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COVER PAGE AND DECLARATION

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Students' Full Name:	KHALED MOUHYELDIN ALI SHOSHA
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E-SIGNATURE: _____ KHALED MOUHYELDIN ALI SHOSHA
DATE: _____ 17 March 2021

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

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1- Company Introduction:

Consider the following scenario. Life Water is a multi-billion-dollar water corporation located 150 kilometers from Los Angeles. The corporation invested \$5 million to become more environmentally friendly, and Life Water is about to relaunch their elite product line, Tranquil Water, with a new bottle. Bioplastics are used to create this product.

2 Executive Summary

The aim of this marketing strategy is to bring Tranquil Water, a new commodity, to the Los Angeles, California market. Our company's mission is to provide everyone with clean, nutritious water. The articles that follow provide an overview of the business and the commodity in question. Our initial presumption that there is a lucrative niche in the dairy industry is focused on the fact that the commodity is new to the market and has no direct competition.

As a result, we examine the consumer environment in terms of demographics, demands, growth, and potential developments in this marketing strategy. We used the survey approach to classify our target market and then analysed the results to determine which market segments to target. The aim of the survey was to collect objective data in order to define and capture the needs of our target group. Our aim with the survey was to collect objective data in order to define and capture the needs of our target group. The market has been discovered by us.

There are alternatives to the traditional ones that have side effects, such as cleaner water. on the basis of .We created a SWOT analysis based on secondary and primary market research to get a deeper understanding.

consider where the product will fit in the market, as well as how we plan to exploit the product's strengths and weaknesses.

Chances to put a spotlight on our risks and flaws As part of our marketing campaign,

We define the steps we plan to take in order to make this product in depth using the marketing mix.

against all odds, I'm going to say yes. The marketing blend can also explicitly illustrate the product and its distinct selling points. Was the first to market in California. We intend to break even in five years by penetrating the market and creating solid brand recognition.

the manufacture of Tranquil Water using bioplastic bottles

As a green business, we want to concentrate on bioplastics and life water. A overview of the product launch and all of the strategic plans we will make before and during the actual launch of Tranquil Water in the market can be found towards the end of the article.

A budget breakdown of all operating costs and launch components, including promotional materials, is also included.

Third but not least, there is a two-part backup plan.

The vitality and authenticity of life are highly important to the company's primary target. The company's mission is to make customers happier by making them look good and feel good.

Each and every decision made by the organization is based on long-term value, benefit, company growth, and maintaining a stable partnership with partners.

3- Tranquil Water SWOT Analysis:

After analysing the atmosphere and the situation, a SWOT analysis is needed. This report offers a broad summary of the firm's and its environment's capabilities, shortcomings, prospects, and risks.

he following is a statement of the marketing goal:

3-1 Strengths:

- There is currently no other bottle of water made from bioplastic in California, and the one we will be importing is well known and solid. We will be launching with just one commodity, coffee, at first, but as interest increases, we might consider launching new types of products (Tranquil Water has an extensive product portfolio). We believe we have a first mover advantage that no other bioplastic product exists, which we can use to our advantage.

Our commodity would be marketed as a cleaner alternative to tap water. California's economy is thriving.

- Is promoting a health-conscious movement that is well-received.
- Bioplastics have the ability to address big contamination concerns, making water life a greener sector.
- In California, the Tranquil Water brand is known as a functional and active operating business.
- environmentalists (not to mention the growing anti-plastic bottle campaign and the report that found microplastics in bottled water)
- Raised worries about the purity of tap water could be one explanation for the revival of bottled water; according to a Gallup survey, 63 percent of Americans are worried about polluted drinking water.
- The company's relationships and transactions with its retailers or vendors are solid.
- The company's financial state is well-organized, and it has reached a certain size.
- Portfolio of the brand is very well-built.
- Excellent water bottling process.

3-2 Weaknesses:

- Governor Jerry Brown of California, who declared a state of emergency due to the drought in 2014, has called for a 25% cut in intake. The municipalities' success was evaluated in terms of their adherence to these directives by the authorities.
- California's water intake dropped by 13.5 percent in April relative to the same month last year, due to the introduction of a mandatory water management scheme in this western US state struck by drought four years earlier.

"The water bottling industry is not the one that uses the most water since all of the other beverages need more water to grow additional items that are required to make their beverages," Leono, Life Water's plant manager, said on her personal social media profile. "All we do is sell water."

- There is no direct interaction of the company with the customers that affects the sales of the brand •
- There is a small distribution network • There is a strong rival • There is no market share • Customers have little experience • There is no direct association of the company with the customers that affects the sales of the brand

3-3 Opportunities:

What business dynamics or segments are conducive to expansion?

- The corporation will improve future success by improving the way consumers approach them.
- In order to improve the commodities, the product standards must be improved. • Economic slowdown can negatively affect demand – • Unpredictable seasonality and colder winters may reduce demand • Crystal Geysler, Pure Life, Aquafina, and Dasani are very strong competitors • Emerging markets show positive future promise • Economic slowdown may negatively affect demand
- Improve the distribution network • The market is very large and appealing
- Increased demand for high-quality goods due to distributor takeover

3-4 Threats:

What are the ways that rivals are nipping at your heels?

To retain the company's position, the number of items connected to stores must be expanded.

- The firm has had a long-standing issue with trade excise.
- The economic climate has an effect on the company's position.
- Political unrest • New entrants from departing competitors • A large number of competitors • Keeping customers happy
- Instability in the economy.
- Increases in the general sales tax • Plant development

1- Who are competitors?

The most popular and noteworthy The company's local rivals include Many firms, including Nestlé of Switzerland and major American brands including Aquafina (owned by PepsiCo) and Dasani (owned by Coca-Cola), bottle California's water.

2- Tactical Marketing Goals

- The organization aims to be environmentally friendly and leads to the issue of disposing of non-biodegradable disposable water bottles and replacing them with biodegradable containers to minimize emissions.
- Gain a high enough market share to establish the new product line as a strong competitor in the market.
- Make Tranquil Water boards open to every American customer.
- A change in customer views of old bottled water and the movement toward the use of bioplastic water bottles
- Provide a high-quality message on the latest product line to the target audience

3- Marketing Objectives for the Project:

- Increasing earnings by 5% a year in a sustainable manner by valuing staff and retaining customer satisfaction are among the company's marketing priorities.
- By increasing the production volume of key brands, the sales ratio will be increased.
- A large amount of the budget is spent on main company advertising and marketing.
- Advancement in research and development allows for the introduction of adaptive technologies into local markets.

- Boost monthly revenue by 2% by introducing a social media ad initiative and holding a free workshop once a month before the end of the year to raise awareness and inspire people to purchase Tranquil Water. d foot traffic in my shop.

4- Overall Vision:

The company's overall vision is to first evolve on a provincial basis, then eventually expand to a national level as its brands penetrate local markets, increasingly gaining consumer loyalty through various market segments through reliable and creative products.

5- Strategic Objectives for Every Primary Objective:

As one of the company's core strategies, customer-ship, the company strives to expand its product portfolio in order to meet the advanced demands of its consumers.

- Maintain its status as the nation's Provencal leader by incremental advancement.
- Good regional management helps to improve relationships with stockholders.
- In the second year, achieve a market share of 5% in terms of sales.
- At the end of one year, sponsor two of the top five American football championships in the United States.
- At the end of one year, fund at least two big US American football tournaments.
- At the end of one year, having Tranquil Water accessible in all states where American football tournaments .Resorts are common.

6- Marketing strategy

- **The company should use three campaign tactics to actively sell its Tranquil Water goods with the intention of growing sales: segmentation, targeting, and placement.**

They are concerned with the following: UALITY BO

10 Target Market Segments:

- All individuals (Behavioral- Demographic- Geographic- Psychographic) classes are the company's focus category.

- Gather up-to-date, accurate information.

(what information do you require)

- Segment the market.

- Be aware of your rivals (customer accounts or personas).

- Make your research a part of your strategic strategy.

,as the firm positioned itself as a provider of safe water. Tranquil Water brands are shelved almost anywhere in the province, with consumers paying attention to them when shopping for everyday things like groceries, coffee, and restaurants.

11 Tranquil Water Marketing Mix: -

11-1 Product:

Possessing the appropriate product or service for your target market.

- Tranquil Water is the most common brand of water. • Tranquil Water is fully classified in the house.
- Pure water, free of microplastics, is used in foods and drinks.

11-2 Price:

Selling your goods or service at a price that your target consumer considers fair.

- Retail values are not set in stone; they fluctuate over time and are different for different goods.
- When determining the price for any article, the corporation considers the tactics of competitors.

11-3 Place:

Distributing your goods to places where your potential buyers can find it easily.

- Tranquil Water is providing facilities in almost 136 districts, with plans to expand into other provinces.

The corporation has industry divisions that are active with potential progress preparation

11-4 Promotion:

Creating appropriate impressions across a variety of mediums, such as print, direct mail, posters, brochures, and postcards, TV or radio commercials, newspaper or magazine advertisements, online, and more.

The corporation promotes its goods through electronic and print media advertisements. Aside from traditional promotions, the firm provides schemes such as special bags, sales, and so on to entice the bulk of consumers.

12 - Main strategies:

1. Market Penetration:

The company's market growth policy involves expanding its product range and expanding its presence across North America. Demand augmentation may be achieved by boosting the market with food ads, resulting in improved market penetration.

2. Market Development:

Tranquil Water is expanding the utility of its market growth approach by promoting product creativity and R&D for new product development.

When a company's business growth becomes more intertwined with its globalization, investments, and alliances, Tranquil Water is focusing on both of these aspects as well.

3. Diversification Strategy:

The company's diversification policy is mostly geared toward America and developing economies. The corporation currently serves 136 districts around the country and is working its way to adding more.

16-Monitoring and Control:

The company's tracking and management is successfully carried out using the balance control card process, which focuses separately on the four viewpoints below:

- From a financial standpoint
- From a customer standpoint
- From an internal standpoint
- From an innovation and learning standpoint.

13- - Budget:

- The major part of the budget is being used up by the company in marketing programs and strategies.

14- Placing Social Media Presence the Right Way:

Our company will flourish like wildflowers if we have a decent, or even great, social media presence. However, this can only happen if we can build a huge following and figure out how to give them just what they want. Here are some excellent ways for our company to boost its social media profile and expand its market.

1. Identify our Goals and Objectives

Promote life water as a green company

Tranquil water product line

Identifying our priorities and expectations is the first step toward expanding our social media reach.

This means that before we start blogging, we can make sure we know what we're after. We'll be off to a better start if we grasp how each channel works, what markets we will meet and when, and what our priorities are.

1. Let Them Know we are Human

We consider what does water represent for the population?

We consider Water Scarcity in California

Enable our viewers to see a lighter side of us. This entails frequent interaction on our social media pages.

Very sometimes! This does not entail merely posting a link to our article in the expectation that anyone may read or click on it. This entails really showing up and engaging with others. React to comments from our viewers and engage with them as they express an interest. Show them who we are, and they'll want to read more stories or visit our website so they'll feel more connected to us.

3. **Understand Their Needs**

Understanding the needs of the group would enable one to engage with them on a more personal basis. We'll be more able to consider what they want to read about and what they believe in if we know what they want. Once we understand this, we will give them whatever they want, which includes directing them to our website to learn more about our project.

4. **Include the Icons on our Website**

On our personal website, we make sure to have icons for our social media networks. It would be easier for those who come to read our content to like and support us as a result of this. We don't let them look for us; instead, we make it easy for them to contact us.

5. **Link our Profile to our Website**

Connect our website to our Facebook, Twitter, or other social media accounts. We want to provide links to our profiles on our website, and we also want to provide links to our website so that people can learn more about our business.

6. **Share with Everyone**

We should inform everyone we meet about our social media pages. Don't be spammy, but don't be afraid to share your details. They'll know you're on Facebook, Twitter, and other social networking platforms if you do this, and they'll be able to share them with their peers. This is an easy way to spread the message.

7. Create an Integrated Social Media Strategy

We want to make sure that and social media platform we use has a meaning. We may do that by creating a marketing calendar. Make a calendar for all of our upcoming activities, blog posts, and whatever else we plan to do for our business. This can help us keep organized and appreciate how each of our social media pages will help us reach out to previously untapped markets

8. Produce Valuable Content

Tranquil water product line

We just want to make sure we're putting out the most useful material, both on our blog and on our social media pages. Getting the latest content increases the exposure of our brand and website, resulting in more customers and revenue.

9. Engage with Everyone

We'd like to interact with those who leave comments on our social media accounts. This means that if anyone shares something, you can respond to them. Let them know that we are reading their posts and listening to what they have to say. Then, to keep them commenting on our accounts, give them more of what they want.

10. Optimize our Social Media Accounts

Using keywords to optimize our social media pages is a must. Make use of the keywords that are important to our project. Consider what our consumers are searching for on Google or other search engines, and incorporate those terms into our content.

11. we use Hashtags

Hashtags are in these days. Everyone is using them to bring more people to their blogs or websites. Using hashtags on Facebook, Twitter, and Google Plus will help bring more people

onto our social media accounts and our website – but we use them carefully. We Don't finish every post with 15 unrelated hashtags. #dontbethatguy

15- - COMMUNICATING VALUE

Target audience profile:

Channels to be used: -

On-line

Restaurants and cafes

Tourist resorts

Geographic coverage frequency

Key Messages

Drink safely

Drink water without pollution

To live green with Tranquil Water

A life without cancer

16- - CORE PRODUCT STRATEGY

- Performance
- high performance levels
- constantly assessed: indoor, in a science lab; and outdoor in all places
- it is imperative to deliver a high value-added product higher prices than the average of competition
- Price-value-quality relationship
- Brand
- name Logo design
- Warranty

- Customer Relationship Building prog Customer Service requirements
- Trade-in; Financing
- On-line community building plan

Price Strategy & Policy

- Price-quality-value relationship
- Buyer's perception Influences on price
- Pricing Policy

Brand Promise

“Think different to be healthy.”

Brand slogan



Brand logo



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