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E-SIGNATURE:

DATE:

August 25,2020

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33188320435 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908

Mobile/WhatsApp: +33607591197 | **Email:** info@eiu.ac

Marketing Management

Abdallah Gaber Saber Maharik

European International University

MGT540: Marketing Management

Dr. Tarek Mostafa Hussein

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Marketing Management

1- Introduction

At present the concept of marketing has evolved to the point that it entered into a new phase is the stage of the social concept of marketing, which emphasizes marketing activity is no longer free to plan and promote as it pleases without regard to the interest of the community. Marketing must strive to achieve the interest and well-being of society and its consumers by satisfying their needs and desires. Through its marketing activities, organizations must assume their responsibility in this field, and try to reconcile three basic considerations: satisfying the needs and desires of consumers, making profits, and taking into account the interest and well-being of society through sincere promotion, appropriate prices and fair competition. There is no doubt that the organization that takes this into account is the best publicity for it and its future.

Marketing is a philosophy that leads to the process by which organizations, groups and individuals obtain what they need and want by identifying value, providing it, communicating it and delivering it to others. The core concepts of marketing are customers' needs, wants and values; products, exchange, communications and relationships. Marketing is strategically concerned with the direction and scope of the long-term activities performed by the organization to obtain a competitive advantage. The organization applies its resources within a changing environment to satisfy customer needs while meeting stakeholder expectations (Bradley 2003).

Marketing has arguably become the most important idea in business and the most dominant force in culture. Today mass media encapsulates our lives, satellite TV, broadband internet access, instant communications via web and mobile phone, all of which mean messages can reach you virtually at any time and place. This means that marketing pervades society not on a daily basis but on a second by second basis (Whalley 2010).

According to Bradley 2003, There is no unique strategy that works for all organizations, so in preparing a marketing strategy for the organization under research (*Life Water*), we must look at a range of factors such as the diversity of products, the geographical coverage of the organization and

the flexibility in determining the extent to which the desired goals can be achieved, flexibility in marketing, the culture of the target community, product quality and strong competition in the market.

2- Marketing proposal

Strategic Market planning is to make sure that the company reaches the place that stakeholders, especially shareholders, see at a certain time by studying a range of factors affecting success and identifying opportunities, risks and challenges. Kvint (2009).

As Ritson (2011) Before embarking on the strategic marketing planning process, two important steps must be taken, namely, the study of external and internal factors that negatively and positively affect the success and growth of the company in all the markets in which it wants to enter such as (1) Governments activities (2) Economic Factors (3) Social factors (4) Technological factors (5) And five porters elements. The world market of bottled water has grown quickly and is considered as a global billion dollar business (Guler, 2007a, b). In the countries such as the United States of America, nearly 80% of the population drinks bottled water (Gingras et al., 1999). The dramatic increase in the consumption of bottled water worldwide has been attributed to the consumers' concern over increasing water pollution and their objection to offensive tastes and odors such as chlorine from municipal water supplies and bacterial contamination. Apart from the use of bottled water as drinking water, it has found wide usage in infant formula preparation, reconstituting other foods, also for cleaning contact lenses, skin care and filling humidifiers (Saleh et al., 2001)

For internal analysis Life Water should cover all internal factors in its analysis starting by the value chain analysis.

Given that the company under research is experiencing violent reactions from consumers due to the remarks of Mrs. Zara Leono where she said "The water bottling industry is not the one who uses the most water because all of the other beverages use more water to grown additional products that are needed to create their beverages. We just sell water." Life Water company should apologize to consumers for this irresponsible statement and that there has been a misunderstanding among some which led to a distortion of the meaning of its content as it only said the truth in order to absorb the anger of the consumers targeted from the advertising campaign.

And Life water company should be careful about which was happened with Nestlé in California. In California, environmental groups are battling Nestlé's water bottle operation in the San Bernardino National Forest, an area suffering from drought. "All the climate change modeling that has been done suggests Southern California Mountains are going to get drier and hotter," said Ilene Anderson, a senior scientist with the Center for Biological Diversity. <https://www.nytimes.com/2019/09/15/opinion/bottled-water-is-sucking-florida-dry.htm> *August 8, 2020 4:07 pm*).

In view of the repeated complaints of the citizens of the state, the company should attach in the folds of its apology and promise to allocate a portion of the profits for public projects of the state as well as the employment of some citizens, but this will be an effective solution and therefore the company has to work a *strategic plan* to solve the problems radically as the natural evidence confirms that the sources of availability of spring water are depleted.

There are many basic steps to carry out the marketing strategic planning process that Life Water should follow as follows:

The **Mission Statement**;" our main mission is to spread happiness to our clients or stakeholders through pure water".

Our **Vision** is" To be the Market leader in the field of bottling water"

SWOT analysis;

Strengths

- Experience & know how in the market of bottling water.
- Population growth in California and Los Angeles.
- Flexibility with market changes as well as technology.
- Cost Leadership (ability to source raw material from its origin).
- Market trust in the products.
- Products quality & market acceptance.
- Production capabilities.
- All sales cash on delivery.

- Products variability.
- Human asset with suitable age groups.
- Product innovation skills.

Weaknesses

- No trade offers by Life Water compared to competition with lower cost structure.
- Distribution channels.
- Warehousing space availability will be handled in new factory.
- Very difficult and expensive to exit from the market.
- Too narrow product line.
- Missing some key skills or competencies.

Opportunities

- Lack of development in the market as a whole.
- Worldwide is a large market with large demand.
- Large opportunity due to lack of product variability.
- Globalization.
- Falling trade barriers in attractive foreign markets.
- Recent development in the infrastructure (in new market).
- Governmental support offered by ministry of industry & trade & other identities.
- Market stability.
- Few competitors.
- Ability to transfer skills or technological know-how to new products or businesses.

Threats

- High investment in distribution, machinery (capital machinery & refrigerated cars).
- Product substitutes.
- Limited availability of trained human capital.
- Ease of market entrance.
- Foreign Exchange Rate fluctuation.

- Coronavirus Pandemic.
- Growing bargaining power of customers or suppliers.
- Adverse demographic changes.
- Vulnerability to recession and business cycle.

There has to be some kind of change in advertising so that they use a variety of slogans from time to time to induce a community that sometimes suffers from droughts that the company stands by them. So, the upcoming are proposed slogans;





Source; <https://sloganshub.org/save-water-slogans/> August 10, 2020

In terms of quality, the company should use some of the terms that will inform the target community of product quality such; 1- the real mountain Water Taste. 2- Water, Approved By your Spirit. 3- First, you drink. Then you live.

And this will be Through some **Objectives**;

- Developing smart toys as a first stage that addresses the different classes of society.
- Access to the latest industrial technologies in the field of bottling water and introduce them to the domestic market.
- Employing the best human resources capable of achieving the aspirations of the company in all sectors.
- Provide cash flows for production, development and distribution plans.
- Horizontal and vertical expansion through product development and marketing activities. In addition to developing the distribution capabilities of the company.

Financial Objectives

- To reach 1 Billion USD sales in 2020 with around 25% increase compared to 2019
- Estimated profit margins 28%.
- Increasing the market value of the stock on the Stock Exchange.
- Provide 170 cars to transport the product from large and small trucks.

Marketing Objectives

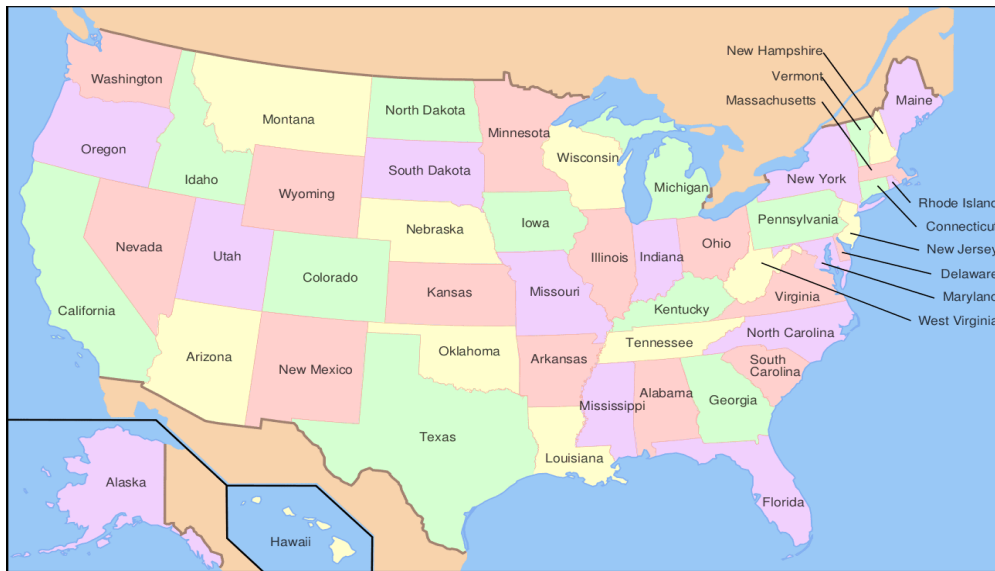
- More distribution (horizontal & vertical)
- Marketing activities in the market(ATL & BTL)
- Stress the positioning of the products as the best VALUE FOR MONEY product in the market.
- Make advertising campaigns through media to reach as many customers as possible in the United States of America to introduce our product.

Operational Objective

- Life water should manufacture plastic bottles that are used in filling water as the plastic bottle element is an important element of the cost and its production within the company may help a great deal to give a competitive advantage to the company.
- Restarting or recycling some empty slugs and selling them to some industries that use this type of recycled plastic, such as the alcohol industry To enhance profitability goals
- Produce plastic bottles of different sizes 400 mm, 600 mm, 1 liter and finally a family size of 20 liters. The family size is refillable.
- Produce of 250,000 bottles of water per day from each size.
- Producing a completely empty product of bacteria and microbes.
- Introduce the bottled water in new designs with carbon filter.

Targeting

- The existing range will target B-&C segments with minimum marketing activities & we will concentrate mainly in distribution capabilities (cars & sales force, Internet, Social media), as well as availability through our stores and website.
- Also, Life water should target densely populated cities like the 15 cities in the following table which will help to achieve the financial objectives.



Source; <https://www.rhalaa.com/2018/04/usa-map.html> August 10, 2020

Population Density The 2019 population density in the United States is 36 people per Km² (93 people per mi²), calculated on a total **land** area of 9,147,420 Km² (3,531,837 sq. miles).

#	CITY NAME	POPULATION	#	CITY NAME	POPULATION
1	New York City	8,175,133	16	Jacksonville	868,031
2	Los Angeles	3,971,883	17	San Francisco	864,816
3	Chicago	2,720,546	18	Columbus	850,106
4	Brooklyn	2,300,664	19	Fort Worth	833,319
5	Houston	2,296,224	20	Indianapolis	829,718
6	Queens	2,272,771	21	Charlotte	827,097
7	Philadelphia	1,567,442	22	Seattle	684,451
8	Phoenix	1,563,025	23	Denver	682,545
9	Manhattan	1,487,536	24	El Paso	681,124
10	San Antonio	1,469,845	25	Detroit	677,116
11	San Diego	1,394,928	26	Boston	667,137
12	The Bronx	1,385,108	27	Memphis	655,770
13	Dallas	1,300,092	28	New South Memphis	641,608
14	San Jose	1,026,908	29	Portland	632,309
15	Austin	931,830	30	Oklahoma City	631,346

Table 1; Population in USA

Source; <https://www.worldometers.info/demographics/us-demographics/> August 10, 2020

Positioning

- Our main positioning in the bottling water market for the past years now is value for money, which will continue in 2020 .However, this positioning will spread to reach A-

& B+ market segment that weren't targeted before by Life Water by new pack and new slogans.

Porter 5 force analysis is one of the important frameworks that help in evaluating the competitive position of business firm. Various factors influence the profitability of business firm. Rivalry among existing competitors, chance of entry of new firms, availability of substitute products, availability of customers and suppliers etc. directly affects the profitability of business organization (CHAPPELOW, 2019). Porter five forces will help Toys to determine its weaknesses and strengths in the international market. Also it helps in developing corporate strategies.

- **Competition in industry:** Competition in the industry refers to the ability of competitors existing in the market. The increased of the number of equivalent products and services and huge completion will lower the business in the international market. However, lower rivalry among existing companies will help Life Water to charge higher price for its products and services.
- **Bargaining power of suppliers;** it refers to the ability of suppliers to increase prices for inputs served to Life Water Company. Number of vendors, quality and uniqueness of supplier's products and switching cost to search to another vender impacts the bargaining power of suppliers in the market.
- **Threat of substitute;** Substitute refers to products that can be substituted in place of other goods and services. The availability of alternatives to products increases the risk of investing in this market as consumer behavior always tends to the product that gives it the value of the money spent on this commodity. Availability of substitutes also determines the price of the product charged by the firm.
- **Bargaining power of customers:** This element of the forces affecting the market is one of the most important elements as the alliance or the ability of customers to alliance would reduce prices as well as the number of customers and the quantity of their purchases and the cost of switching from one company to another all these factors determine the ability of customers to influence the market. Life Water must be fully

aware of customers' monthly and even daily withdrawals and the extent to which they are connected to each other in order to be ready for an emergency strategy to counter any move that may affect investment in this market.

- **Threat of new entrant:** This part is very important as Life Water company must take into account the factor of time and money as the decrease in liquidity and money may increase the risk of new companies entering the market and in contrast the low liquidity, money and possibilities of companies that want to enter the market increases the ability of Life Water to impose competitive control in the market and may be the imposition of prices. Besides the above, Life Water must enter the densely populated markets such as New York and Chicago and even bear in mind that they have factories in this country where the availability of skilled labor is cheap and the availability of raw materials as it is a country attracted to investment and the focus of the world's attention.

Tactics & Actions

- Water is collected from pure springs which do not contain any contaminants or additives where the taste is better and suitable for customers.
- Water purification through membranes that remove 99.99% of dissolved minerals.
- The company distributes a number of small refrigerators to hyper markets with its slogan to attract the client.
- Instead of weekly visits to the market, customers receive one monthly bill supported the number of bottles consumed.
- Life Water can supply a spread of water coolers for rent to its client base, together with customary floor models or counter prime models providing decisions of cold water solely, hot and cold, or temperature and cold water dispensing.
- Water delivery to houses and offices. Through analysis done by the company, this selling approach has been found to be very effective in engaging customers to undertake drinking water and to become accustomed having a cooler near . Once the

cooler is in situ, the bulk of consumers realize it most convenient to go away it there and order extra bottles of water from the corporate that provided the cooler.

- Financial department must provide the necessary liquidity for the expansion process through payment terms for customers not exceeding 20 days.
- Resort to a bank to obtain a long-term loan to buy the required equipment with zero interest or maximum 1%.
- Human Resources Management should choose the active elements in the field of sales and distribution with ages ranging from 23 to 26 years at most.
- In addition to this, put all objective in the **balanced score** card and the estimated time to be reviewed and analyzed. Also, determine the **measurements** are a very essential part to make sure that we are in the right direction or our strategy needs to be amended .Most measurements were a baseline of your current situation in order to compare it in the future and the other were percentage, numbers and time.
- Based on the above Life Water began its communication plan with the purpose and **awareness** so that others reading the document understand why to use it. Make all employees aware of the S&P and be able to talk about it at all points' communication. After that the organization determined who is it trying to reach? And the **Audience**, its customers, vendors, board member, social media networks, city officials and mainly its employees. Then, began to talk to its audience through media and marketing campaign by the **message** of "Since water is life, we offer you pure water to be the source of happiness for the whole family." this message gave the audience the opportunity to buy the product without bothering the tension of obesity. In addition The company under research identify and exactly identify how to send this message to its all audience so that selected the **Communication Venues** such as website,• Conference presentations, Media venues - video, radio, Electronic communications - email, text,• Print publications - flyers, brochures, posters, Budget documents and Annual reports.

- Then, for each of these **promotional venue areas**, establish; Responsible party, frequency of updates, personality, accessibility, assessment and target audience. For each of the key messages. The organization under research established the communication format(s) and workflow guide.
- All the above **explained** to all audience and stockholder via formal presentations, informal presentations, special interest group, individual discussions, collaboration and facilitated group discussion.
- Finally, the strategy kept alive and be introduced to new employees as they enter. The results are very reassuring and show that Life Water is in the right direction.

3- Social media PR campaign.

One of the fundamental objectives of marketing is to develop relationships with customers. The internet is no longer only to find information; it is there to enable companies to more effectively engage in relationship building. According to Gummesson (2008) relationship building is the interaction in networks of relationships. The internet can be used to create this network of relationships. Carter (2009) believes that one of the best ways to form relationships and create influencer value is by going socially since now the market has evolved.

According to Harris (1993) , Marketing public Relations (MPR) refers to a package of activities designed to support promoting objectives like raising awareness, informing and educating target audiences, gaining understanding, building trust, giving customers a reason to obtain the product. The MPR program may be a late twentieth century development with a large coverage within the promotional material, advertising, and selling press. It's a tool typically wont to complement and extend the reach of advertising in reaching niche markets wherever it should be pricy to advertise. It's conjointly used at bound periods within the product's life cycle so as to get interest and excitement. MPR can even enhance the impact of non-public commercialism by ingraining trust and long-run relationships with the purchasers. It will offer that linkage with the client that nourishes loyalty and continuing usage. What was a long-time ago thought-about to be product promotional material, integrated within the promotional material effort has evolved into a

package of techniques and tools that aim at increasing a company's sales of its merchandise and services.

Perception is that the method by which individuals receive, interpret and recall information from the world concerning them. Perceptions are most powerful influencing factors in shopping behavior as they are the physical characteristics of the stimuli, the relation of the stimuli to their surroundings and condition. The scope for advertising, product and package design in this context is obvious (Bradly 2003).

Due to the importance of PR, the corporate should produce a mutual atmosphere of trust between it and its customers and also the importance of this comes from the following: (1) Building Product Awareness. (2) making Interest. (3) Providing info. (4) Stimulating Demand. (5) Reinforcing the complete. The previous 5 objectives can facilitate Life Water to get (1) Perception. (2) Image. (3) Understanding and price. (4) Crisis management. (5) Enhance two way communications. (6) Reduce promotional budget.

According to Bradly (2003), Effective public relations are a way to popularize a company as compared to other marketing methods such as advertising. The main goal of public relations is to present the Company in the media and to communicate the company's perspective to the world outside. The PR team makes sure that all the details about the events is provided to the students and they are also in charge for all the media coverage of.

According to Giannini (2010) There is no doubt that customers have become fully aware of what is going on in the markets and the expectation of their consumer tendencies is difficult and even complicated, so the company water life must test a range of important functions to increase the effectiveness of the marketing campaign such as;

- 1- Digital and PR Manager of a communications agency.
- 2- Executive Director of a brand building agency.
- 3- Client Service Director of a communications agency.
- 4- Managing Director of an advertising agency.

5- Executive Director of an advertising agency.

According to Kitchen (2010), customers are engulfed with promotions, that the secret is the message to the audience during an approach that doesn't seem as ancient. And this can be precisely once and the way the necessity for MPR emerged. MPR allows pushing products/services indirectly through interaction and recreation, thus making curiosity and interest within the communication. MPR has the power to draw in to draw in of media and therefore give third party endorsement, which might build the message additional plausible. So, Life Water Company should concentrate on the Four P's which are price, place product and promotion.

To achieve an effective PR, Life Water company should use some tools such as;

Tool	Objectives
Press release	To create awareness about the company's products. To reach large number of consumers.
exhibitions, road shows	To generate publicity. To be in contact with clients. To force the awareness through entertainment and Education.
Anniversaries	To attract interest. To strength the publicity.
Newsletters	To enhance the image of the company.
Sampling	To assure that a large number of clients trialed .
Social Media Pages	To be in contact and interact with clients opinions.
interviews	To create trust and clarity. To absorb the public's anger of Mrs. Zara Leono.

* **TABLE 2** MPR tools used to increase demand.

4- Conclusion

The first step to success in achieving the goals is to identify and analyze internal and external factors surrounding the business environment, take advantage of strengths, avoid weaknesses, or at least reduce potential risks during running business. The most important thing is to know the product well and know the trends and desires of consumers and this will never be done except through an effective strategic marketing study and through direct and indirect communication with the target customers.

Therefore, Life Water Company has known its competitive advantage, which it can offer to the community by studying the market in the field of bottled water, studying competitors and knowing their bargaining power. As well as knowing the ability to enter and exit the market.

The nature of access to the consumer and the study of his behavior is a very complex subject, but through the means of communication, advertising and the quality of the product. Life Water was able to have a reasonable market share of bottled water market and is spreading in different states.

Finally, studying the market , consumer tastes , the behavior of competitors , knowing where to centralize , ways of financing and the most important means of communicating with customers are the most important steps of the success of companies.

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