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## COVER PAGE AND DECLARATION

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**DATE:**

**EIU Paris City Campus**

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: [paris@eiu.ac](mailto: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](mailto:info@eiu.ac)

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## **Introduction:**

### **Water sources**

Water is the most important natural resource on earth, and the most important to all forms of life, especially our own. We realize the essential role of healthy water as a key to human growth and vitality, so we are keen to play a major and essential role in the water industry by pioneering the bottling of pure water directly from the source. Our goal is to provide our customers with pure drinking water according to the highest quality standards.

In order to provide its customers with the best quality water, Life Water has endeavored to maintain its commitment by establishing a bottling plant in the Los Angeles area, a protected area free from pollution, located far from urban facilities, and containing one of the cleanest water sources in the Los Angeles California.

Life Water Natural Drinking Water has established itself as a true leader in bottled water in Los Angeles, California by pioneering natural water source, manufacturing, and district-wide distribution. Tranquil Water natural drinking water is the only producer and the first limited company in the field of bottling healthy water.

The factory is equipped with state-of-the-art water extraction and bottling facilities, using the latest automated filling equipment. Strict quality control procedures are applied at all stages of production to protect and ensure quality, which in turn adheres to local and international standards.

## **The executive summary**

This proposal is the consists of the situational analysis of the life Water Company that is a form of SWAT analysis and PESTEL analysis of the company, which illustrates the most feature of the product, which is using a new bottle that is made from bioplastics. Moreover, through this analysis we will know the benefit of the product to determine the target market and costumers. The company's strategic goals and objectives will define in this proposal to implements producing the quality and healthy green product.

## **Situational Analysis and Target Market**

We are well aware that there are many large and small companies in the United States and Canada producing bottled mineral water, so we are following the proper process of setting up the business in order to compete with them on favourable terms.

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength by using to identify the opportunities that will be available to us in order to reduce risks and prepare to meet our threats.

## **This is the SWOT analysis for a company:**

- **Strength:**

One of the most important strengths of the Life Water Company is the use of bioplastic containers, as bioplastics are plastic polymers that are manufactured based on natural materials and biological organisms, and this type of plastic is largely based on very important concepts that are completely absent from ordinary plastic, namely: (Biodegradation) and (regeneration), but it is completely safe and decomposes into water particles and carbon dioxide, which means that plastic garbage will not exist and will not harm marine organisms if any materials made of bioplastics are thrown into the water.

Among the properties of bioplastics, it is produced based on a biological origin, such as some types of algae and bacteria, while ordinary plastics are produced based on some materials and petroleum products.

It is also biodegradable; This makes it safe for the environment and does not cause the emergence of any dangerous waste, but its automatic decomposition without the need for recycling not only helps reduce environmental pollution; It also increases the fertility and quality of the soil and is a good means of germinating.

Bioplastics are resistant to high temperatures; A feature that is not available in ordinary plastic; This means that the use of plastics of bio-origin in places that are constantly exposed to intense sunlight or any sources of high heat will be the best option in the future.

Bioplastics are not affected by water or any other environmental factors and materials such as gases, and this of course gives it a much longer life span than petroleum plastics and makes it able to retain its appearance as long as possible without damage or change. One of the company's strengths is its long experience in the mineral and health water industry and the presence of a large capital that helps it enter the market strongly.

- **Weaknesses:**

One of the company's weaknesses is its bad reputation for using too much water in Los Angeles, California, especially in times of drought.

In addition, one of the weaknesses is the high cost of bioplastic bottling.

- **Opportunities:**

One of the company's opportunities is its ability to distribute the product to all parts of the state of California, compared to other companies where it has a large capital.

It is also distinguished by its environmentally friendly bioplastic packaging that is not affected by heat, external and chemical factors, and does not cause cancerous diseases over time.

Although California has laws governing surface water use and quality, there are no state-wide groundwater management laws. Each aquifer is separated separately to determine water rights. Otherwise, for all practical purposes, land ownership implicitly carries the right to virtually unlimited groundwater pumping.

- **Threats:**

One of the potential threats to the company is the issuance of new government laws to legalize or prevent the use of groundwater or river water.

The emergence of some competing companies that use bottled water in glass.

- **Political Factors:**

The issuance of new government laws to legalize or prevent the use of groundwater or river water.

- **Economic Factors:**

The high operating cost of the project.

Existence of strategic plans to implement joint water projects with the aim of obtaining additional water resources and exploiting the resources Non-traditional.

Increasing the water price tariff and its effect on raising the cost coverage ratio.

- **Social Factors:**

The presence of qualified work staffs to contribute to companies.

The use of the existing sanitary water in the area is accepted by the community.

- **Technological Factors:**

Availability of modern operational technology techniques at reasonable costs.

The growth of the use of electronic services.

- **Environment Factors:**

Establishing the factory in a place close to the water sources.

Climate change and temperature rise.

- **Legal Factors:**

Having a water monitoring system to conserve water and protect it from illegal use, and an overdraft.

## **Target Market:**

When it comes to selling bottled mineral water, there is a wide range of customers. In fact, our target market cannot be limited only to a group of people, but only to those who live in our target markets. In this regard, we conduct our market research, and we have ideas about what our target market expects from us.

We are engaged in the wholesale distribution and sale of bottled mineral water to the following partner groups:

- Men's and women's sports
- Ccelebrity
- Businessmen
- The students
- Restaurants and canteens
- The military
- Hotels
- Tourists
- Everything in our target market

## **The company's strategic goals and objectives:**

The first goal: Achieving water security requirements and contributing to the creation of an advanced investment environment in the company's jurisdiction.

### Strategic Objectives

Ensure the continuity of water supply to subscribers and raise the coverage rate to reach most California state.

The second goal: to raise the operational effectiveness of the main operations and services provided.

### Strategic Objectives

Reducing the wastage rate to reach 18%

Reducing energy consumption per cubic meter by 25%

The third goal: Strengthening the relationship with customers and the local community.

- Raising the level of satisfaction of customers to reach 80%. Strategic objectives.
- Providing community services (social responsibility).

Fourth goal: strengthening institutional capacities.

- Raising the level of employee satisfaction to reach 75%. Strategic objectives.
- Development and qualification of manpower.

### **Our Competitive Advantage:**

A comprehensive study of the industry shows that the production of bottled mineral water has become very competitive, so you must be creative and active if you want to survive in this industry.

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Therefore, Life Water launched a standard bottled mineral water brand that will truly become the brand of choice in the United States and in every city, as our bottled mineral water will be distributed and sold.

### **Logo and slogan for Tranquil Water:**

In order to provide its customers with the best quality water, Life Water has endeavored to maintain its commitment by establishing a bottling plant in the Los Angeles area, a protected area free from pollution, located far from urban facilities, and containing one of the cleanest water sources in the Los Angeles California.

Tranquil Water Natural Drinking Water has established itself as a true leader in bottled water in Los Angeles, California by pioneering natural water source, manufacturing, and district-wide distribution. Tranquil Water natural drinking water

Is the only producer and the first limited company in the field of bottling healthy water? The factory is equipped with state-of-the-art water extraction and bottling facilities, using the latest automated filling equipment. Strict quality control procedures are



applied at all stages of production to protect and ensure quality, which in turn adheres to local and international standards.

One of the most important strengths of the Life Water Company is the use of bioplastic containers, as bioplastics are plastic polymers that are manufactured based on natural materials and biological organisms. This makes it safe for the environment and does not cause the emergence of any dangerous waste, but its automatic decomposition without the need for recycling not only helps reduce environmental pollution.

Tranquil water **features** are pure, clean, and contain the appropriate quantity of the necessary minerals for the health of man.

Therefore, the **benefits** of this water are that they support physical, psychological, and mental health, and it filled with bioplastic, which does not cause any environmental damage.

Therefore, the logo for Tranquil Water will be (Tranquil water healthy, wellness, and peace of mind away from pollution)

Therefore, this product will be suitable for those who are interested in health and environmental preservation.

- **Sources of income**

Mineral water in the bioplastic was established to increase profits in the USA water industry; we would try our best to sell a wide range of bioplastic water products to a wide range of customers.

- **Sales expectations**

When it comes to the production of bottled mineral water, obviously if your bottled mineral water is well packed and a brand and your manufacturing facility is easily accessible and can always be attracted to sales and sales. This will definitely increase business revenue.

We are in a good position that qualifies us to accommodate an affordable market in the United States, and in every city where we will be distributed and selling mineral water packed in our bioplastic bottles, we are very optimistic. We will achieve our goal of

getting enough income/profit for the first six months of work, expanding work, and the base of our customers.

The following are sales for Life water company based on our business site and other factors related to the launch of a small and medium-sized mineral water company;

- First fiscal year: \$1, 200000
- Second fiscal year: \$2, 500000
- Third fiscal year: \$7, 500000

- **Marketing and sales strategies**

In order to continue to exercise business and grow, we must constantly sell our bottled mineral water in a marketable market, so we will do our best to expand sales opportunities or our marketing team to reach our company sales targets and therefore, Water Life will follow the bottled mineral water company Sales and marketing approaches.

- The intensive advertising campaign will be concentrated on an environment as the product is bottled in bottles of bioplastic, which is not affected by heat and does not interact with invasive materials as it is safe for human health.
- Introducing our bible-packed mineral water tags by sending introductory letters to local sellers of bottled water and other stakeholders in the cities of the United States of America.
- Open the bottled mineral water company to attract our inhabitants are our first goals
- From time to time, they participated in targeted communities to sell bottled mineral water in bioplastic
- Advertise our bottled mineral water in bioplastic in newspapers, television, and local radio companies
- Our business and our products are included on yellow pages (in local indexes).
- Use the Internet to promote our bottled mineral water brands
- Engage in marketing and direct sales

- Encourage verbal information on words (referrals)

Action Plan for Life Water Factory for Mineral Water Packed in bioplastic Bottles of Advertising Strategy and Advertising

Although our factory for bottled mineral water is a standard packed well and packed in dynamic bioplastic water products that can compete positively with other leading brands, however, we will continue to promote the advertising of all of our products and brands. We will explore all the available means to promote the water life company Water Life has bottled mineral water plans to distribute bottled mineral water in different locations across the United States, and therefore we will create our brand, which will be well received before exit.

In fact, our advertising strategy is not designed to sell our products, but the effective advertising of our brand. Are the platforms we intend to promote and advertise Water Life for mineral water?

- Advertising both in publications (public newspapers and magazines) or on electronic media platforms

- Sponsorship of related social programs

- Usage of the Internet and social networks, such as; Instagram, Facebook, Twitter also.

To promote our bottled mineral water

- Install our ad plates in strategic sites in major cities in the United States

- Participate in time to spend time in streets with target communities

- Distribution of our publications and ports in target areas

- Place our flexible signs in strategic sites in places we intend to start customers in sponsorship of our brand's products.

- Make sure our water is well classified and all our employees are wearing our clothes at an individual request, all our official cars and our vehicles are specially designed and have a good sign.

## **Conclusion:**

We conclude from this that the health mineral water industry that is packaged in bottles made of bioplastics will open new markets and will have many customers as it has great benefits due to the health and activity of customers. In addition, it also environment friendly because it will not cause any pollution due to biodegradabilidad.

From this point of view, investing in this project will increase its income if the threats are dealt with wisdom and opportunities are seized. In a better way.

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