

ABSTRACT

This study aims to determine the implementation of the green product at retail businesses in Apricot Fruit Store culinary Bandung in 2015. By conducting qualitative research methods such as interviews and observations to the informant who is a supervisor Apricot Fruit Store. Interviews were conducted in depth to the resource on the application of green product and business strategies that are used in Apricot Fruit Store in 2015. The application is not yet fully apply the green product in Apricot Fruit Store business causing no maximum on the application of green marketing

Keyword: *green product, Apricot Fruit Store*