



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialization:	MBA in Leadership
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT540: Marketing Management
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Word Count:	3750
Date of Submission:	30-5-2022

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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Introduction:

To better serve the people of the United States and protect Mother Earth's resources, Life Water is a bottled water company on a mission to innovate and excel in all aspects of the production and distribution of our goods.

In the manufacture and marketing of our goods, we now employ state-of-the-art technology, including a novel container made from bio plastics for our elite product line, calm Water. There are plans to extend our water bottling plant's production and distribution capabilities so that it can serve the whole city of California since it is ideally placed near the source of the always-pure and always-flowing crystal springs water..

Executive summary:

Depending on where you live in California and whatever water district you live in, the effect of the drought might vary greatly. During this current study of Los Angeles' present status, environmental, legal, political, technical, economic, and social elements were examined. For example, Life Water proposed various sizes and types of water bottles to be sold, and the market was segmented. The company also set a marketing budget and determined where to place advertisements. There are some threats that the company must overcome, and it is imperative that they take advantage of opportunities to grow the business.

Our goal at Life Water is to be one of the top five bottled water companies in the United States, and we'll achieve that by spending a lot of money on marketing and promoting our goods in any way we can. We're hoping to increase our revenue by using smart marketing and public relations tactics.

"Life Water" wills apologies to Ms. Leono via its social media accounts for what she stated. The terms don't have anything to do with the objectives or operations of Life Water. Life Water is concerned with the environment and its resources. People's needs are respected by Life Water, and this will be shown in the coming days.

Situation Analysis :

PESTEL analysis:

Historical factors:

Los Angeles' economic success is closely tied to the availability of water. When it comes to shaping Los Angeles as one of America's largest and most fascinating metropolises and a premier financial and industrial center, we can say that water made the city in the past. The Bureau of Water Works and Supply of Los Angeles was characterized by its engineers and their specific culture, which at times was completely detached from financial considerations. When Los Angeles first came into being, the elite had a significant impact on shaping the city's culture.

The fact that the creation of a municipal water department was presented as a way to ensure the

"prosperity" and "greatness" of Los Angeles and that the money for it came from the private sector is crucial to understanding the city's urban planning and development process and growth in Los Angeles.

Political Factors:

First-of-its-kind \$500 million L.A. water quality bond initiative, Proposition O, was approved by the city in 2004 to ensure compliance with the federal Clean Water Act.

As the first city to mandate LEED certification for municipal-owned buildings, Los Angeles has set the standard for other cities to follow. It is estimated that renewable energy sources such as solar and wind power account for 14% of all the city of Los Angeles' energy consumption.

Policy in Los Angeles emphasizes the importance of new ideas. As a non-profit organization, Imagine H2O, offers business accelerator programmers and mentorship to potential water technology startups, Nashelley Kaplan-Dailey, senior manager, said. "Water efficiency legislation is creating an innovation economy around water," she added.

Environmental factors:

As a part of the Los Angeles County Public Works department, the Los Angeles County Waterworks Districts (LACWD) serves its customers with groundwater and water brought in by SWP and the Colorado River Aqueduct (CRA).

Twenty-three million individuals call Los Angeles home. A decade-long global warming trend in the Sierra Nevada's has made it harder to store water in Southern California. The City of Los Angeles and Councilmember Cortez are working hard to adapt. About one-in-five (20 percent) of Los Angeles-Long Beach households, according to the most recent American Housing Survey. People were increasingly concerned about the environment and resources after the catastrophic climate change in 2021. At the water's departure locations, Life Water structures termed "groundwater extraction" are erected to avoid contamination from the outside by impurities. The packaging of bottled water is becoming more environmentally friendly as a result. Nearly three times as many residents of the Beach Metro Area as the national average feel that their water is unsafe to drink.. Many of the responses were in favour of A lack of confidence in the quality of their tap water leads to an increased demand for water bought from retail outlets. In addition, the increased cost of water for low-income cities and unorganized areas

Los Angeles County has the most community water systems that depend on polluted groundwater sources of any county in California.

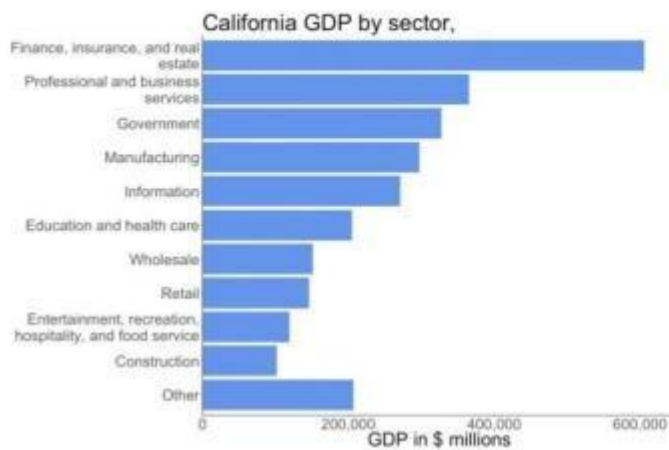
Economic Factors :

The bottled water industry competes with itself, thus pricing adjustments might have an impact.

easy to calculate interest rates and the distribution of revenue. In addition to water quality, brand, price, and packaging, customers' preferences are influenced by these factors as well. Machinery, equipment, labour, and taxation all have their place.

Social media and organizations began raising their concerns about the inappropriate disposal of plastic water bottles and organizing campaigns to raise awareness of the issue. Trash cans and city streets worldwide were overflowing with plastic water bottles between 2011 and 2016. This has resulted in a serious environmental problem. Caused the bottled water sector throughout the world to get bad press. San Francisco's ban on plastic water bottles was prompted by the environmental effect of improperly disposed of plastic bottles. As a result, we can see that San Francisco is an ideal place for growth after the expansion of Los Angeles.

California's growth will slow to 2%, and the Los Angeles County economy will expand by just 1.8% - near 1.9% in the country, as Lydec predicted .



Social factors:



One of the world's most rapidly expanding industries is that of bottled water. Health-conscious people have made bottled water an essential part of their everyday lives in wealthy nations like Los Angeles.

Researchers in the field of marketing have shown that the younger generation is more open to trying out new brands and goods. In order to sell our bio plastic Tranquil Water to young people who are interested in sports, fitness, and a healthy lifestyle

Social media and other communication channels are used more often by this group of customers since research shows they have a greater degree of awareness than previous generations.

Consumers are shunning sugary fizzy beverages in favor of more nutritious options. Bottled water sales in the area have increased dramatically as a result of people turning away from sugary fizzy beverages in favor of more healthful choices.

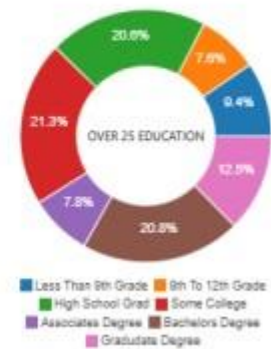
- For example, a college student research how students consider bottled water to provide more health advantages in comparison to tap water, for example.

Largest cities or towns in California				
Source: ¹¹³⁸				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	 <p>San Jose</p>
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,693	
6	Sacramento	Sacramento	508,529	
7	Long Beach	Los Angeles	467,354	
8	Oakland	Alameda	429,082	
9	Bakersfield	Kern	383,579	
10	Anaheim	Orange	352,005	 <p>San Francisco</p>

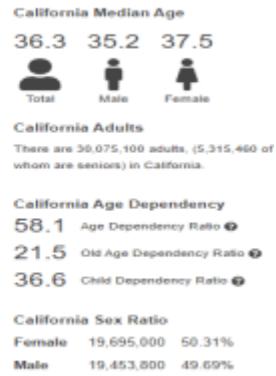
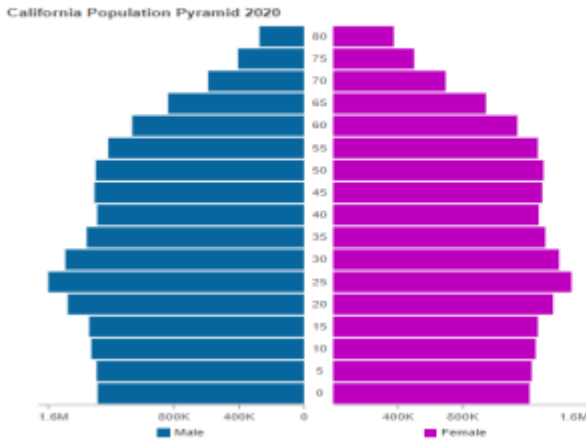
Educational infrastructure

Education Attained	Count	Percentage
Less Than 9th Grade	2,471,190	9.43%
9th to 12th Grade	2,004,380	7.64%
High School Graduate	5,391,120	20.58%
Some College	5,582,150	21.29%
Associates Degree	2,051,310	7.82%
Bachelors Degree	5,445,780	20.77%
Graduate Degree	3,272,960	12.48%

▲ CSV ▲ JSON



- **Age distribution**



Swat Analysis:

strengths	weaknesses
<p>Local market knowledge is a plus. "Good government relations" and "quality goods" go hand in hand A well-versed group innovations in technology In order to expand into new markets, Life Water has a number of advantages. - A well-established distribution network - A high degree of automation in the production process that ensures product uniformity in terms of quality Exceptional Success in New Markets - invest in sales team training</p>	<p>- Exorbitant expenses of transportation and energy - Poor return on investment. - given what Ms. Leono had to say about customers' confidence</p>
opportunities	threats
<p>- After New York Metropolis, Los Angeles is California's biggest city and the country's second-largest city. - As of 2020, there will be a population of 3,898,747 people. - There is a wide range of culture in Los Angeles.</p>	<p>- in spite of the product's success in terms of sales, its positioning and unique selling proposition are not well defined - growing raw material costs</p>

<p>Economy, and it's home to a wide variety of firms in the realms of business and culture.</p> <p>practices that are more environmentally friendly</p> <p>Increase sales in the new product category.</p> <p>- competitors' advantages will be reduced by new clients coming via the internet channel - market growth</p>	<p>- Market disruptor's new technology may pose a major threat in the medium to long run.</p> <p>- differing laws and constant changes</p>
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Marketing objectives:

Vision:

Achieve long-term water security while preserving the environment for future generations to enjoy. You are our chosen supplier of water for everyone.

Mission:

As a company, Life Water's goal is to offer our clients with long-term water treatment solutions that are both environmentally friendly and cost-effective. With its products and business practices, Life Water adheres to the notion that water is a valuable commodity that should be used intelligently and without waste.

Objectives:

The greener firm, with a new bottle manufactured from bio plastics, to raise awareness and brand recognition

- Maintain quarterly sales growth that is both positive and consistent.

- Increase the market share by 20%

-A 30% increase in geographic market share

Openness, honesty, and clarity in regards to the importance of bio plastics will develop consumer trust.

In order to protect the ecology, aesthetics, and economy of our service region, we are dedicated to adhering to all relevant legislation in a safe manner.

-Establish Life Water as a household name in the industry by building brand equity.

It doesn't matter how bad things become economically; don't cut down on R&D.

Encouraging staff to improve their professional worth by learning new skills and acquiring experience in their area of expertise is a good idea.

The hospital dialysis units and stand-alone clinics of Life Water are supported financially.

The ability to operate more cheaply Life Water has been looking for ways to save costs.

STB:

Marketers utilize STP as a common strategy in contemporary marketing since it helps them select offerings and then craft relevant messaging for a variety of target groups to engage with..

Segmentation:

With market segmentation, you may learn about the individual marketing elements that have a varied impact on each category in order to design targeted marketing strategies.

Geographical bases for market segmentation: a point of emphasis

With a new bottle made from bio plastics, Tranquil Water hopes to attract young people who are concerned about their health, active in sports, and supportive of cutting-edge technology that helps to preserve the environment.

Targeting rich customers is the goal of socio-economic market segmentation.

Mapped Market Segmentation Methods

As a large corporation with cutting-edge technology, Life Water has the ability to introduce its bio plastics product to the area. The city of LA Historical records show that Los Angeles, as well as the rest of California, is a developed nation that readily accepts new ideas and values progress and progressivism.

Customers that value speed and intensity of service will be prioritized by Life Water.

Preference for bottled water is linked to a variety of consumer attitudes and actions. Bottled water's perceived quality is heavily influenced by the marketing messaging.

- Expansion After a year, Life Water will arrive in San Francisco. The proximity of the two cities, as well as San Francisco's readiness to use this technology, makes this an ideal match. As previously stated,

Targeting:

Identifying the most appealing segments is part of the targeting process. Advertisement initiatives will target the 19-plus age group, which consumes an average of 13 glasses of water every day..

Positioning:

Our goal is to distinguish ourselves from the competition by positioning Life Water in the minds of consumers in a different way than our rivals.

Marketing Strategies:

The term "business development" refers to the process of growing a company's sales, client base, and revenue by implementing new marketing, communication, and product development tactics.

As a multi-million dollar corporation, LIFE WATER has a substantial market share and will continue to expand via constant innovation, creativity, and balance in the many geographical events and other product lines of LIFE WATER. Spent on a life-saving supply of Life Water

Investing \$5 million in establishing a greener business in new markets will allow it to become more financially stable and expand. Ansoff Matrix may be used to identify new markets for bio

plastics that can help a company improve its income. It is possible to earn more money, customers, and growth by adding new items to Life Water.

-Short-term profits are not more important to us than long-term success in company.

Emphasize the natural roots of our product, the source of the water, as well as the relationship between its pure natural surroundings and greater advantages, such as health

-LIFE WATER does not place an emphasis on making a quick buck at the expense of long-term prosperity.

Connecting with customers by emphasizing the advantages of water and a healthy lifestyle in the context of unspoiled nature.

The product should be available in a variety of sizes and varieties to meet the needs of the various target markets.

-LIFE WATER's business objective is to produce and sell its goods in a manner that generates long-term value that is sustainable.

Marketing mix:

With the 4Ps framework, Life Water's marketing strategy examines the brand's product, price, place, and promotion. Product innovation, price strategy, and promotion planning are just a few of the many marketing tactics available. With the support of the Life Water marketing mix, the brand is able to implement these business initiatives. The organization is better able to position itself in the marketplace and accomplish its aims and objectives by using the Life Water marketing approach.

Product

There is a lot of trust in the Life Water brand. When water is limited, people's minds are filled with dread because they desire to consume water that has been filtered and purified. In order to give the greatest quality drinking water to customers, Life Water employs ecologically friendly bio plastic bottles that use Hydro 7 filtering technology. The company's marketing mix features a variety of sizes and flavors of bottled water as the primary emphasis of its product strategy. It is Aquafina, Dasani, Arrowhead, and Athena that is Life Water's most significant rival.

Price

Life Water has a distinct edge over its competitors because of its high-quality product and environmentally-friendly packaging. With little product difference, the only aspect that competes for customers is the cost. Cost-effective, clean water that has been treated with a high-filtration method is Life Water.

They mostly sell to persons in the 25- to 50-year-old demographic who are health-conscious and have a moderate to high level of disposable income. In order to remain competitive, Life Water has to be flexible with its price. Because of its superior product quality and ecologically responsible packaging, Life Water is able to maintain a competitive price approach in its marketing mix. We can safely state that Life Water has

strong brand equity.

That if the same product is offered at the same price, the customer will choose Life Water over the competition.

Place & Distribution Strategy:

Its headquarters are situated 150 kilometers outside of California, but the firm also has five additional sites in Los Angeles, San Francisco and New York City where its products may be easily purchased by inhabitants of these high-water-usage areas.

Life Water may be found in bottles at most large supermarkets, medical supply stores, small local businesses, health clubs, and a myriad of fast food restaurants thanks to the various brokers and distributors that make it available. If we want our consumers to know that they are receiving value for their money, we need to make the bio plastic bottle available to them. Every California community will have a Life Water distributor, and the success of the firm will be measured by how well it can distribute its products.

Products will be placed on shelves that are easy to reach and visible to the general population.

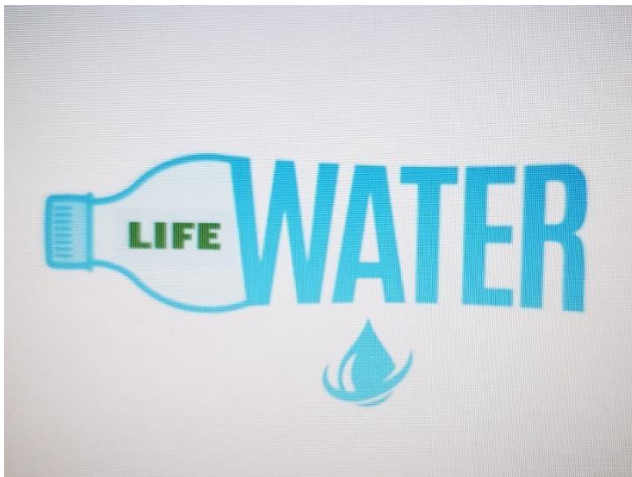
While green conjures a sense of the natural world and stresses a cleaner earth, white expresses purity for the product.

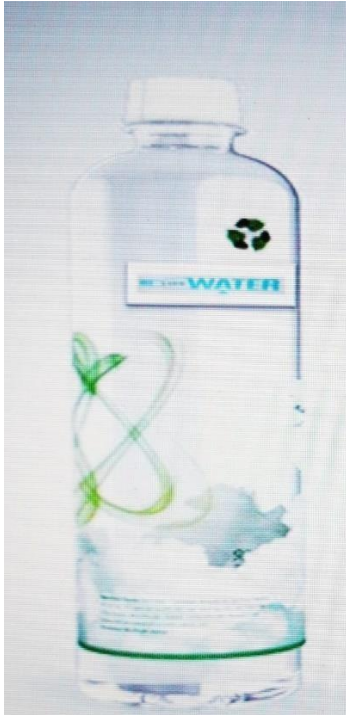
Promotion & Advertising Strategy:

- We need to get the word out about the significance of this breakthrough to the general public so that they understand how essential it is and how much they will profit from it. As a result, there are a plethora of creative methods to market a company with Custom water bottles.
- -The sports event: Water is constantly needed by sports participants. Everyone on the team will be an amazing advocate for Life Water if they each get a bottle.
- If you're a fan of Life Water's products, you'll see occasional specials and discounts.
- Life Water will distribute sports water bottles to the charitable organizations.
- - Make use of the water bottles as prizes on social media.
- For a short time or for a limited number of consumers, provide Life Water to pique their interest in the product.
- -The packaging of this product, such as the form of the bottle, helps to develop a Brand Identity and make the packaging as appealing and vivid as possible so that it attracts buyers.
- In order to get our product out there, we've been using celebrities, print media, TV commercials, and more to advertise it.
- Website design for our greener business to inform clients of our presence online
- Make the most of the power of social media in marketing by using hash tags. Hash tags will help you reach out to prospective consumers more quickly, and they might play an essential part in the marketing industry.



- If you're going to design a brand logo, make sure it's memorable and easily recognizable. It can be read easily from the shelf, together with the size of the type, the style, and the color matters. You may also effortlessly Attract New Customers.





-Send out emails to consumers on a regular basis to stay in contact and keep them informed of new offers; collect feedback from customers and solicit their thoughts on our products and services; and discover and resolve problems as quickly as feasible.

We may start a referral marketing campaign on one of our average-priced bottles of water, where every consumer who refers a friend receives a 15% discount.

Having a website of one's own is essential since it serves as the initial point of contact between a business and its clients.

Google is the most frequently visited website in the world, thanks in large part to the SEO efforts of Google. Because of its potential for widespread exposure, Google SEO is clearly a worthwhile marketing technique.

keeping an eye on the progress of a Facebook group you've set up for your company in order to reach as many individuals as possible at once.

-Twitter is one of those places where renowned persons, bureaucrats, dancers, actresses, and so on are able to communicate with the general audience. To achieve the greatest results, we need to have the perfect understanding of Twitter for business.

As a rule of thumb, posting more regularly for well-known service websites that have thousands of followers is a smart move in the world of online blogging.

In order to attract new clients, such as those who purchase five bottles and receive two free, you should give enticing discounts to those who buy a large number of bottles.

***Advertising:**

-In addition to helping to advertise the brand and raise consumer awareness, putting up modest

stands selling the packed bottles around California will also assist to boost sales.

The more booths there are, the easier it will be to shop.

Billboard featuring the words "Life Water" and the company's emblem, which can be seen from the road.

It is imperative that the Los Angeles Times, the state's most widely read newspaper, run a story about Life Water Company's breakthrough in the fracturing area using bio plastic bottles.

Schedule and Budget:

- Budget :

The budget for our media plan is \$ 1000,000 specifically for the next calendar year Over \$ 500,000 goes to digital media.

--Implementation Schedule :

Activities	Implement	nation	Responsible	Budget	Control Measure s
	Start	End	Person		
Awareness					
Billboard Ad	1-Oct-2022	1-Sep-2023	c/o Steel Art Billboard	120000	
Sponsoring football ball competitions in California	1-Oct-2022	1-Sep-2023	c/o advertising department	200000	
blogging and local news Ad prints	1-Oct-2022	1-Sep-2023	c/o Los Angeles Times, blogging	150000	num. of read

small stalls	1-Oct-2022	1-Sep-2023	around California	80000	num. of sales
Transit advertising				50000	
Referrals intensive for new consumer Rewards/Inc .endives	25-Oct-2022	27-Dec-2022	Sales	105000	num. of referrals num. of customers
Social Media Campaign					
Life water's website	15-Oct-2022	1-Sep-2023	c/o marketing. Dep	10000	num. of visit
Leaflets and flyers	1-Jan-2022	1-Sep-2023	c/o marketing. Dep	15000	
Liking					
Intensive Ads social media	15-Jan-2022	20-Sep-2023	c/o marketing Dep I/T. Dep	25000	num. of views
Youtube	12-Jan-2022	25-Sep-2023	c/o marketing. Dep I/T. Dep	150000	num of YouTube hits
hashtag# selfie photo with a new bio plastic	1-Jan-2022	1-Sep-2023	Marketing .Dep	30000	num. of likes

bottle from LifeWater					
Purchase					
Personal selling	1-Oct-2022	1-Sep- 2023	distributions	50000	num. of costumers
After sales service			Customer service D.p	100000	num. of feedback
Increasing Positive Post				50000	
Total				1000,000	

Controls

How is the marketing campaign progressing, and what are the areas that are now out of your control, partly or completely?

Life Water's marketing programmer is helping us to improve the efficacy of marketing, where aspects operate better, more consistently, and with full emphasis.

Monitoring email addresses passwords and written rules, as well as revising anticipated performance standards to ensure data is safeguarded and company-owned, such on social networking sites like Facebook.

Controlling the efficiency of marketing aspects such as sales force, promotion and distribution is very crucial. a second-hand Keeping customers and gaining new ones are both goals for Life Water, and the company needs to know how its services stack up against the competition at the regional, national, and perhaps worldwide level.

Make a monthly study to see how the firm is doing in regard to the goals specified for each stage of the marketing plan.

Conclusion:

Best advice for Life Water Company is to maintain growing and innovating in manufacturing while also improving their strategies and development. Another important aspect of a successful firm is adapting swiftly to changing market conditions, and expanding into new areas. Life Water's strategic position, California's increasing population density, and the state's tropical climate are all aspects that should be exploited and used to the company's benefit. Life Water's long-term success depends on its in-depth examination of distribution methods.

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