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COVER PAGE AND DECLARATION

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Students' Full Name:	Basem Mohamed Yusuf Almarkh
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E-SIGNATURE: _ Basem Almarkh

DATE: _ 7th, Sep 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

Table of content

Introduction.....	5
The Logo of Tranquil Water.....	5
Marketing Objectives of Life Water.....	5
The mission of Life Water.....	7
The vision of Life Water.....	7
The values of Life Water.....	7
Use of Bioplastics and It's Positive Impacts.....	8
Problem statement.....	8
Proposed Solution.....	9
External analysis.....	9
Political and legal factors.....	9
Economic factors.....	10
Socio-environmental factors.....	11
Technological factors.....	11
Internal analysis.....	12
Strength.....	12
Weakness.....	13
Opportunities.....	13
Threats.....	14
Strategies of Marketing.....	14
Pricing strategy.....	14
Product strategy.....	15
Promotional strategy.....	15
Place strategy.....	16

Conclusion16

Public Relation Campaign17

 The goal of the business.....17

 Communication17

 Important Messages17

 Key Strategies for Life Water18

 Target audiences of the PR campaign.....18

 Tactics18

 Channels18

 Timeline19

References.....20

Introduction

Life Water is a reputed company that supplies bottling water mostly in the United States. The company is located around 150 kilometers away from Los Angeles, California. Basically, the company focuses on serving branded water bottle manufacturing rather than selling wines, soft drinks, soda, etc. Recently, the company invested 5 million dollars to make it a greener company and to launch the Tranquil Water product. This product is completely made of bioplastics. As drought is befallen quite often in California, the company decided to serve bottled water to especially those regions to help the people. In this project, I am going to create and serve a marketing proposal that will help the company to launch new products in the market which would feature bioplastic usage as well. This project is going to cover the problem statement and according to its proposed solutions explicitly. The marketing trends of this niche is also going to be discussed in this project. Finally, after analyzing the market and the company's marketing objectives and strategies, I shall provide the marketing proposal for Life Water.

The Logo of Tranquil Water



The slogan of Tranquil Water can be stated as follows: Be Green and Drink Pure

Marketing Objectives of Life Water

The marketing objectives of life water can be determined with SMART, the famous acronym of

S: Specific

M: Measurable

A: Achievable

R: Realistic

T: Timely

Objective Number	Specific	Measurable	Achievable	Realistic	Timely
1	To enhance environmental sustainability, the company will focus on the use of biodegradable materials.	For the measurement of this objective, the balanced scorecard will be required to use.	The objective will be considered as achievable as soon as the company will refuse non-biodegradable materials and accept biodegradable commodities.	The company focuses to improve the environmental sustainability as well as the image of the company to a broader extent. Therefore, it can be perceived that the adoption of biodegradable materials are going to help the company to accomplish it.	Hopefully, 3 months will be sufficient to implement the objective efficiently.
2	The company Life Water is eagerly wanting to enhance its market Performance. For that reason, they are going to launch "Tranquil Water".	The activity of relaunching "Tranquil Water" product will surely raise the market share of the company Life Water.	The company requires to perform competitive strategy analysis to achieve this objective.	This particular objective is absolutely relevant according to the company's business goal.	Typically, it will take 5 months to accomplish the objective, i.e. formulate the strategy as well as the implementation.
3	This objective is based on the promotion of the newly launched product of the company named "Tranquil water".	To measure the performance of Life Water in terms of increasing the communal awareness of	Environment conservation is important to develop the business of Life Water and adopting the right	For business success, the company is going to relaunch its elite brand to generate a positive	Hopefully, to complete this objective, 3 months' time will be required.

		environmental sustainability is the objective. In this case, KPI can be used.	marketing strategy with bioplastic material helps the company to convey a positive message.	impact on the market.	
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The mission of Life Water

The primary mission of the company Life Water is to serve drinking water within bioplastic bottles. Basically, their motto is to provide high-quality service to customers by concerning to maintain the environment. The company always wants to expand its customer base for that reason, they keep the manufacturing cost and distribution cost most minimal. Overall, Life Water uses environmentally friendly practices to reach its business goal.

The vision of Life Water

The vision of the company was to establish and enhance its leadership position in both the domestic as well as international market. The company wants to be a dominant brand in the industry of branded water. It also wants to improve its marketing campaign as well so that maximum visitors can know about the company and its high-quality drinking water products.

The values of Life Water

The values of the company Life Water can be segregated into different categories. Such as:

- **Teamwork:** The Company believes in teamwork. The employees of Life Water co-ordinate with each other profoundly and accomplish every challenging task together. They work together and always try to make their customers happy by serving their demands.
- **Accountability:** Life Water Company is always accountable for their service. They never delay deliverables.
- **The commitment to customers:** The Company is always active to develop and maintain a positive relationship with its customers (Leninkumar, 2017).

Use of Bioplastics and It's Positive Impacts

A bioplastic is a form of normal plastic but its characteristics have hell and heaven difference than normal plastic. Bioplastics are made of polymers which are basically extracted from several biological resources for example cotton, cellulose from trees, potato starch, and sugar cane (Piorkowska, 2019). Therefore, due to having such composite materials, bioplastics become around up to 80% of biodegradable, which is a good sign for a healthy environment. The company Life Water commonly uses bioplastic as plastic bottles. The use of bioplastics promotes single-use applications. The bottle made with bioplastics can be recycled, which aids the firm to cut down the production cost as well. The positive impacts i.e. the benefits of using bioplastics are as follows:

- Bioplastics are reusable with the process of recycling.
- Bioplastics have the potential to reduce the carbon footprint that efficiently saves production energy.
- The prime benefit of using bioplastic is it is environment friendly as it is non-toxic and sustainable that serves the opportunity to expedite environmental sustainability.

Problem statement

Recently, the use of plastic has been raised more or less all over the world. The plastic has served an adviser impression on the environment. Plastic does not only serve its impacts on the environment but also it impacted human lives as well as wild lives as well (Rainey, 2010). Besides having positive effects of using plastic commodities in regular life, it has also immense negative effects as well. The prime negative effect is recently facing the whole world, i.e. pollution. Therefore, in this case, it is essential to refuse the usage of non-biodegradable plastic commodities and start producing as well as making alternative materials for accomplishing its works like the packaging. Different companies are required to stop serving non-biodegradable plastics as packing material to their customers. Thus, overall, it is found that the use of non-biodegradable plastics is the prime problem for the natural environment.

Proposed Solution

The company related to this project, i.e. Life Water is a popular multi-dollar company that serves bottled water. Life Water has become a popular brand for using non-biodegradable plastic to serve its new product, the Tranquil Water. This product is basically packed with bioplastic material. In general, the bioplastic is such a type of plastic that is made of straw, vegetable fats, woodchips, corn starch, and other different recycled food wastes. If it is considered deeply, Life Water has taken a great step to abuse the use of non-biodegradable plastics by using bioplastic, which is a good solution as it has the potential to be decomposed within three months while putting into an industrial composting plant. The bioplastic has the feature to get decomposed more or less up to 80% that serves a biodegradable natural environment (Alshehrei, 2017). Thus, it is perceived that Life Water has taken care of this matter and tries to use an alternative packing system for their products. Therefore, with its new product named Tranquil Water, the company is not only going to lessen the usage of non-biodegradable plastic but also it is going to generate awareness among the customers regarding the positive impacts of bioplastic water bottles both in their life and nature as well.

External analysis

For external analysis of Life Water, the PESTAL analysis tool is used. From the below analysis we can evaluate the external business environment related to the marketing plan of the Life water company including the factors- political, legal, social, environmental, economic, and technological factors (Perera, 2017).

The macro-environment

Changes in the macro-environment won't influence the firm's daily activities, except they are similarly as significant. The primary variables of macro-environmental have been isolated by four categories:

Political and legal factors

- To numerous organizations, political considerations are probably going to be of prime concern.

- Drinking water is one of the significant physical needs of humans. In any case, humans will devour the water in their everyday life. So, any political circumstances won't influence the Drinking water business.
- In the USA, even though the current world of politics is steady, the changes in arrangements identified with tax assessment present an issue for Life Water.
- The organization may need to manage revenue changes due to such changes in policies. the current corporate tax in the USA which isn't very high still a challenge to small or medium-sized organizations.
- The current political mindfulness related to sustainability will have a positive impact on the tasks of Life Water.
- Considering legal factors related to the filtered water industry in the USA, the national government doesn't monitor the use and extraction of water from the ground or surface for filtered water.
- Water law is chiefly under the domain of state law. Likewise, Life Water would need to guarantee that its item is followed by the FDA guidelines and the U.S EPA.
- On account of Tranquil water, Life Water can't label the item as spring water except if the water is gathered in spring unless doing it.

Economic factors

- Financial elements generally impact costs and benefits, demands.
- As an outcome of worldwide competition, the US economy has saturated and the average of corporate revenue has steadily decreased.
- This presents a huge issue for Life Water as on account of the expanding development of the filtered water industry the competition is moreover expanding.
- Life Water would need to create and execute interesting techniques to effectively confront worldwide competition.

Socio-environmental factors

- Since the water is a human's significant physical needs, Socio-culture conditions are extremely less for the drinking water business.
- The social condition where Life Water confronting issues related to water shortage and the network is accusing organizations like Life Water for utilizing a lot of water.
- This would negatively influence the efficiency of the organization to depict itself as an environment-friendly organization in the market.
- Reusing and recycling waste material is vital for the improvement of ecological sustainability. In this competitive market, Life Water is not moving in the direction of a successful reusing measure that presents ecological issues for the organization.
- Life Water would need to relieve this issue by utilizing environment-friendly items. Moreover, Life water would confront environmental concerns like wastes from manufacturing, disposal, shipping of water bottles with the effect of its water extraction.

Technological factors

- Since the innovation is impacting the growth of numerous items, it is a primary macro-environmental variable.
- Access Natural water is receiving most advancements in technologies in their item. Through the latest technologies, they are refining water without including any synthetic substances.
- Life Water needs to build up the necessary technology for bottling water in bioplastic bottles.
- The decay of the organization's share in the market was expected to its use of bioplastic bottles.
- In this way, legitimate subsidizing must be guaranteed for the improvement of such technology.

The micro -environment

The microenvironment demonstrates the components which the advertising firm has controlled or which it can use to gain data that will better assist it in its marketing activities.

Internal analysis

For the internal analysis of Life Water, the SWOT analysis tool is used. From the below analysis we can evaluate the strengths, weaknesses, opportunities, and threats related to the marketing plan of the Life water company (Gürel & Tat, 2017).

Strength

- **Taste:** The energetic and refreshing taste of Live Water can be experienced by any individual devouring this water, and it is simply to gently shiver your taste buds.
- **Quality Assurance:** Progressions of lab tests are led reliably for each batch of water, both in a completely prepared in-house research center just as others authorize redistributed labs in agreement to local and worldwide guidelines.
- **Natural:** The water doesn't need a harsh purging because of the virtue of the source from which the water is extracted, consequently the utilization of disinfectant synthetic substances which are a demonstrated health risk.
- **Image:** Live Water is guaranteed with safety authentication and the service of Health.
- **Source:** It naturally protects the freshness and purity of water: a cycle that can't be imitated, and isn't changed by the bottler.
- A solid revenue base permits the organization to concentrate in on course selling distribution
- Investment in innovation permits the organization to utilize inventive practices in business
- The efficient workforce of Life Water would assist the business in improving its situation in the market.

Weakness

- Price: At the point when differentiating with other water prices, Live Water cost is dainty more.
- Using a plastic bottle goes about as a shortcoming by diminishing the organization's image in the market palace.
- Reusing plastic bottles are expensive, which raises the expense of production.
- The organization can lessen the reuse of plastic bottles by utilizing new practices like bioplastic to keep up harmony in the market.
- The arrangement for the premium division would encourage the development of Life Water's customer base and would dispose of packaging issues. Issues in the production process would expand the risks identified with unlawful retailers and producers and would decrease Life Water's capacity to contend in the market.

Opportunities

- Quickly developing field: The world is changing the individuals to more machine-dependent. they are happy to go for a simple approach to satisfy their necessities. In this circumstance, drinking water in bottles has more chances.
- Present new flavor: Acquaint the herbal water with the market which will serve to human wellbeing.
- Financial capability: Since there are a group of organizations, they have more chances to extend their business.
- Extension: the expansion of opportunity in quality drinking water condition agreeable packaging.
- Increasing interest in bottled water in the USA. The filtered water industry is relied upon to develop at a yearly rate of more than 5%.

- Consistent investment in innovation would permit the organization to get a huge share in the developing business market of premium filtered water. The development of a productive workforce based on execution would permit the organization to develop.

Threats

- **Entering new competitors:** Numerous new competitors are entering the market. This gives an intense rivalry to the water brands including Live Water.

- **Water Filter Manufacturers:** Live Water isn't just getting rivalry from mineral water producers but on the other hand is confronting an extreme rivalry from different water filter makers. They have been showing their purifiers in the market which has diminished the deals of filtered water sell to clients.

- The effective delivery channel of the other manufacturers.
- High rivalry between central members in the filtered water industry.
- The presence of unauthorized retailers decreases the share of Life Water.
- Productive workforce and ID names would assist with competing for unauthorized retailers which would improve the performance
- The stable revenue of the organization will assist to face the market competitors.

Strategies of Marketing

To improve the sales of the products there is a need for assessment of the effective marketing strategies to enhance the business productivity and growth we are using the 4P analysis of strategies. The 4P analysis includes the product, pricing, product, and promotional strategies of Life Water company to get the objective of the firm (SAM, 2017).

Pricing strategy

To upgrade competitively, a viable pricing technique assumes an extremely vital role as it can expand the customer base. Life Water has just put around \$5 million in the development of the organization's actions in environment-friendly practices. Hence, it would be generally proper for the organization to utilize a competitive pricing methodology to take improve its market place.

Besides, the organization needs to contend with Aquafina and Dasani and a competitive pricing technique would assist with distinguishing valid prices for Life Water's items. Moreover, Life water can select a cost-push pricing strategy to guarantee benefits, yet a reasonable price would give an advantage.

Marketing Costs	
Media	\$500
Direct marketing	\$300
Advertising Video	\$250
Market research	\$2500
Special media advertising	\$600
Recruitment	\$5000
Total Cost	\$9100

Product strategy

The re-launch of the Filtered water brand with bioplastic packaging would encourage Life Water to improve its brand name, organizational development, and environmental sustainability. The product system is viewed as an essential promoting procedure to improve the growth and distribution of the products. The whole idea of bioplastic bundling is interesting in the filtered water industry and guaranteeing efficient delivery would improve the presentation of the products in the local network and the also global market.

Promotional strategy

A company can extend its market reach and effectively develop in the market by utilizing a reasonably promotional strategy. Such a technique is framed to convince, remind or educate the intended people concerning the products by utilizing a few distinct components of the promotional mix, to be specific, public relations, businesses, advertising, online business, and social media.

Place strategy

The trade effectiveness related to the company can be created with a viable place or distribution process. Such a system guarantees smooth execution of business tasks through the advertising method, shipping, stock, and merchandising. Life Water ought to settle selling distribution channels and simultaneously, ought to utilize the direct delivery of its final products during the primary stage to improve the share in the market. the direct distribution procedure is a more conveyance technique than route selling strategies. it encourages the company to effortlessly to arrive at new clients.

Conclusion

From the described advertising plan, we can infer that using environment-friendly practices like bioplastic packaging would improve the customer base of Life Water, and more feasible development and sustainable growth of the organization would be promoted. Additionally, through efficient market division, the organization can improve its situation in the competitive market. Bioplastic bottling would assist Life Water to preserve the environment from contamination and add to environmental sustainability. Fundamentally, the organization can get sufficient ROI through environment-friendly products.

Public Relation Campaign

Public relations campaigns are broadly used to increase the awareness of people about certain products or services of a company. The product image and information are the key weapons that usually intimate the customers through public relations campaigns. To develop an effective PR campaign typically three factors are essential such as be fast, be a strategy expert, and most importantly be loyal, i.e. serve the relevant (Theaker & Yaxley, 2017).

The goal of the business

The goal of the business of Life Water, i.e. relaunching its "Tranquil water", which is absolutely environment friendly because it is going to serve the bioplastic packaging facility to promote sustainable development. This concert is going to improve the business standards of Life Water for sure.

Communication

To run a PR campaign for Life Water business, the vital objective would be communication. The campaign is going to establish a positive image of the company and help in branding. The company requires to focus on the market segmentation process to serve the promotional message to the audience successfully. Email can be the medium for communication i.e. sending promotional messages to the targeted audiences. Basically, the company is going to focus on the green plan; therefore they are emphasizing the process of recycling wastage and controlling the pollution rate. The invention of practicing bioplastic bottles is a good thought which will encourage the audiences explicitly. As a result, its campaign will engage more audiences.

Important Messages

I want to serve some important messages to the company Life Water to run its business as well as its PR campaign. Firstly, the company must serve the best quality service to its customers. As they are going to start using an eco-friendly packaging system, they must stick to this strategy in the future as well. Lastly, to manage the reaction from Miss Leono's comments, I would like to say that the advantages of business operations to the local community must be maintained.

Key Strategies for Life Water

- To compete with its competitors like Aquafina and Dasani, the company should adopt a competitive pricing strategy, which is going to drive audiences to the brand.
- The company should adopt route selling strategies and direct distribution strategies for making a positive customer base.
- Life Water must consider the demographic, and geographical diversifications to improve their market position.

Target audiences of the PR campaign

Basically, the local community will be the target audience of the PR campaign therefore the region of California.

Tactics

The market research method will be the best tactic for the company Life Water to expand its business performance in the marketplace. Formerly, to start its main activity of running the PR campaigns, the company can create questionnaires and serve the local community to know their opinion and demand (Ciarapica, Bevilacqua, & Mazzuto, 2016).

Channels

Nowadays different platforms are available to promote a business. Life Water has the option to use a combination of diverse media channels to promote its business. They can do offline promotions like poster sharing, leaflet sharing, etc. On the other hand, they can adopt different social media platforms like YouTube, Facebook, Instagram, Twitter, etc.) to promote the business. Recently, maximum people all over the world are using social media. So, it has a chance to reach its business over social media swiftly and enhance the popularity of the business.

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