the enhancement of the positive image of the company's brand in Minds of workers and customers as well (Masterson et al 2017). **Fifthly**, societal marketing, which means that the company makes marketing decisions for its products of goods and services in light of society's interests in the long term, enabling it to achieve a state of balance between the wants of customers and the requirements of the company's success in its business, and the company should not fail to pay attention to the needs of society in the long run and in the case of its shortcomings the social view to the company will be on the basis that it mocks its members and the community will consider it an opportunistic company, so a company should view societal problems as opportunities (Armstrong et al 2018).

It is worth noting that sustainable companies have become widespread in our time and that these companies adopt sustainable marketing programs that meet the needs of current and future customers as they try to achieve a balance between the interests of people and the preservation of planet and the sustainability of profits (Perreault et al 2017), however some of these companies see the issue of sustainability as a project profitable business attracts customers and raises sales level (Ploum et al 2018). Sustainable Marketing emphasizes caring about meeting the needs of two types of customers at the same time who are today's clients and tomorrow's customers (Roschk and Hosseinpour 2020). Most researchers in the field of sustainable marketing agree on dividing the environmental requirements of industrial companies into six main requirements, which are comprehensive commitment, supportive financing, renewed goals, enhanced structure, opportunities prospecting, and show success.

### ***Consolidated Commitment***

The firm commitment to environmental sustainability is the beginning of every change process, and the managers of organizations should fully understand and understand the reasons behind their commitment to the sustainability of the environment (Kotler et al 2017), from which, first, provide money by reducing the costs of wasting resources. Secondly, improving the image of the organization by showing its social responsibility (Gordon et al 2019). Thirdly, contributing in sustaining community health by reducing pollution. Fourthly, making the organization's operations more efficient and using its available capacities (Gentsch 2019). Fifthly, increasing employee satisfaction and enhancing their participation in environmental conservation activities generate a positive impression among other organizations and society as a whole. The managers of Organizations think about the obstacles and determinants that are likely to arise and make it difficult for them to fulfill their duties and commitment and may feel anxious about the resources necessary to achieve sustainability including time and money (Kumar et al 2018). Therefore, understanding the organization's

sustainable goals as well as potential obstacles and difficulties makes it easier for managers to choose appropriate marketing strategies for their organizations and it should be noted that the principle of commitment is established (Strauss 2019). It begins with the top managers' documentation process, which includes sustainability data, the reasons for commitment to sustainability, the results that the organization hopes to achieve and the activities that it plans to achieve in order to reach the desired goals. Organizations can use the method of announcing their commitment through press releases, local newspaper articles, digital media platforms, and through satellite channels and communication groups with the organization's employees and members all.

### ***Supportive Financing***

Supporting and financing environmental sustainability requires a financial change supported by effective leadership, appropriate policies, adequate resources and a clear vision, and more than just leadership is required to achieve environmental sustainability goals. For achieving long-term success, sustainability efforts should be covered in terms of funding as they represent the barrier costs the president faces managers when they decide to implement the necessary efforts for sustainability (Tavana et al 2017). Most sustainability projects are characterized by high costs, however some work programs can be implemented in those projects with very little cost, or costs can be covered during the recovery period, which may be short so that the project management can achieve sustainability. As for sustainability projects that require large financial investment, they require their managers to search continuously for sources of financing, which may include grants and donations. First, as there are many large facilities, especially the government, financial grant programs that can help in financing sustainability projects and donations can be received for these projects from Individuals and companies who are interested in sustainability issues (Perez-Valladares et al 2020). Second, joint savings agreements, as these agreements give a third party the ability to finance sustainability projects and pay costs by investing the energy resulting from sustainability projects. Third, energy purchase agreements, as under this agreement, a third party owns energy-producing capital assets that it operates in favor of the sustainable project for a small financial cost. Fourth, sales of carbon-emitting gases, as there are certain industries that need to use carbon, and companies working in that industry seek to buy and use it to dissolve in their products and not cause any harm to the environment on the one hand and generate financial revenues for sustainable projects on the other. Organizations can combine these different approaches to find innovative ways to implement sustainability initiatives and this task rests with institutional organizational units that can assist in writing grant applications or soliciting donations for sustainability projects (Kemper et al 2019).

### ***Renewed Goals***

Setting sustainable goals and evaluating change that allow to managers must be set sustainability goals in the overall planning process of their organizations' work, if these goals are measurable and achievable. Organization managers should also begin to assess levels of energy use, water consumption, and waste flow from the organization's production processes. Managers should have resource databases for the purpose of monitoring, evaluating and diagnosing their levels over time. When managers of organizations begin to collect the data necessary to reach sustainable goals, they should analyze performance and track progress in the actual implementation of those goals (Lozowicka 2020). Some organizations can rely on specialized environmental agencies to monitor the direction of the organization's business in relation to sustainability and inform the organization's senior management of its assessment of progress in achieving sustainable goals. In order for the top management of the company to ensure consistency of its main and subsidiary goals at the company level and at the functions level, it must update those goals or part of it at the very least, as it provides the meaningful for units within the company that will seek to achieve and that meaning should accompany the changes that occur in the vicinity The company, including the growing demand for sustainable product marketing (Kotler et al 2018).

### ***Enhanced Structure***

Building a supportive structure for environmental sustainability allow to Implementing environmental sustainability applications in organizations, it requires the participation of managers at different organizational levels from top management to lower departments (Shanahan et al 2019). There are proposals for organizational units that facilitate and support managers in their orientation towards the implementation of sustainability. Firstly, the Sustainability Leadership Council is an organizational unit at the senior management level that has the authority to approve distinct initiatives for sustainability and allocates the financial resources required for implementation on an annual or long-term basis (Hurth and Whittlesea 2017). Second, the Green Sustainability Team, which is an organizational unit at the middle management level, has the authority to take care of energy, water and waste, and to manage the needs necessary to implement sustainability programs on a monthly or medium-term basis (Moorman et al 2019). Third, the Value Analysis Committee, which is an organizational unit at the level of the minimum administration, has the authority to choose products from goods and services to be purchased and also has the authority to address supply chain performance problems in terms of costs, returns, and effectiveness. In addition, that this organizational unit can provide the rest of the units in the organization with criteria or indicators assessing their tasks, including consistent with sustainability requirements (Shilei et al 2020). Fourth, the Administrative Coordination for Sustainability, which is an organizational unit that supports all levels of management and has the authority to support and implement sustainability efforts (Goussault 2019). It should be noted that these proposed four organizational units would perform better and more efficiently if their members

were chosen voluntarily or voluntarily from within the organization and from all its different organizational divisions.

### ***Opportunities Prospecting***

continuing evaluation and identifying new opportunities for environmental sustainability Provides for managers of contemporary organizations to adopt a principle (sustainability is a journey to improve continuous performance) and many organizations can start with simple and easy sustainability projects before moving to more complex and difficult sustainability projects. It is worth noting that the organizations should work to sustain the sustainability movement and continue to search for additional opportunities to make their business more efficient (Garcia-Feijoo et al 2020). Especially in light of the conditions of technological progress that can be invested in providing new opportunities that, increase the capacity of the organization in the field of energy and resources investment, making it more efficient and effective at the same time (Goncalves 2019). The managers of the higher-level organizations bear the responsibility for non-stop and continuous search for available opportunities, as well as the responsibility for assessing the progress of their organizations in the path of environmental sustainability. Defines sustainability as the coexistence of humanity with nature and each other in a manner that stands the test of time that true sustainability has a proactive and regenerative effect that leaves things better for future generations, this means encompassing all aspects of the human experiences and ecologically addressing all life and living and non-living systems on our planet (Kotler et al 2017; Muller, 2020; Muller & de Klerk, 2020; Habanabakize, 2020; Kimanzi & Gamede, 2020; Van Schalkwyk & Bevan-Dye, 2020; Vyas-Doorgapersad, 2020).

### ***Show Success***

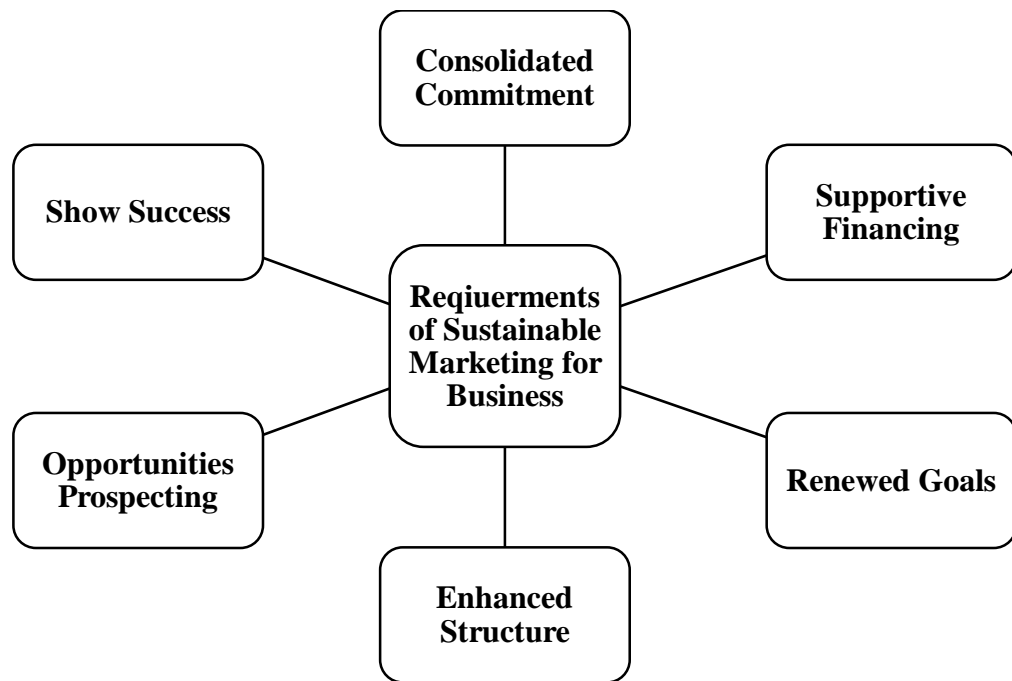
Celebrating the success of the environmental sustainability efforts is a major catalyst that helps keep the progress of the efforts made by the organizations in the field of environmental sustainability and over time, the rewards and celebrations can stimulate all employees in the organization and push them towards a renewed focus on sustainability initiatives. It is well known that the external evaluation of the organization from other organizations and official and known places highlights the good work done by that organization (Khoja et al 2019). There are international awards that can be obtained by organizations that achieve high levels of environmental sustainability, such as the Energy Star classification award established by the US Environmental Protection Agency (Hietanen et al 2018). Sharing success stories and case studies on the electronic platforms available on the global communications network can clarify the roadmap for sustainability that helps other organizations achieve similar results to the organization that is successful in sustainability (Johnson 2019; Gautam et al., 2020; Ghozali et al., 2020; Moreno et al., 2020; Nunez et al., 2020; Jia & Lu,

2020; Jia et al., 2020; Janssen, 2020; Yun, 2020). Organizations can also rely on public relations managers to publish and announce successes and their excellence in the field of sustainability.

**FRAMEWORK**

This research attempts to determine the relative importance of the requirements of the application of sustainable marketing to the businesses of companies operating in the cement industry, which are consolidated commitment, supportive financing, renewed goals, enhanced structure, opportunities prospecting, and show success by means of a case check list through which an analysis of the actual application requirements in the Iraqi General Cement Company. The research tries to determine the percentage for the extent of actual application which should be directed to senior management to developed its view of diagnosis and interest in the coming future. the Figure 1 illustrates these requirements and considers them variables that this research seeks to address with analysis and study.

Figure (1) procedural chart of the research



**METHODOLOGY**

This research adopts the case study method, which depends on the checklist form that was prepared for the purpose of measuring the reality of the variables discussed in the General Company for Iraqi Cement. Paragraphs of the form were prepared based on the theoretical contents of each variable as the researchers prepared them, then the checklist form was presented to a group of experts in the marketing management. The researchers conducted a field survey of the researched company in order to determine the reality of the actual requirements of the application of sustainable marketing of business. This was diagnosed and the



results of the checklist form appeared as in Table 1, which shows the company has sustainable marketing principles by 90%, which means that sustainable marketing can well applied in the company.

**Table 1** Checklist of sustainable marketing principles in the Iraqi General Cement Company

<b>Principles of sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The company considers its customers as partners in its marketing campaigns for all of its products.	√
<b>2.</b>	The company meets the present and future needs of its customers at the same time.	√
<b>3.</b>	The company guarantees the value that customers expect in its products of different goods and services.	√
<b>4.</b>	The company works to continuously improve the characteristics of its products according to changes in customer preferences.	√
<b>5.</b>	The company uses the best production and marketing techniques, making it superior to its competitors in the industry itself.	√
<b>6.</b>	The company encourages development proposals aimed at raising production and marketing levels, provided that this is not accompanied by a rise in costs.	√
<b>7.</b>	The company has a meaningful, clear and understandable mission for all stakeholders in the company.	√
<b>8.</b>	The company adopts efficient incentive programs that proceed from the importance of its mission and general goals, which makes workers proud of their affiliation with the company.	×
<b>9.</b>	The company considers that society is the most important stakeholder in it, so the company's products contribute to solving various social problems.	√
<b>10.</b>	The company balances between achieving the success of its current marketing campaigns and achieving the satisfaction of the future community at the same time.	√
<b>The percentage of availability of sustainable marketing principles in the Company</b>		<b>90%</b>

## DATA ANALYSIS AND RESULTS

The researchers used the field coexistence method and personal observation in determining the answer to the paragraphs of the examination forms and after confirming the availability of the basic principles of the concept of sustainable

marketing in the Iraqi General Cement Company through the checklist in Table 1, the steps or requirements that the company should take for the purpose of implementing an efficient program were examined for sustainable marketing in its business through checklists shown in Tables 2,3,4,5,6,7.

**Table 2** Checklist of consolidated commitment to sustainable marketing in the Iraqi General Cement Company

<b>The consolidated commitment to sustainable marketing</b>		<b>Checkout</b>
1.	The company emphasizes the principle (sustainability is the responsibility of everyone in the company).	√
2.	The company's managers understand all the importance of sustainability and realize the necessity of building it in the company's business.	√
3.	The company only markets eco-friendly products.	×
4.	The company's divisions fully invest all available resources without any waste.	×
5.	The company's brand is accepted and respected by the community because of its commitment to social responsibility in its marketing work.	√
6.	The production units of the company operate to their full potential without any loss and interruptions in the product lines.	×
7.	The company's employees, all of whom are consultants, executives, and workers, participate in the company's environmental activities.	√
8.	The marketing strategy of the company is characterized as a sustainable strategy that achieves the goals of the company and preserves the natural environment at the same time.	√
9.	The company has sustainability databases that document the tasks that the company's employees perform in order to protect society and preserve the environment.	×
10.	The company announces within its promotional campaigns that it adopts the concept of sustainable marketing.	√
<b>The percentage of availability of consolidated commitment to sustainable marketing in the Company</b>		<b>60%</b>

**Table 3** Checklist of supportive financing to sustainable marketing in the Iraqi General Cement Company

<b>The supportive financing to sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The company has a strong sustainable culture embedded in the groups and individuals working in it.	×
<b>2.</b>	The company is achieving current financial savings in order to meet the requirements of building sustainable marketing in its future business.	√
<b>3.</b>	The company meets the financial demands to implement sustainable marketing programs for all its businesses in the long run.	√
<b>4.</b>	The company considers that the financial allocations directed towards sustainable marketing are fixed allocations that cannot be reduced under the various circumstances facing the company.	×
<b>5.</b>	The company is keen to achieve a balance between the costs of sustainable marketing activities and the returns that the company gets from these activities.	√
<b>6.</b>	The company promotes all sustainable products in the industry in which it operates regardless of who makes those products.	×
<b>7.</b>	The company receives government grants and donations from other parties that support its sustainable marketing campaigns.	×
<b>8.</b>	The company contracts with some organizations for the purpose of providing sustainable services accompanying their current products, so that these organizations bear the costs of business calling for sustainable marketing.	√
<b>9.</b>	The company rents the ideal capital equipment for energy production from other companies in order to reduce costs.	×
<b>10.</b>	The company sells byproducts and makes financial returns that contribute to sustainable marketing.	×
<b>The percentage of availability of supportive financing to sustainable marketing in the Company</b>		<b>40%</b>

**Table 4** Checklist of renewed goals to sustainable marketing in the Iraqi General Cement Company

<b>The renewed goals to sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The management of the company enjoys the confidence of stakeholders due to the clarity of its main and subsidiary goals, which are described as sustainable goals.	×
<b>2.</b>	The goal of the company is to achieve the company's success in its industry and to achieve harmony with the concepts of environmental sustainability at the same time.	√
<b>3.</b>	The goal of the company are characterized as objective and achievable.	√
<b>4.</b>	The company is keen to make its subsidiary goals measurable in order to evaluate the company's divisions.	√
<b>5.</b>	The company sets sustainable goals for all its administrative and technical divisions.	×
<b>6.</b>	The company is making some possible changes in its goals in line with the renewed requirements in the concept of sustainable marketing and on an ongoing basis.	×
<b>7.</b>	The company determines its future status in the framework of the strategic planning process for its business in a manner that enhances the application of sustainable marketing of all its products.	√
<b>8.</b>	The company has resource databases that allow the evaluation of the implemented goals and their comparison with the planned goals.	×
<b>9.</b>	The company's systems emphasize control of the natural environment in order to collect the information required to adjust the company's goals and make it more in line with the concept of sustainable marketing.	√
<b>10.</b>	The company contracts with specialized environmental agencies to evaluate its business and its main and subsidiary goals and subject it to the concepts of sustainable marketing in a scientific and practical way.	×
<b>The percentage of availability of renewed goals to sustainable marketing in the Company</b>		<b>50%</b>

**Table 5** Checklist of enhanced structure to sustainable marketing in the Iraqi General Cement Company

<b>The enhanced structure to sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The company commits all its managers to be responsible for the success of the sustainable marketing program for its products.	×
<b>2.</b>	The company has a flexible organizational structure that allows its senior management to create organizational units that facilitate the implementation of sustainable marketing programs.	×
<b>3.</b>	The company uses marketing information systems to provide the necessary proposals to amend the organizational structure in line with the success of the company's sustainable marketing program in the future.	×
<b>4.</b>	The company's top management is based on the (Sustainability Leadership Council) for the purpose of approving sustainable marketing programs and allocating the funds necessary to implement these programs.	×
<b>5.</b>	The central management of the company is based on the (Green Sustainability Team) for the purpose of controlling the use of energy and water and managing waste resulting from the company's manufacturing operations.	×
<b>6.</b>	The minimum management of the company is based on (the Value Analysis Committee) for the purpose of diagnosing problems that occur in the supply chain and suggesting appropriate solutions for them.	×
<b>7.</b>	The company is based on (the administrative coordinators of sustainability) for the purpose of supporting sustainable marketing programs in all parts of the company and to provide the necessary development proposals for that.	√
<b>8.</b>	The company is keen to choose employees voluntarily, not compulsory to work in the organizational units that are related to sustainable marketing.	×
<b>9.</b>	The company adopts a system of work teams to achieve its sustainable goals and to ensure the participation of all individuals working in it.	√
<b>10.</b>	The organizational boundaries allow the company to external interference and receive proposals from suppliers that are related to the sustainable marketing of the company's outputs and the work of sustainable management of the company's inputs.	√

<b>The enhanced structure to sustainable marketing</b>	<b>Checkout</b>
<b>The percentage of availability of enhanced structure to sustainable marketing in the Company</b>	<b>30%</b>

**Table 6** Checklist of opportunities prospecting to sustainable marketing in the Iraqi General Cement Company

<b>The opportunities prospecting to sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The company raises the slogan (sustainable marketing ensures continuous improvement of performance).	×
<b>2.</b>	The company adopts small projects in the field of sustainable marketing in order to obtain the necessary expertise for that, and then it adopts larger projects in the same field.	√
<b>3.</b>	The company faces situations of high demand for its products in the current industrial markets, which provides them with opportunities for growth and prosperity.	√
<b>4.</b>	The company attaches importance to the role of the marketing intelligence system in identifying appropriate opportunities to increase its market share in its industry.	√
<b>5.</b>	The company uses modern technological means of production to allow it to harmonize with the sustainable marketing needs of all its products.	√
<b>6.</b>	The company contracts with marketing experts and research agencies to identify possible opportunities to enhance its market share and increase its sales volume.	√
<b>7.</b>	The company is allied with other companies outside its industry that adopt sustainable marketing in its business in order to integrate its capabilities and be able to take advantage of the opportunities available in its industrial markets.	√
<b>8.</b>	The managers of the company are all responsible for the constant search for opportunities that contribute to the prosperity of the company's business and maximize its sales.	×
<b>9.</b>	The company assures that its managers are subject to development programs that enhance their self-capabilities in the areas of sustainable marketing and seizing opportunities.	√
<b>10.</b>	The company cares about its position among the competitors in the industry itself and makes its best efforts to improve that position and occupy a leading position in the industry.	√
<b>The percentage of availability of opportunities prospecting to sustainable marketing in the Company</b>		<b>80%</b>

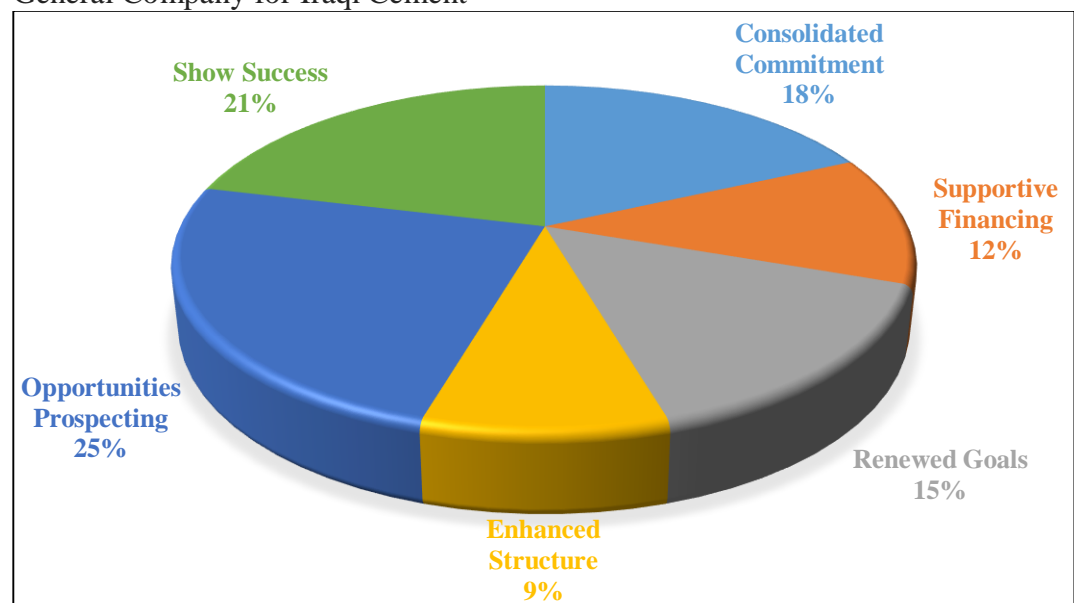
**Table 7** Checklist of show success to sustainable marketing in the Iraqi General Cement Company

<b>The show success to sustainable marketing</b>		<b>Checkout</b>
<b>1.</b>	The company is classified in its industry as the benchmark for companies that wish to adopt the concept of sustainable marketing in their business.	√
<b>2.</b>	The distinguished employees of the company receive their sustainable marketing efforts with an annual day to celebrate and honor them.	×
<b>3.</b>	The company's management allocates additional financial compensation to workers in the sustainable marketing program for its products.	√
<b>4.</b>	The company encourages the lower administrative levels to submit their development proposals and submit them to the company's senior management.	√
<b>5.</b>	The company obtains high ratings from official regulatory authorities that assess the company's sustainable performance in a strikingly public manner.	√
<b>6.</b>	The company receives international awards in the field of sustainable marketing periodically and continuously.	×
<b>7.</b>	The company emphasizes in its advertisements and promotional campaigns that it implicitly refers to its previous successes in sustainable marketing.	√
<b>8.</b>	The company's business is in line with the requirements of the US Environmental Protection Agency, which classifies the company as an energy star.	×
<b>9.</b>	The company's publications on its online platforms include some of the company's success stories in sustainable marketing and overcoming its competitors in the industry itself.	√
<b>10.</b>	The company has competent public relations managers who have the ability to promote and exaggerate the company's successes and create a good impression of the company's image in the minds of society.	√
<b>The percentage of availability of show success to sustainable marketing in the Company</b>		<b>70%</b>

The General Company for Iraqi Cement is considered one of the large and important manufacturing companies in the Ministry of Industry and Minerals in

Iraq, as its production operations have a significant impact on the environment because it consumes natural resources as inputs to it before and during manufacturing, and that the products of this company are classified within the basic construction materials in the development of civilizations and countries in Various parts of the world in addition to the company's branches scattered in multiple geographical regions within the country and the large number of human resources working in this company. Depending on the results of the research in the checklists prepared to show the percentage of the reality of the application of sustainable marketing requirements in the Iraqi General Cement Company during the year 2019, the relative importance of each of these requirements can be reached in this company and as in Figure 2.

**Figure 2** The relative importance of sustainable marketing requirements in the General Company for Iraqi Cement



**DISCUSSION**

It is noted from Figure 2 that there is a clear difference between the relative importance of the steps or the requirements of sustainable marketing in the General Company for Iraqi Cement, as the relative importance ranged between (9% -25%), while it is assumed that it will balance and fall within the normal ratio (16.667%). The research found that the organizational structure does not receive enough attention with the company and that it is a solid structure whose organizational contract cannot be modified easily as the relative importance of the reinforced structure reached (9%) which is the lowest percentage, and the research also concluded that marketing opportunities clearly receive the company's attention and pour its efforts into it as The relative importance of prospecting was 25%, which is the highest. As for the other researched variables, their relative importance ranged in descending order, as follows:



- The company emphasizes showing its successes and hiding its failures in a striking way that exceeds the average rate, as the relative importance of showing success reached (21%), which is higher than the required percentage of (16,667%).

There is a clear commitment among the managers and employees of the company and in its various technical and administrative departments towards sustainable marketing, as the relative importance of the unified commitment reached (18%), which is higher than the required percentage of (16,667%).

The company's goals are stable, but support sustainable marketing, so it does not need radical changes to keep pace with the requirements of sustainability that may occur in the future, as the relative importance of renewable goals reached (15%), which is a little less than the required percentage of (16,667%).

- The company's financial specializations in the field of implementing sustainable marketing are somewhat appropriate and it can be said that it is acceptable and enables the achievement of the purpose and it is clear that the company does not face significant financial difficulties and has no deficit in financing sustainability-building activities in its business, as the relative importance of supporting financing reached (12%) and is less of the required percentage of (16,667%).

## CONCLUSIONS

The principles of sustainable marketing are available in the General Company for Iraqi Cement and that the company is trying to meet the requirements of applying the concept of sustainable marketing in its business, but it varies in its emphasis on each of these requirements individually in practice, as the requirement for prospecting opportunities is ranked first in the interest of the management of the company and receives sufficient support considering The company is profitable and tries to maximize its sales to increase its profits, through the constant search for expected opportunities that may be provided by the application of sustainable marketing, and the requirement to show success is ranked second in the company's interest as the company emphasizes improving its image in the minds of a client It is through continuous publishing of all the company's successes in the field of sustainable marketing, but the company hides its failures in this aspect and does not announce it, which puts it in a position contrary to the rules of transparency in industrial work, and the unified commitment to the principles of sustainable marketing is ranked third of the company's interest, as most employees in the company possess the desire and willingness To respond to the issues of environmental preservation and customer protection, and therefore they are self-committed to sustainability, but the company does not encourage them to convert that willingness into actual behavior. The distinct but documented the high commitment of the departments and reward employees on a collective basis rather than individually. The requirement of renewable goals is ranked fourth in the company's interest, as the company does not make clear changes to its main and subsidiary goals and perhaps because the company's goals are consistent with

the concept of sustainable marketing and therefore it does not need to be renewed or replaced. The supporting financing requirement is ranked fifth of the company's interest, as the company's revenues are stable, allowing the company nearly stable cash flows, but the company does not allocate a sufficient percentage to finance the sustainable marketing program, and it needs to increase sustainable financial allocations because the financial resource represents one of the main pillars on which all marketing work depends. In industrial companies. The requirement of the reinforced structure is ranked sixth and last of the company's attention as its organizational structure is stagnant and is not subject to change in its joints so the company faces major problems in applying the concept of sustainable marketing because of the apparent lack of organizational units to be created to enhance the implementation of sustainability activities, including evaluation of the contribution of technical and administrative units In the sustainable marketing program, modifying its course and providing the required advice and guidance. In conclusion, the General Company for Iraqi Cement should achieve a balance in its emphasis on the requirements or the steps necessary to implement the concept of sustainable marketing in its business, because these requirements are basic and interrelated parts, some of which should not be neglected or sufficient to complete each other in isolation from others, and we can say that the requirements of sustainable marketing represent a chain The rings are closely related and durable to each other.

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