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Healthy lifestyle start with life water



Tranquil Water

bioplastic bottles

Life Water Company

Life water is the foundation of a healthy lifestyle.

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1. Introduction

The word market comes from the Latin word Marcatus, which means a location where business is performed. A layperson thinks of a market as a place where buyers and sellers meet and negotiate agreements. (MARKETING MANAGEMENT, 2004).

Marketing Management discovers market opportunities and develops methods for economically exploiting those opportunities. It must develop a marketing strategy and

analyze the marketing mix's efficacy on a regular basis. It must correct the flaws found in the actual implementation of marketing plans, rules, and procedures. It is in charge of the company's marketing system (Bhardawaj, 2021).

Marketing management is the process of a company's marketing components being decided upon, planned, and controlled in terms of the marketing concept, and it takes place somewhere inside the marketing system. Marketing management is also defined as "the art and science of selecting target markets and acquiring, retaining, and increasing customers through the creation, delivery, and communication of superior customer value" (Philip Kotler, Suzan Burton, Kenneth Deans, Gary Armstrong, Linen Brown, 2015).

Marketing management has grown in importance as a means of meeting and exceeding competitive levels, as well as the need for enhanced distribution techniques that can assist reduce costs and increase revenues (D., 2021).

Marketing Management is involved with the following six areas:

- 1) Media
- 2) Publicity
- 3) Marketing and public relations
- 4) Promotion
- 5) Promotion of sales
- 6) Management of sales marketing

These procedures can be used by managers to maximize marketing operations from all viewpoints.

Here are a few examples of typical procedures:

Market and customer analysis: Understanding your company's existing market position and analyzing consumer behavior are key components of this marketing management approach.

Strategy, goals, and objectives development: What direction does a company intend to take? What is its strategy for getting there? Following a market and consumer analysis, strategy will lay out a road map for the future.

Development of a product: In product development, marketing managers play a critical role. These experts assist in the creation of emotive, on-brand marketing when it comes to communicating the benefits of a product.

Implementation of marketing programs: Once promising programs and campaigns have been discovered, it's time to put the resources in place to launch them ("What Is Marketing Management? An Introduction | Wrike Marketing Guide", 2021).

The task of generating, promoting, and providing goods and services to consumers and businesses is commonly referred to as marketing. Marketing professionals work with ten different types of entities: goods, services, experiences, events, people, places, properties, organizations, information, and ideas. These entities can be efficiently marketed using marketing concepts ("MARKETING MANAGEMENT", 2004). Marketing is concerned with both customers and competitors.

The STP marketing model (Segmentation, Targeting, Positioning) is a well-known strategic marketing method today. It is one of the most widely used marketing models, with marketing executives praising it for facilitating effective and simplified communication.

STP marketing focuses on commercial effectiveness, identifying a company's most lucrative segments and designing a marketing mix and product positioning strategy for each. As the field of Martech evolves, so do the possibilities for segmentation, targeting, and positioning. The basic 4 P's of marketing have been taught in business classes and schools for decades, and many people are familiar with them. Throughout my 30-year career, I've seen that many individuals, especially those in businesses who should know better, typically misunderstand marketing as a combination of advertising, promotions, personal selling, events, and publicity.

In actuality, the marketing mix is far more complicated, and the most well-known aspects are only a small part of a single "P."

The four Ps are as follows:

Product - Within this sector, delivery system design, technology, quality, services provided, and their availability are all attributes of a business or offering.

Price comprises expenses to users/supporters, payment periods, arrangements, and terms in this silo of the marketing mix.

Place — This P is an often-overlooked portion of the marketing mix that covers strategy and executional factors concerning service distribution channels, coverage, geographies, logistics, and e-services.

Promotion — This element of the marketing mix, which is probably the most well-known, deals with advertising, logo/identity, and promotion plans and techniques. However, it also encompasses development/fundraising, communications, events, and public relations, which should all be reviewed and employed as part of a bigger marketing and branding strategy (McKendry, 2020).

Bioplastic is simply plastic that is created from a plant or other biological source rather than petroleum. Bio-based plastic is another name for it.

A PROPOSAL FOR MARKETING

2. Executive Summary

Company Profile in Marketing Plan Life Water is a multi-million-dollar water bottling enterprise located 150 kilometers from Los Angeles, California. It focuses on its own branded water bottle manufacturing unit instead of companies that offer soft drinks, wines, soda, and other beverages.

In the market, there is always a demand for clear, tasty, purified water. As a result, Life Water decided to launch the "Tranquil Water" product line, which is made of bioplastic bottles. This strategy entails using digital marketing methods and resources to introduce a new product. People require pure water in order to be hydrated and healthy.

Trucks are dispatched to Los Angeles, California, and other locations on a daily basis by the company. Consumer demand is driving the corporation; thus the elite tranquil water product will be relaunched with a well-defined marketing strategy. Regardless, protests at the corporation's bottling factory have erupted because to the drought.

Bottled water has been found to be beneficial, particularly in drought-stricken areas where wells have dried up. We did an internal analysis to look at the resources and an external analysis to look at the state of the environment, the competition, and the water market in this marketing plan.

As a result, we had to set several objectives for the marketing plan, as it can shed light on increasing customer satisfaction, using bioplastics, solving environmental issues, and dealing with customers to achieve objectives.

Our proposal for goal-setting was customized to the company's budget. We created an advertising strategy to market the new bioplastics-based product, as well as a social media

PR campaign to promote Life Water as a greener brand. In addition, as a catalyst, we created a new logo for the company.

Miss Leono, the factory manager, added to the confusion by posting comments on her social media page. The primary purpose of this strategy is to assist Life Water in rebranding itself as a more environmentally conscious corporation. According to the PESTEL study, competition analysis, and SWOT analysis, the organization has a unique geographical location close to water resources and prosperous areas of California. Furthermore, Life Water has a competitive advantage that is in high demand these days: the use of bioplastic. Life Water's slogan and logo underscore this concern, demonstrating the company's ongoing desire to provide consumers with heavenly-quality products. Recommended using sponsored social media ads, and billboards & Transit. Due to the necessity for a promotion mix, public relations, and advertising, the budget will be divided.

Slogan for Tranquil water

Life water is the foundation of a healthy lifestyle.

Lastly, increased market share, a better public reputation, increased demand, and have a well brand are all indicators of the plan's success.

3. Situational Analysis

3.1 Industry analysis

The bottled water market has seen significant expansion in recent years as a result of a variety of factors. To begin with, consumer awareness of ailments caused by contaminated water has increased significantly. Second, due of its portability and convenience, bottled water has become more popular as a result of a trend toward a particular lifestyle.

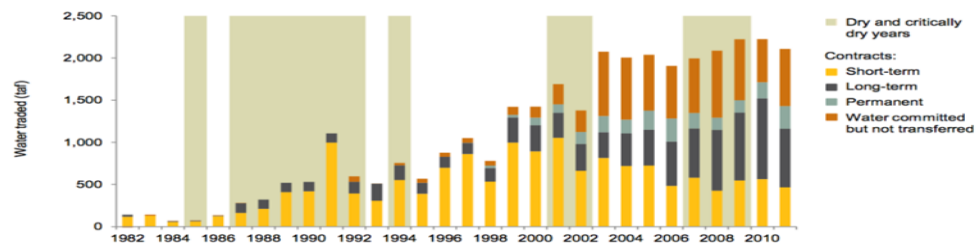
The United States is the world's second-largest bottled water consumer market. The average American drinks 41.9 gallons of bottled water per year, up 5.8% from 2017 ("Bottled water - Wikipedia", n.d.).

The global bottled water industry is expected to reach \$307.6 billion in 2025, owing to rising need to quench the thirst of the world's growing population. The world's population is expected to rise from 7.6 billion to 7.8 billion by 2050. From \$8 billion in 2019 to more than \$9 billion in 2020. By 2050, there will be an estimated 8 billion people on the planet. There will be a comparable increase in demand for clean drinking

water as a result of this growth ("Global Bottled Water Industry", 2021). In the year 2021, the US Bottled Water industry is expected to be worth \$36.6 billion. In the global market, the country currently holds a 27.06 percent stake.

California is the third most populous state in the United States. Despite its continuous drought issues, California has an infrastructure capable of transferring and moving water to even the most isolated locations. Canals, pumps, large dams, mountain range tunnels, and pipes that span them all dot the landscape(Johnson, 2015).

FIGURE 3
California's water market has grown substantially since the early 1980s



(Johnson, 2015).

Water can be sold to Los Angeles by a farmer on the Trinity River, 200 miles north of San Francisco. The Bottled water industry in California has a long held convention of successfully and dependably ensuring and dealing with Vital resources, Bottled water demand rises in California during the dry season, despite the fact that it accounts for less than 0.01 percent of total water consumed in the United States on an annual basis.

In summary, market research indicates that demand for all varieties of bottled water is expanding. However, there is a worldwide trend toward conserving natural resources and recycling containers. Therefore, I do encourage the firm`s initiative to develop a greener company and to employ bioplastic containers in its premier product range.

3.2 Environmental analysis.

PESTEL ANALYSIS

Political factors: California is a Democratic-leaning state with a liberal population. It became a popular investment destination for big economies, owing to the government's numerous investment incentives. Local governments in California typically promote business and economic development, particularly conversion to greener companies with greener products, which means we will have a good chance to enter the market with our new product Tranquil Water. The world is turning against all industries that contribute

to increased carbon emissions in the climate, so using bioplastic bottling for our new product Tranquil water will be advantageous. According to SB-1703 California certified green business program, the government will enact additional rules to safeguard nature and to combat other industries that have a negative impact on the environment ("Bill Text - SB-1703 California certified green business program.", 2021).

Economic factors: California's economy is the largest in the United States, with a gross state product (GSP) of \$3.2 trillion as of 2019. California would be the world's fifth largest economy in 2019, ahead of India and behind Germany, if it were a nation state. All bottling water firms pay fees to the California government for using natural resources, although certain corporations make big sales in the local market, such as Nestlé Waters, which had sales of roughly 8.1 billion dollars in 2018 and 6.2 billion dollars for the first nine months of 2019. Because of the Corona issue, businesses ceased operations, resulting in an increase in unemployment, significantly impacting the economic status of families in California, as well as the rest of the United States and the world. California, on the other hand, has a thriving economy.

Social factors: With a population of 4,015,940 people, Los Angeles is the most populous city in California (50.44 percent females and 49.56 percent Males). Los Angeles is racially diversified, with whites accounting for 55.17 percent of bachelor's degree holders. The average annual salary is \$34,681. Today's culture consumes far more water than soft drinks, which provides us with an opportunity to enter the market with a healthy product, as health products generally have a positive reputation in society.

Technological factors: California's Silicon Valley contributed to the region's technical development. Many of the world's leading high-tech businesses now call the area home ("Silicon Valley - Wikipedia", n.d.). The internet is credited for assisting businesses in gathering information from suppliers, competitors, and customer feedback, which led to the development of new products. Life water Invest \$5 million in a greener company; this move will benefit a lot of people. Create a positive image of the company in the eyes of the public, use greener technology, and use bioplastic in the bottling process.

Ecological factors: The climate in California is a mix of Mediterranean and semi-polar. The state's average rainfall is higher in the north than it is in the south. The forests encompass about 40% of the land area, and it is classified as an agricultural zone. Its

residents like to buy ecologically friendly products and do business with environmentally friendly companies that recycle debris. California is in the forefront of efforts to reduce global warming pollution. Los Angeles offers a unique geographic location for water investment. The state plans to cut climate pollution by 40% by 2030. The California infrastructure network will assist Life Water in delivering their products wherever they are needed. Using bioplastic bottles will protect the environment from any harmful effects, and one of the most significant benefits of using bioplastic bottles is the reduction of carbon emissions.

Legal factors: Because of the harmful effects of using plastic and the necessity of recycling plastic debris, the California government will enact a number of laws to ban people from using plastic and to encourage businesses to switch to greener practices. The FDA regulates bottled waters to ensure that they fulfill safety standards. Bottled water is governed not just by FDA regulations, but also by the Federal Food, Drug, and Cosmetic Act, as well as federal and state regulations.

SWOT ANALYSIS

In a SWOT analysis, dig further into Life Water strengths, weaknesses, opportunities, and threats. All of these factors should be considered in Life Water marketing plan since they have a direct impact on products. In the table that follow, analyze and research each element.

Strengths:

- The budget is quite large.
- Bioplastic bottles are being used.
- Greener business.
- The location.
- having seasoned staff who understand how to expand a business.
- Life water has a lot of market experience; it's been there for a long time in California.

Weaknesses:

- Public relations.
- a lot of water consumption.
- Insufficient experience in advertising and social media management.
- Our company, Life Water, will have its first experience with new technology, conversion, and investment in greener businesses.

Opportunities:

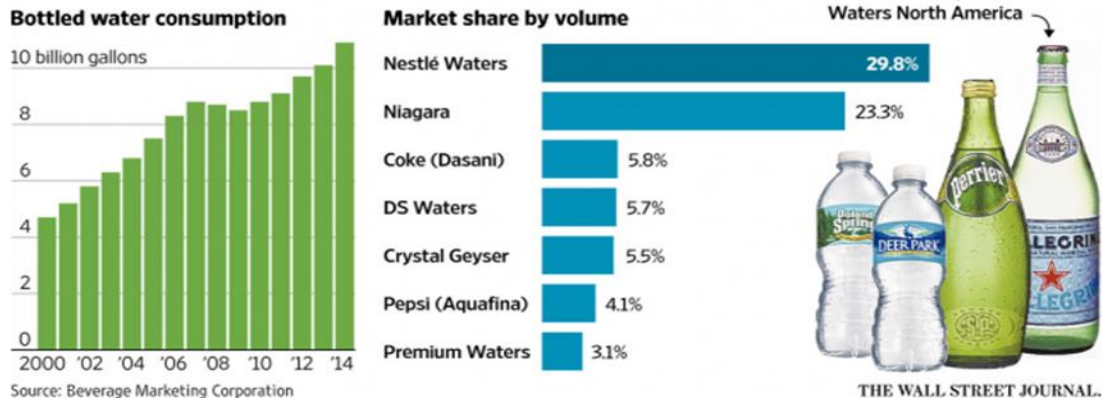
- Increasing public understanding of the importance of water in one's health.
- During the dry seasons, it is expected that demand for bottling water would increase, providing an excellent opportunity to sell our product.
- Government backing for transitioning to a greener business and appropriate societal support will be a huge motivator for our new venture.
- Due of the Corona Pandemic, demand is increasing.

Threats:

- Concerns about the environment.
- Life water may be subject to a tax imposed by the California local government for the use of natural resources.
- Material prices may be affected by material suppliers' prices as a result of the conversion to bioplastic bottles.

3.3 Competitors Analysis

Bottled water consumption in the U.S. has recovered from a slump during the recent recession. Nestlé says its biggest area for growth is within its home-delivery business.



Nestle has the largest market share in bottled water sales in the United States, as shown in this figure from the Wall Street Journal (Daltorio, 2015).

Nestle is investing \$200 million in seven new water production units in the United States. The company's production capacity has more than doubled in the last five years.

Nestle, Niagara, Coca-Cola, Ds Waters, Crystal Geysler, Aquafina, and Premium Water are the top bottled water businesses in the United States (Daltorio, 2015).

Based on the company's SWOT analysis, as well as the PESTEL and competitor's analyses, the following can be done to overcome weaknesses and take opportunities:

- In addition to the elite line bioplastics bottles, use the large money we have to construct a facility for manufacturing bottles made of recyclable materials. decreasing the cost of production .
- To beat opponents, take advantage of our substantial competitive advantage (the utilization of bioplastics).
- Launch a marketing campaign emphasizing the value of bottled water and the usage of bioplastic bottles for health and community, as well as promoting Life Water as a more environmentally friendly corporation.

4. Marketing objectives

Scanning the industry and environmental state after determining the company's resources and capacities. While simultaneously managing Miss Leono's comments, the following goals are the best to market Life Water as a greener company.

1. Within the next three years, Life Water must be one of the top ten green firms in California.
2. In the following 6 months, increase the number of consumer visits to our stores by 30%.
3. Within three years, gaining a significant market share.
4. Within the next three years, our product tranquil water should have a significant market share, with 10% bottling water in bioplastic bottles.
5. In the following three years, increase the percentage of distribution channels in California by 20%.
6. Over the next years, increase client connection via contests and social media sites.
7. Creating a Resource and Development department to analyze the market and consumer demand while staying current with developments.
8. Increase brand awareness of our unique tranquil water, which is distinct from other bottled waters.
9. Relaunch the Tranquil Waters elite range with bioplastic packaging.

5. (STP) marketing model

In the Model of STP there are three steps of analysis which is help us and guide Life Water to achieve the marketing objectives, STP stands for:



Segment Market

California is separated into six geographical regions:

North California, Central California, West California, South California, Silicon Valley, Jefferson.

Los Angeles is the most populous city. It is located in West California, and the people there have a high income. San Diego, in South California, is the second largest territory in terms of population.

California can be classified into three parts or living statuses based on the median household income.

1- High income

2- Medium income

3- Low income (Poverty affects 17% of the population of California)

Target Market

When it comes to marketing bottled water, there are many different types of clients. The target market cannot be limited to a single group of people, but must be broadened. We did market research throughout this regard. We provide wholesale distribution and sale of bottled water to the following customers:

Hotels, restaurants, celebrities, athletes, visitors, and party planners are all involved.

The target market for this product tranquil water, as well as the market circumstances, should be fully understood by Life Water. The basis for good planning is a complete and clear study of the features of the California market, which includes both external and internal elements.

Market Position

Life water will enter the market as a more environmentally friendly company, using bioplastic bottling for their products. Life water will compete as a healthier alternative to all other unhealthy beverages, and Life water will view the California market as the starting point for all other US markets.

6. MARKETING MIX

Product

Develop the previous production line while establishing a new production line that relies on bio-plastic for bottling peaceful water. Our product is Tranquil water bottling in bioplastic

material, which is a healthy and safe option that can be used in our daily lives. It comes in a variety of sizes that can be used anywhere. Sizes of life water products proposed are 200 mL, 300 mL, 500 mL, 1 liter, and 5 gallons.

Pricing

Tranquil water pricing should reflect the product value to the end user. In addition, we will take into account the quality of our bottling (Bioplastic bottles) as well as the prices of our competitors when determining the price. Customers will compare pricing and quality before deciding on the best price for a product.

Place

The location is determined by the company's target market segments. Life water will expand its distribution channels in the California market, which may be requested directly from our distributors.

Promotion

To reach the largest number of customers, advertise online, in the newspaper, on TV, radio, and on billboards.

Logo and Slogan

Logo



Slogan

Life water is the foundation of a healthy lifestyle.

7. Budget

I advocate using the All-We-Can-Afford Method for the budget after examining the market, the company, and the product.

The budget will be divided into categories based on the following requirements:

- A combination of promotions.
- A public relations effort on social media
- Publicity.
- Add new product lines to your portfolio.

Our plan's budget is estimated to be \$5 million per year, however it may be revised depending on the outcome.

8. Control

Using KPIs, the following will be indicators of our marketing plan's success.

1. Gaining a significant market share in three years.
2. Increase the number of consumer visits to our locations by 30% in the next six months.
3. Increase the percentage of distribution channels in California by 20% during the next three years.

9. Social Media PR Campaign

A social media campaign can be defined as a set of activities designed to accomplish a specified goal over a period of time, with results that can be tracked and quantified. Life Water campaigns might take place on a single platform or across numerous channels. The goal of the campaign is to boost the company's image and generate PR through social media.

It can communicate to individuals through the social networking campaign that Life Water is committed to water conservation, environmental preservation, and customer health.

- Because practically everyone uses Facebook, it's a wonderful platform for launching advertising campaigns because it allows company to reach all segments of society, which makes the process of advertising and product promotion easier for the greatest possible segment of the target community. Other social media platforms such as Twitter, Instagram, and others are also utilized.
- Hashtag creation for a social media campaign. Also, keep an eye on all social media trends and try to make advantage of them, as well as monitor consumer issues and conversations in order to create opportunities or portray our value.
- Life Water should develop and promote a vision for societal responsibility, communicate this vision to consumers via various social media platforms, and hold public events.

- Participate in charitable events and consider funding them.
- Sponsor sporting events and promote them across all social media platforms.
- Create events that focus on general health and the importance of the company's product to that health.
- Life water should post videos of the product's development from start to finish on a regular basis across all social media platforms.
- Publish new blog posts in local publications and on the company's social media platforms on a regular basis.

10. Conclusion.

Finally, marketing management is the lifeblood of any successful business. Water is both a healthy beverage and a life source. As a result, understanding its significance is crucial to its preservation. Life Water is one of the major companies that appreciates the value of water and strives to maintain natural resources' long-term viability. Water is necessary for human survival, and it is crucial to be aware of the various types of water available. Most people who drink bottled water also drink tap or filtered water.

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