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## COVER PAGE AND DECLARATION

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I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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# **Marketing Assignment (Life Water)**

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## **\*Executive Summary**

Marketing is the art of attracting customers to a product or service and convincing them of the value for money for the subject product/service to increase the market share through having more customers and sales in addition to keep reminding customers of the benefits and enhancement of the product/service to avoid losing customers in favor of competitors.

The International Marketing is the application of marketing principles to satisfy the varied needs and wants of different people residing across the national.

Nowadays, the competition in business became very tough due to wide variety of channels to reach customers, variety of shopping and variety in cultures even within the same country.

I would like to give a brief about Bioplastic Industry

Bioplastics are plastic materials produced from renewable biomass sources, such as vegetable fats and oils, corn starch, straw, woodchips, sawdust, recycled food waste, etc. Bioplastic can be made from agricultural by-products and also from used plastic bottles and other containers using microorganisms. Common plastics, such as fossil-fuel plastics (also called Petro based polymers) are derived from petroleum or natural gas. Not all bioplastics are biodegradable nor biodegrade more readily than commodity fossil-fuel derived plastics. Bioplastics are usually derived from sugar derivatives, including starch, cellulose, and lactic acid. As of 2014, bioplastics represented approximately 0.2% of the global polymer market (300 million tons). ( Wikipedia ).

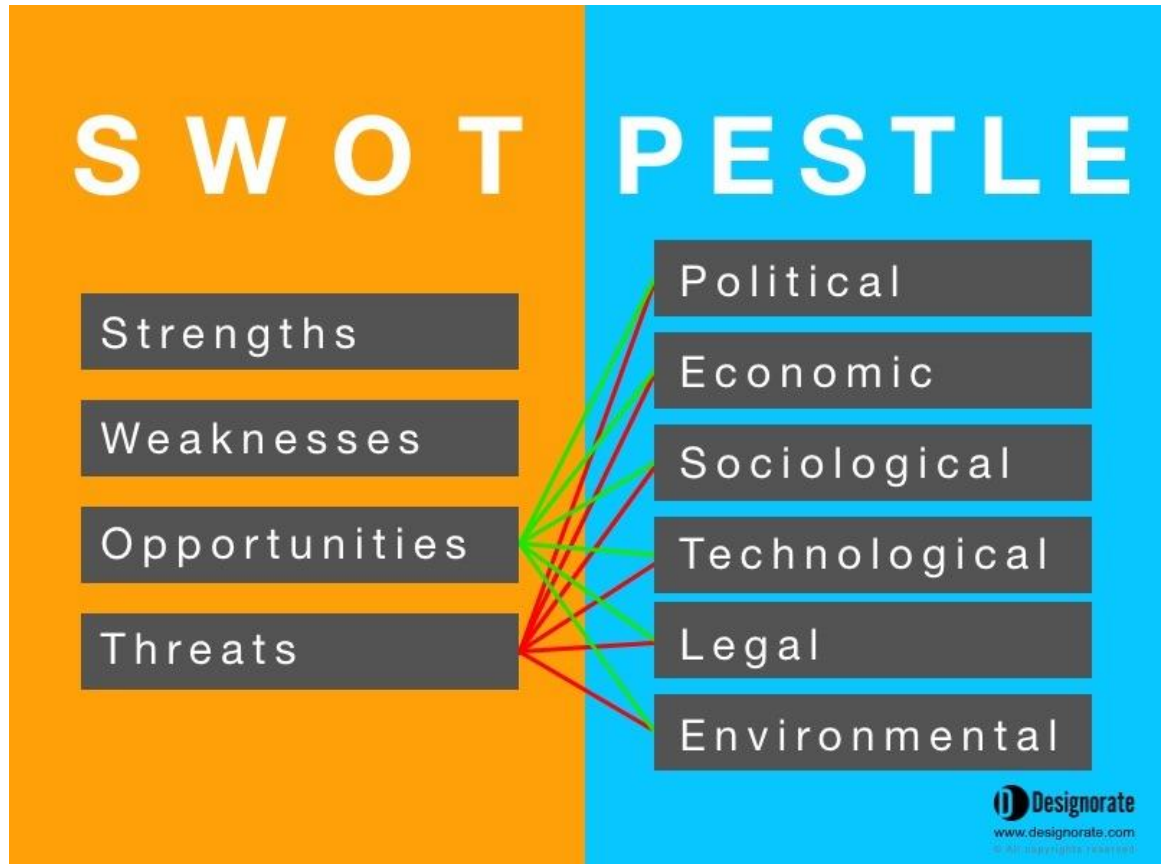
## Attractive Opportunities in the Bioplastics & Biopolymers Market



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**Case Scenario :-** Life Water is a multi-million-dollar bottling water company that is 150 kilometers outside of Los Angeles, California, Their Local Community is complaining that they are using too water during California's current drought... etc.

**\* Situational Analysis ( PESTLE & SWOT ) :-**



**PESTLE Analysis :-**

**Political - Regional and Geographical Features of Life Water Company :-**

They are, from north to south, the Klamath Mountains, the Cascade Range, the Modoc Plateau, the Basin and Range, the Coast Ranges, the Central Valley, the Sierra Nevada, the Transverse Ranges, the Mojave Desert, the Peninsular Ranges, and the Colorado Desert.

Stable political systems and this will make it safe and suitable to relaunch the production line

### **Economic - Market: -**

Consumers Base:- USA Market is a very wide market which covers more than 300 million Person needs.

Economic status: - it is not stable right now cause of corona virus which affected a plenty of sectors but It's good chance for any industry focused on hygiene like Life Water.

### **Social - Bioplastic Industry insight:-**

North America and Western Europe are the primary consumers of bioplastic water bottles worldwide growing at the highest CAGR in the forecast period. Developing countries such as India and China have tremendous potential and are rising at a rapid pace due to the increase in domestic demand. Some of the market trends include strict government regulations, growing population and recent technological developments in biodegradable packaging. These factors are expected to be the primary reasons for the growth in bioplastic water bottles market. (Source: - Fmi – Future Market Insight).

### **Technological**

The latest technology is used within the country , the internet is high speed encourages the people using it in all aspects of their lives , the media is opened with access to global satellite channels makes people aware of latest trends and new industries in the world.

the wide use of technology by all of its means will help to have different channels of advertisement and reach to the majority of people in this market.

### **Legal**

The legal system is firm and secure that encourages new investment that will be protected by regulations and legislations set to facilitate business process. It's very important to have a firm legislations to protect investors but still the relation and contractors with labor should be carefully treated in accordance with the laws to avoid troubles.

### **Environmental**

There is a growing environmental agenda and the key stakeholders are now becoming more aware of the need for business to be more proactive in this field. Environmental awareness shall be useful as “ Life Water “ is an environment friendly industries that gives it a privilege over most of competitors , this advantage should be highlighted in the marketing campaign to attract people who are concerned about the environment.

## Conclusion :-

Life water should follow the mentioned below steps to be successful with an escalating trend :-

- 1-Continual innovation to meet customer needs.
- 2- Durable water products .
- 3- Cost efficiency and value for money
- 4- Perpetual social media campaign
- 5- Successful advertisement plan through different media means

## **SWOT Analysis: -**

### **\* Strength Points :-**

- 1- Industry Booming at the current Periods coinciding with Corona Virus Pandemic. People attention to go for disposable items and neglect the multiple use items.
- 2- The Strong governmental support for this kind of industries as it helps too much at making the environment clean.
- 3- Planning to relaunch the new production line for the Tranquil Water.
- 4- Very wide market can help strongly in the diversification.
- 5- Easy-to-deliver product.
- 6- Environmentally friend company.

### **\* Weakness Points: -**

- 1- People Reactions after Ms. Leono's statement.
- 2- Not defining a plan for the employees of "How should you speak and reply the critics on social Media pages".
- 3- increment of number of competitors around the country and all over the world in general.

### **Opportunities :-**

- 1- Being investing five million dollars creating a greener company and relaunch Tranquil Water production line ; is a very good chance to increase the Growth sales in a short term.
- 2- 1High potentials of opening new markets at developing countries cause a not bad percentage already has the culture now of going toward bioplastic manufactured items.

### **Threats :-**

1- The term bioplastics certainly doesn't help. 'Bio' conjures up feelings of 'natural' or 'environmentally friendly' whereas the rising tide of plastic waste has become a "planetary crisis". Research by Julia-Maria Blesin at the Hochschule Hannover has shown that when people hear the phrase bioplastics they tend to jump to certain conclusions: that it's completely plant-based, for instance, or that the raw materials are organically cultivated.



- 2- Due to communication revolution in the era of computer and internet , any marketing plan has the distinct challenge of “ cutting through the clutter “
- 3- Logistic issues may be coming up by the next wave of Corona Virus.

### **3- Marketing Objectives**

Increasing the Market share within very short term .  
Achieving the return of investment within maximum 2 years .

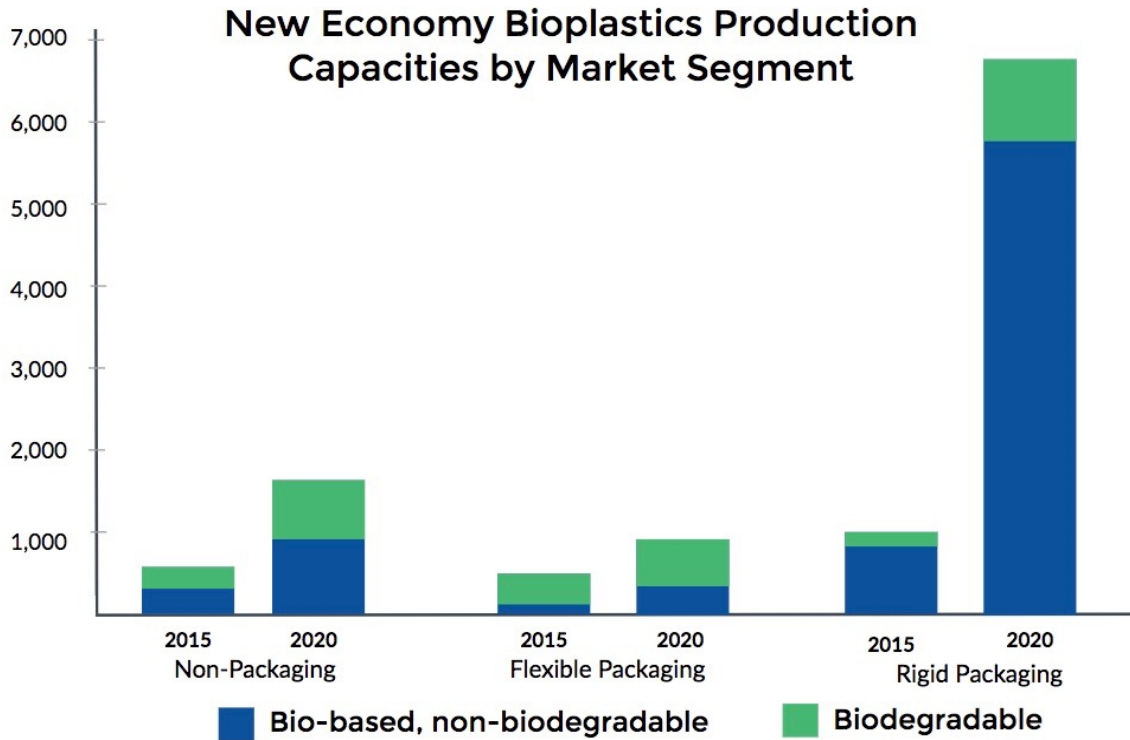
### **\* Segmentation Targeting Positioning :-**

#### **Market Entry Strategy in terms of products in demand**

The fact that large companies justify and require specialized programs affects market segmentation. Life water is not a small company, we will choose to approach the biggest sector of consumers whose volume requirements can equal and exceed our production capacity.

Identifying Target Markets will help to pinpoint the advertising and better “ speak the language “ of prospective customers to get a higher return of investment.





### BCG Matrix Model :-

It's circular to make a good start in the new market by prioritizing the products that are in high demand to achieve targeted sales and planned profit. one of the key techniques to set the strategy for introducing the products at the early market entry is BCG Matrix which is designed to help with long-term strategic planning to help a business consider growth opportunities by reviewing its portfolio of products to decide where to invest, to discontinue or develop products, it's also known as growth/share market.

The Matrix is divided into 4 quadrants represents market growth and relative market share



**1- Dogs :** These are products with low growth or market share

The usual marketing advice is to remove any dogs from the product portfolio as they are a drain on resources without a return.

**2- Question marks:** Products in high growth markets with low market share.

These products are in the grey area and not known if they will become a star or drop into the dog quadrant.

Manufacturers always do significant investment to push them into the star quadrant to improve its marketing position and get the targeted profit.

**3- Cash Cow :** Products in low growth markets with high market share ,

These products should continue with enhancement to keep customer satisfaction as to maintain the market position and high market share.

**4- Stars :** Products in high growth markets with high market share

These products are the market leader and the most profitable to the business as it generates more return on investment though require ongoing to sustain.

Using BCG matrix will help “ Life Water “ manage its portfolio of products to decide where to invest and figure out which areas of its business deserve more resources and investment and would be introduced in new market entry.

The strategy for entering a new market shall consider the range of products that are expected to have the maximum market share and market growth as well.

Life water is selling water , Bio plastic bottling and going to relaunch the Tranquil water production Line ;

Marketing Strategy should allow more investment and marketing campaign to get their items be in Star Quadrant having high market share within 2 years from the market entry.

## **\* Marketing Mix**

### **Life Water strategy for its business growth**

Planning for the business growth is one of the key factors that help in having map defined strategy to meet the long term objectives.

Life Water should have studied the different options for its new step to expand the business based on through study if its capacity , market condition , economy trends and business environment.

On of the tools that are used to define the most appropriate strategy that suits the organization is Ansoff Matrix.

The Matrix categorizes the strategies for business growth with respect to the magnitude of risks associated into 4 categories :-

A) Marketing Penetration :- Existing market and existing product.

Strategy of selling more of the same product within the same market

Tools :-

- \* Develop a new marketing strategy to encourage more people to choose the product or to increase its consumption
- \* Introduce a loyalty program to encourage customers keep using the product
- \* Special offer promotions in recognition of occasions.
- \* Increase sales force's activities.
- \* Use Boston Matrix to decide which products warrant further investment, and which should be registered.
- \* Buy a competitor company (Particularly in mature markets).

B) Market Development:- New market with existing product.

Strategy of targeting new markets , or new areas of existing markets to sell more of the same product to different people.

Tools :-

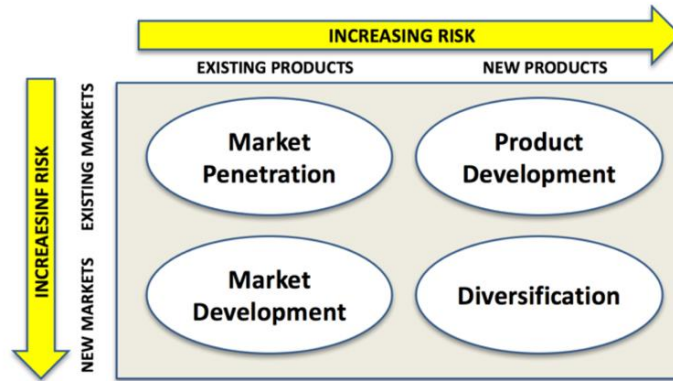
- \* PESTLE analysis to assess the impact of key influences political , economical , social , technological , legal and environmental factors in the new market.
- \* Market Segmentation for targeting specific groups of people.
- \* Marketing plan to position the product in the new market.

C) Product Development :- Existing market with new product.

Strategy of selling different products to the same people

Tools :-

- \* Enhance the product by producing different variants or repackage existing product.
- \* Introduce related products or service for the provided service.
- \* Improve quality of the existing product or improve customer service for the provided service.
- \* Innovate and keep improving customers' awareness of the product features.



D) Diversification :- New market with new product.

Strategy of selling completely different products or services to different customers within a different markets

Tools:-

PESTLE analysis to assess the impact of key influences political , Economical , Social , Technological , Legal and Environmental factors in the new market.

Development Options for every organization shall be governed by many factors that define its capacity to take the potential with each of the option.

Marketing strategy should allow more investment and marketing campaign to get their product in the high quadrant having high market share within 2 years.



Marketing is simplistically defined as ‘putting the right product in the right place, at the right price, at the right time.’ Though this sounds like an easy enough proposition, a lot of hard work and research needs to go into setting this simple definition up. And if even one element is off the mark, a promising product or service can fail completely and end up costing the company substantially.

The use of a marketing mix is an excellent way to help ensure that ‘putting the right product in the right place,...’ will happen. The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering. The marketing mix is most commonly executed through the 4 P’s of marketing: Price, Product, Promotion, and Place.

## Product

Product refers to the physical goods or intangible services that you offer, but there’s more to it than that. It’s also about the experience that users and customers have with your product. What makes customers choose your product over others? What problems does it solve? What attracts people to your products or services?

They may be attracted to the product packaging, features, ease-of-use, name, quality, design or support. The transaction may be for the physical product. But, the purchase is influenced by the entire buying experience.

All the four elements are centered around the customer. It is important to know who your audience is and what they care about. Create buyer conviction. Conduct customer research. Learn as much about your current or potential customer base as you can. This will help you make decisions that are more likely to resonate and appeal to your target audiences.

## Place

Place refers to the distribution of your product. How will customers find and purchase what you are trying to sell? Will it be sold in retail stores or exclusively online? Two of the most common distribution channels are: direct sales and wholesalers.

If you run a local retail business, you will likely use direct sales at your location. You may also offer certain items through an online store. Whether in-store or online, you are the primary contact managing and shaping the customer experience.

Another option for businesses is to sell through an intermediary a wholesaler or reseller. If you sell through Walmart or Amazon, you will fit into this category. The advantage of working with a wholesaler is that they tend to have a wider distribution network and larger customer-base.

Although it makes it possible to reach more customers, you lose some of that customer connection that is associated with direct sales. It can also be extremely difficult and lengthy process to land a deal with big name wholesalers like Walmart.

If your business does not have a year-round consistent supply of products, it is not an ideal fit for intermediary sales. If your sales are more seasonal or available for a limited-time only, then direct sales are a more suitable option.

Life water shall open new markets and be widely placed to can cover the hugest portion of USA , after Corona Virus ; Market demand has been changed a lot and they have to get use of the new purchasing cultures which have been consisted in such a pandemic , people concentrates too much on the Hygiene concept and I think that bio plastic bottling water is the best choose they can go nowadays.

**Price** Price covers the actual amount the end user is expected to pay for a product. How a product is priced will directly affect how it sells. This is linked to what the perceived value of the product is to the customer rather than an objective costing of the product on offer. If a product is priced higher or lower than its perceived value, then it will not sell. This is why it is imperative to understand how a customer sees what you are selling. If there is a positive customer value, than a product may be successfully priced higher than its objective monetary value. Conversely, if a product has little value in the eyes of the consumer, then it may need to be underpriced to sell. Price may also be affected by distribution plans, value chain costs and markups and how competitors price a rival product.

The strategy that Life Water choose should be based on the value of your product, the production and distribution costs, consumer demand and competitive landscape.

## Promotion

Promotion is the communication technique of the entire marketing function aiming to raise customers awareness of a product or brand , providing necessary information about the product verbally or visually.

Promotion is key in generating sales and creating brand loyalty , promotion is successful when it reaches right audience in the right time by any of means.

promotion has many tools can be in a physical environment by arranging events like trade shows, festivals and concerts, this type of promotion involve direct interaction with customers that help achieving immediate purchases.

Other type of promotion is the traditional media including newspaper and magazines or electronic or electronic media like TV and Radio , Outdoor media like billboards or banners.

Recently the digital media took an important place in the promotion depending on heavy use of internet and social media across the world in parallel to the revolution in the communication field.

Sales promotion is another approach that can be considered the preferable from the

customers point of view due to benefits and more value gained in return of money.

after Mrs. Leon's sentence and coinciding with opening the new production line ; Life Water shall go for some promotions and expand its advertising strategy to re-attract people to buy their product and make a good clients base for the new product.

#### -- Supplier Power (Risk to drive the price up)

Supplier power is the extent to which the supplier can affect pricing of the product , this depends on number of suppliers of the key input for the product. the more alternatives available the less effect of the suppliers to drive the prices up. Successful organization should have different suppliers and a backup plan to switch from one supplier to another with lowest cost possible to overcome the power of the unique supplier and its capability to control over business.

#### " Applying this force on Life Water Business "

Life Water has a long-term approach to achieve its business objectives, it has a long term relation with its supplier who share the same business model and values, the strategic relation with a huge range of suppliers make them partners than just supplier.

This strategy proven to be very successful in eliminating the power of suppliers and their influence on the price.

#### -- Buyer power (Risk to drive the price down)

Buyer's power is the ability of buyers to drive prices down, it depends on the number and importance of buyers and their available options that make it easy to switch to competitor's product.

Dealing with few and powerful buyers increase their influence and ability to dictate their terms that definitely affects the business negatively.

#### " Applying this force on Life Water Business "

Having a long term relation with its buyers will be a factor of success. Attractive product as a bioplastic industry helped to attract more customers and maintain a loyalty of existing customers.

### **Other Factors affect the Marketing Mix :-**

#### **Market Demand**

Among the worst enemy of environmental pollution is one-time use plastics, which broadly include plastic water bottles. These bottles are disposed off when the beverage is finished. The plastic water bottles consume around 400 to 1000 years to

decompose. Launch of biodegradable water bottles is one huge advancement towards controlling the contamination brought about by plastic.

50% of plastic water bottles are utilized just once, plus, these bottles need thrice the water amount to create a plastic jug than it needs to fill single bottle. Biodegradable water bottles are other method against the customary plastic bottles which are making significant harm to the nature. Biodegradable water bottles are capable of decomposing anywhere, be it ashore or sea. Rising awareness about environmental protection among individuals is estimated to fuel the biodegradable water bottles market.

Bioplastic water bottles produced using algae are entire edible and vegan , these bottles produced using natural sources can sustain significant water exposure level along with being unbreakable. The other food evaluation organizations were relied upon to embrace biodegradable container packaging solutions for things like milk, juice, and other family unit produced. Moreover, there is development in the demand regarding filtered water in light of the clean and safe drinking water which will prompt a critical growth in the biodegradable water bottles market.

### **Pure Competition?**

Oligopoly is a market structure with a small number of firms, none of which can keep the others from having significant influence. The concentration ratio measures the market share of the largest firms. A monopoly is one firm, a duopoly is two firms, and an oligopoly is two or more firms.

As per my survey ; Life water is competing in clean market without Monopolism.

### **Skimming Strategy**

Price skimming is a product pricing strategy by which a firm charges the highest initial price that customers will pay and then lowers it over time. ... The skimming strategy gets its name from "skimming" successive layers of cream, or customer segments, as prices are lowered over time.

Coinciding with re opening of the Tranquil water production line ; Life water can go for skimming strategy.

### **Scheduling and Budgeting**

Determining the Budget plan is so important for Life Water, and after this critical situation ; they've to replan for the next period with such market circumstances. Competitors budget study shall be done.



## **“ PR Campaign “**

<b>1- Search Marketing</b>	<ul style="list-style-type: none"> <li>Paid Search</li> <li>Paid for inclusion feeds</li> </ul>
<b>2- Online PR</b>	<ul style="list-style-type: none"> <li>Publisher outreach</li> <li>Community Participation</li> <li>Media Alerting</li> <li>Brand Protection</li> </ul>
<b>3- Online Partnership</b>	<ul style="list-style-type: none"> <li>Affiliate Marketing</li> <li>Sponsorship</li> <li>Co-Branding</li> <li>Link-Building</li> <li>Widget Mar</li> </ul>
<b>4- Offline Communications</b>	<ul style="list-style-type: none"> <li>Advertising</li> <li>Personal Selling</li> <li>Sales Promotion</li> <li>Sponsorship</li> <li>Direct Mails</li> <li>Exhibitions</li> <li>Merchandising</li> <li>Wourd-of-mouth</li> </ul>
<b>5- Interactive Ads</b>	<ul style="list-style-type: none"> <li>Site-specific Media buys</li> <li>Ad networks</li> <li>Contra-deals</li> <li>Sponsorship</li> <li>Behavioral Targeting</li> </ul>
<b>6- Opt-in e-mail</b>	<ul style="list-style-type: none"> <li>House list e-mails</li> <li>Cold (rented list)</li> <li>Co-branded</li> <li>Ads in third-party E-newsletters</li> </ul>
<b>7- Social Media Marketing</b>	<ul style="list-style-type: none"> <li>Audience Participation</li> <li>Managing Social Presence</li> <li>Viral Campaigns</li> <li>Customers Feedback</li> </ul>

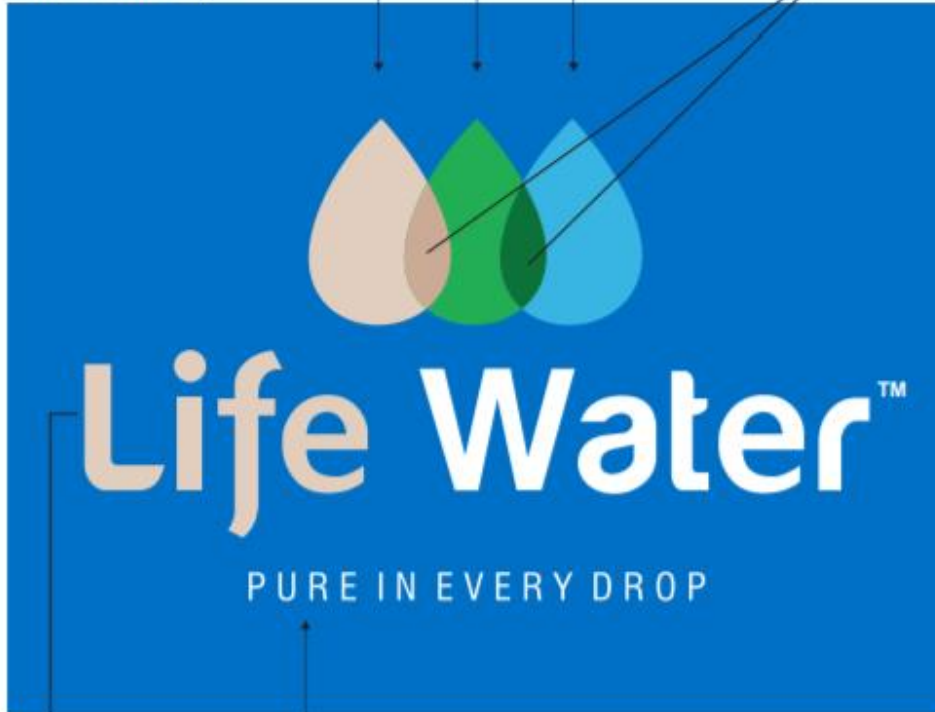
# Life Water New LOGO

Drop stands for:

Life Earth Water

interconnect  
(importance with each other)






**BRAND Identity**  
*Brief Summary*



Created fonts of curves and straight paths depicting movements of everyday LIFE with WATER as the main source of energy to live.

Slogan depicts pureness, cleanliness, crystal like healthy water for drinking. Each drop will help to maintain healthy lifestyle.

## Pantone Colors

-  482 C (Human Color / Life)
  -  354 C ( Earth, Green living, Eco)
  -  298 C
  -  300 C
  -  White (pure, crystal clear)
- Water character color / biochemistry

## **\*Implementation & Control**

Life Water has to make perpetual Achieving plan and always study the distribution channels (B to B & B To C) ; Locally or internationally. How to control your strategy, how to reach your targeted vision. Periodic Auditing & Evaluation  
Plan to  
Avoid Gap analysis  
Immediate Corrective action plan incase of loose potentials.

## **\* References**

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<b>Segmentation &amp; Targeting &amp; Positioning</b>	Ellen Macarthur Foundation
<b>BCG Growth Market Share</b>	Boston Consulting Group
<b>Marketing Mix</b>	Investopedia ( Alexandra Twin Reviewed by Somer Anderson )
<b>4 Ps of Marketing</b>	BYJU's ( Learning App )

**Thank You !**  
**Hope to meet your expectations**  
**Mohamed Shehata**  
**Student ID: 596838**