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COVER PAGE AND DECLARATION

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I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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MGT540: Marketing Management
Module Assignment: Marketing & Brand Management Proposal

Executive Summary:

Life Water is a medium sized company specialized in producing healthy bottled water business providing high technology and strict quality measures to its customers.

Local community in California where the company operates is increasingly concerned about the lack of water especially during the drought and the subsequent environmental impact of the products they consume. This is a critical time for Life Water as they have recently invested more five million dollars creating a greener company and Life Water is starting production of elite line with a new bioplastics bottling technology.

In this marketing proposal, we as marketing team had rigorously done internal analysis to figure out our value proposition as well as external analysis to define the environmental impact, Customer feedback, the competition and the overall industrial situation.

As a plan, we defined set of strategic goals for execution cross functionally led by marketing team jointly with the board of directors. The ultimate target is to correct customer's perception, share in solving environmental issues through leveraging the new Eco-friendly production line using bioplastics manufactured from sustainable sources that break down naturally avoiding any perpetual damaging effect on environment and health wellbeing.

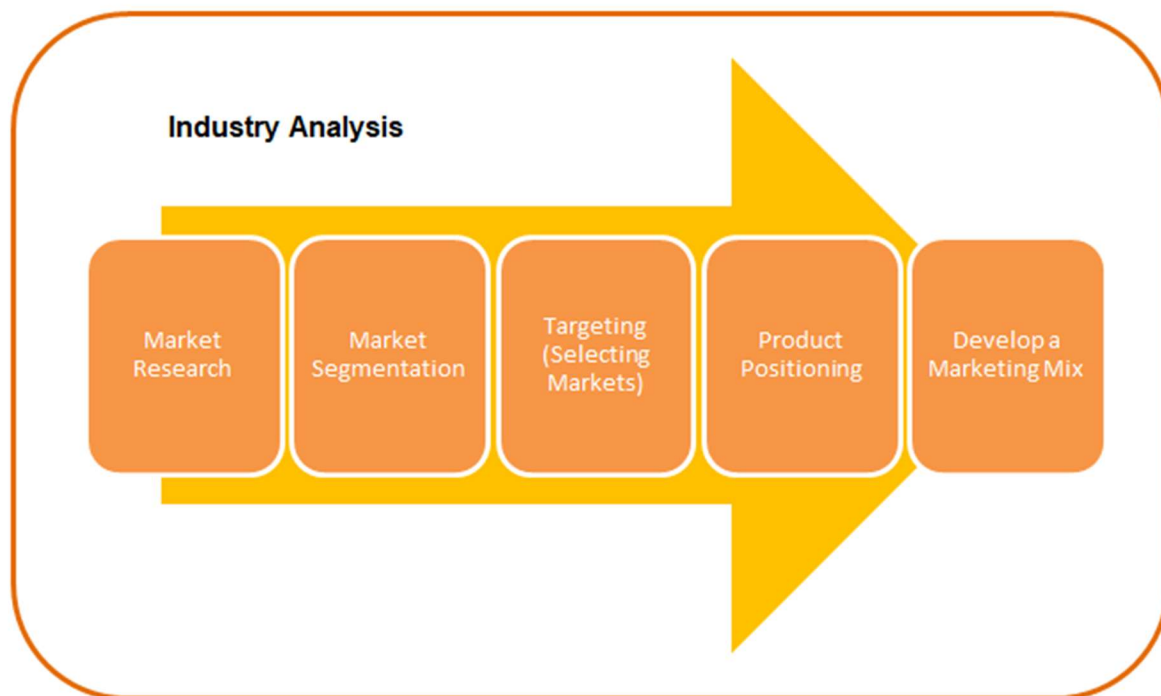
Proposed plan's budget, promotion campaign emphasizing bioplastics and greener/healthy concept using social media PR campaign illustrated. Moreover, a new logo, revision of marketing mission statement of Life Water is in place.

Action plan with strict timetable, KPIs' measures allocated and set of controls to monitor pacing of goal accomplishment are included in the company's performance scorecard.

1. General framework of Life Water Marketing plan:

The logical flow of process steps to bring our marketing vision into reality promoting *Tranquil* water in-line with Organizational strategy.

The adapted framework triggered data gathering through market researches to segment the market then a fact based selection of the target customer segments to enable Life Water position *Tranquil* brand properly and finally, we developed *Tranquil* Marketing Mix. Then we allocated action steps for each component within the framework.



2. Case Situational analysis (Macro and Microenvironment):

The tool to analyze external circumstances as well as internal organizational factors that will affect the survival and value proposition of Life Water business.

Market Summary

Bottled water Industry is very tempting and has good deal of information about the wide range of potential customers, manufacturers, distributors and product varieties. We used this information for better understanding customers' characteristics, their specific needs, and the most effective ways to communicate with them.

Market Analysis: USA companies producing and/or distributing bottled water

| | | 2016 | 2017 | 2018 | 2019 | 2020 | |
|-------------------------------|--------|------|------|------|------|-------|-------|
| Potential Customers | Growth | | | | | | CAGR |
| Small companies < \$1 million | 6% | 567 | 601 | 637 | 675 | 716 | 6.00% |
| Large companies | 7% | 222 | 238 | 254 | 272 | 291 | 7.00% |
| Other | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Total | 6.28% | 789 | 839 | 892 | 948 | 1,007 | 6.28% |

CAGR:Compound annual growth rate.

- **2-1: External analysis:**

The macro-environment: Changes in the external environment will not affect the day-to-day operations, but it's a key factor for Life Water to consider in light of local market perception during the time of drought.

- **PESTEL Analysis:**
- **Political factors :**

Global recession because of Covid pandemic is pressurizing the state's government for further adjustments in 2021 in order to correct the budget and resources' deficiency. Such situation may worry the company managing revenue on the invested fund "ROI" to develop *Tranquil*.

- **Ecological factors:**

Scientific predictions said; with global warming, California will see more variability in climate, with longer dry periods, and less snowpack.

Almost 75%- 80% of California's freshwater comes from the Sierra Nevada snowpack, a resource that has dwindled last couple of years. Moreover, precipitation falls as rain instead of snow in the mountains that will run off the land more quickly. In the short term, farmers and cities will increasingly turn to reservoirs and groundwater. Which is promising for business growth.

- **Social factors:**

Los Angeles is the most American populated city and has diversity of cultures and demographic varieties, which are all of good potential for business growth in different customer segments.

- **Technological factors:**

Since technology is influencing the development of many products, it is a key macro-environmental factor. Life water is adopting latest technologies in its product, purifying water without adding any chemicals and using biodegradable packaging material.

The company needs to develop its technology infrastructure and leverage social media as a key influencer to manage the customer conflicted perception especially during drought.

- **Economic factors:**

Despite Covid pandemic and its consequences on the national and global economy, increasing of unemployment and bottlenecks on international trading, California has a strong economy being the richest state in US but we predict a decline of purchasing power in the rest of the states.

- **Legal factors:**

California State has lot of regulations for business to consider for example Discrimination law, Consumer protection and e-commerce, Health and safety law and Data Protection.

Life water is integrated with the state's laws specially when decided to go green leveraging the edge of environmental safety that has very hectic eco circumstances in the state.

- **2-2: Internal Organization analysis:**

It assesses all related factors in Life Water organization in order to determine its strengths and weaknesses.

- **Financial position**

Since Life Water has many production plants, financially it's in a strengthen position.

- **Product position:**

Our products' price are 8-10% higher compared to other water products especially *Tranquil* as Eco-Friendly product, positioned to certain consumers yet almost 60% of consumers are in favor to use green products.

- **Marketing capability**

Company Products' marketing capability is high as products are available at the right time and at the right place with best quality, follows the regulation measures, and Eco-Friendly.

- **Research and development 'R&D':**

We recommend R&D team to attend exhibitions and conferences more frequent that present all new discoveries about bioplastics, green concepts and the suitable ways to preserve water.

- **Other factors of importance:**

Organizational structure, Human resource, condition of facilities and equipment, past objective etc. We also considered for internal organizational analysis.

As the main concern of Los Angeles population is water insufficiency, we recommend the company to employ experts to utilize all possible sources of water and finding suitable methods

to control waste as well as advancing the Biotechnology to contain and relieve peoples' fears and protect their health and environment.

The company's main commitment is to promote a healthy lifestyle, going green and raising community awareness of environmental safety through the planned marketing and promotional campaign.

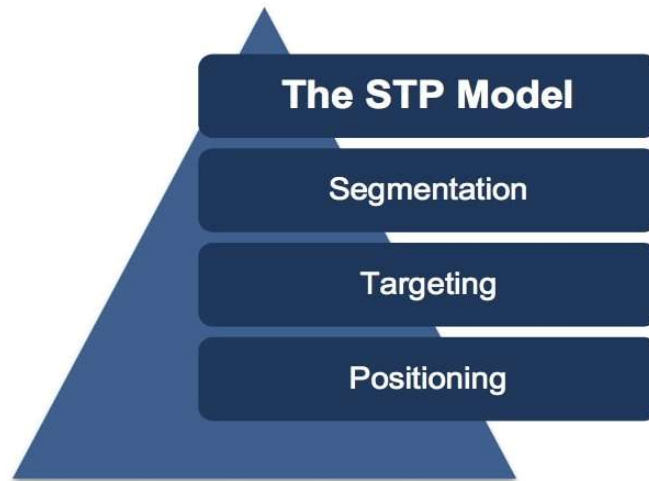
3. SWOT Analysis:

| <i>Strength:</i> | <i>Weakness:</i> |
|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Innovative high-quality products. | Life Water products limited by bottled water. |
| Taste: lively refreshing taste of Life Water products | Price is higher versus competitors |
| Safe manufacturing: not requiring disinfectant chemicals, which are a proven health hazard. | Lack of experience in managing advertising and marketing campaigns. |
| Good Human asset Know how to grow a business. | Lack of clear expansion plan. |
| Quality Assurance in accordance to local and international standards. | Lack of dedicated well-trained team to manage company's Social Media |
| Eco- friendly products in which we use Bioplastics. | Less distribution chain. |
| Water source naturally preserves the purity and freshness of water. | Difficult to establish brand equity. |
| Life Water certified with ISO 9001:2000, ISO 22000:2005 & SLS 894. | |
| <i>Opportunities:</i> | <i>Threats:</i> |
| Fast growing industry. | Recession and harmful government policies & Lockdowns. |
| Increasing demand for bottled water due to scarcity of water | A high rate of unemployment due to Covid Pandemic. |
| Expanding <i>Tranquil</i> to other states. | Strong distribution channel of other manufacturers. |
| Increasing demand for eco-friendly products over the last decade | New Entrants in the market with same bottling technology. |
| Since the country in a calm situation, there are more opportunities to expand. | Population perception of water scarcity especially after improper social media activity "Conflicting personal message from plant manager". |
| Eco-friendly Green industry Approach | Penetrating in rest of US before better positioning in the local California market. |
| Financial competence | Competition from water filter manufacturers, which decreased the sales of bottled water supply to homely customers. |
| Introduce new flavor herbal water to the market which will helps to human health | |

4. STP tool:

To make sales easier, we will employ the STP marketing model to classify our market into segments.

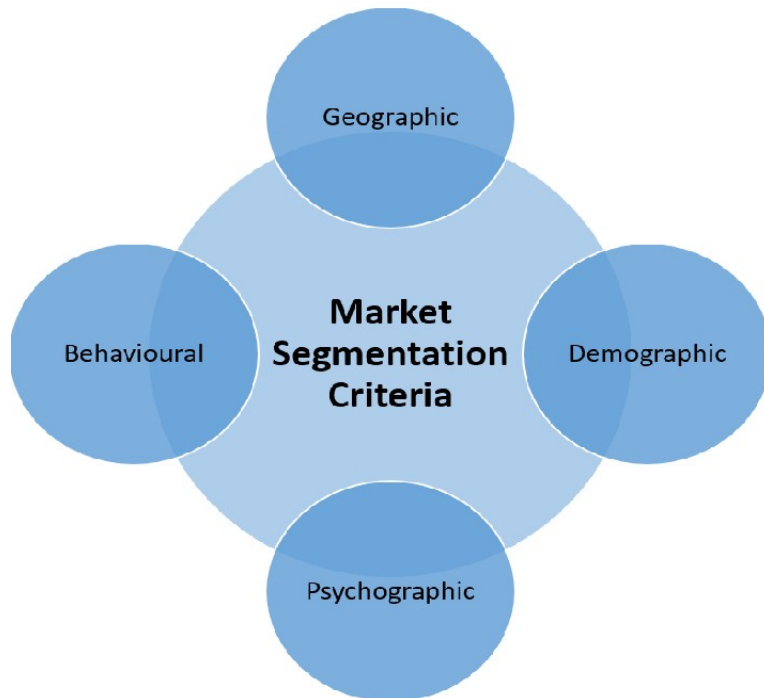
Positioning our products and services towards the potential segments as a desirable target segments, will facilitate our market position, as our customer will feel like we customized products to his needs.



- **4-1: Market segmentation:**

Jon Miller Said: “Knowing who your customers are is great. Knowing how they behave is better.”

Based on common behavioral and consumption patterns, Customers largely segregated into demographic, psychographic, behavioural, and geographic similarities



- **4-1.1: Demographic pattern:**

We addressed all age groups in local society, and income levels in families. The majority of the population of the United States of America in general and California in specific are able to buy bottling water regardless the age category, level of education ,.. etc.

- **4-1.2: Psychographic pattern:**

People who think alike usually shop alike. We segmented our consumers into two main categories based on their attitudes, lifestyles, interests and values as follows:

- First Group who are loyal to natural and eco- friendly products with negative attitude on manufacturing process and procedure, type of raw materials yet, the product price is less important factor in purchasing ability. Potentially, this group will be our advocate to neutralize the fear and misunderstanding happened in the market secondary to social media interactions accusing water companies as a cause of state's drought.

- Second, group who are interested in services with average price and good quality. Based on this classification, we suggest reviewing volume of the bottles and focusing on small volume for example 330-500ml bottle, to satisfy this segment.

- **4-1.3: Behavioral pattern:**

There is another trend in bottled water manufacturing which follows the approach of eco-friendly approach in bottling and production. This topic justifies that most of customers have loyalty to green manufacturing and they're healthy lifestyles oriented by following healthy restrictions and preventive attitude.

- **4-1.4: Geographic pattern:**

USA has a large area and high population especially the state of "California" which is considered the third in volume of population among all.

In California, we segmented preferred bottle size from an area to another as follows:

- 330 ml and below: sports clubs in city center, coffee shops and on the go.
- 500 – 1000 ml: in groceries for family needs and Gyms.
- 200 ml cups: in Hotels, Hospitals and Coffee stops.
- Bulk (2-5 gallons): in Restaurants across.

We considered this segmentation in our promotion plan & activities and agreed with Sales & Operations teams to amend *Tranquil* Production, inventory and distribution management.

- **4-2: Market Targeting:**

Water is for everyone but Biotechnology is for person looking to have a Healthy, Eco-friendly and chemical free pure water. Our unique product *Tranquil* is looking to satisfy specific people's needs while meeting our organizational objectives. As mentioned under Behavioral & Geographic segmentation, we identified various occasions when people look more to drink clean water like while traveling, playing sports, gatherings, food courts, and cafes, etc.

The target audience: sports enthusiast & fans, women, and during various gathering events, etc. However, the main target audience is the health-conscious people, men on the go & Entire community, Governmental bodies to correct the bad perception during drought.

- **4-3: Positioning:**

Our customers are all categories of society in all markets, so that we offer them promises of a healthy life by providing healthy water using bioplastics with the latest technology, sterilization methods and healthy controls in bottling techniques, so that we provide a bottled water product in all markets (undifferentiated marketing).

5. Marketing objectives:

5-1: In relation to company strategy:

- Life water to be one of top three Eco-friendly companies in California in 3 years.
- 5,000 website more visitors monthly in the next 9-months generated from planned inbound marketing activities.
- Increase received inquiries regarding environment protection and safety measures coming from our marketing communications efforts by 15% before end 2021.
- Raise our brand awareness in Q1 2022 by increasing the number of recommending influencers from to 12 influencers.
- Increase customer satisfaction score (NPS concept) 15% to be 60%, by end of 2022 using live chat to offer superior customer awareness and support.
- Increase customers who rate our live chat support tool as “excellent” from 47% to 85% by providing more training to our chat support team in the next 6 months.
- Increase our Facebook page by 1000 followers' monthly end of 2021 through increasing frequency of posting and optimizing targeted groups.
- Gain 1,000 more Twitter followers quarterly in the next 10 months by publishing tempting content like infographics, blog posts, updates on water reserve statistics..etc.

- Brand awareness to our target segment (Ladies ages 25 to 55) by participating in community events and giveaways of 5000 samples of Bio-water and booklets emphasizing on our effort to control water waste.

- **5-2: Financial objectives for marketing proposal and activities:**

- Increase market share from 18 to 24% within 2 years.
- Increase revenue by 12% in entire California market end of 2021 by developing new five proposals for Mega customers aligned with market needs and characteristics.
- Increase sales by 15% within 5 months by utilizing the power of Social Media Campaign and build customer relationship management framework.
- Increase net profit by 33% end of 2022.

6. Marketing Strategies:

Based on done market and internal analyses, we discussed different marketing approaches and focused on two main famous strategies;

- Growth strategy or Ansoff model.
- Competitive advantage or Porter Generic model.

- **6-1: Growth Strategy (Ansoff model):**

Ansoff (1957) identified four strategies for growth. The four strategies also identify four basic types of marketing plans and activities associated with each:

- **6-1.1: Market Penetration:**

Selling current products to existing customers, it pursues a market penetration strategy. our marketing activities and plan are emphasizing on loyalty of existing customers so that they are not vulnerable to loss to competitors, attracting competitors' customers, increasing the frequency of product use, and converting nonusers into users.

- **6-1.2: Market Development:**

Selling current products in new geographic markets. Creating product awareness and diversifying distribution channels are key marketing activities.

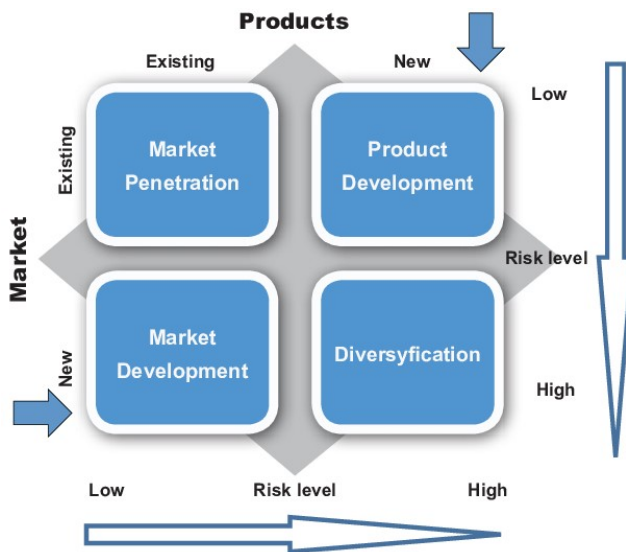
Since Life Water has already modified its product using Bioplastics, it will match more with the needs of local market and create an edge to promote in new markets yet, the return on marketing investments is likely to be longer than for a market penetration.

- **6-1.3: Product Development:**

Creating new products to existing customers, a product development strategy that leverage our relationships with existing customers.

Life Water R&D activities, creating awareness, interest, and availability are critical in this strategy.

- **6-1.4: Diversification Strategy**



Taking new products into new markets as if it is a completely new business, this carries the highest risk among all strategies.

We don't recommend this option in the short term.

6-2: Competitive Advantage, Porter's Generic Strategies:

All about the determinants of Life Water relative competitive position in the industry by choosing among three generic strategies differentiation, Cost leadership and focus.

- **6-2.1: Differentiation:**

Life Water seeks to distinguish its products & services versus competitors, our goal is to be unique especially that our price is higher than competitors are. We'll use creative advertising, distinctive product with Biotechnology, higher quality, and exceptional service.

With this concept, *Tranquil* shall be perceived as unique product, we can reduce rivalry with competitors if we capitalize on our customer loyalty.

- **6-2.2: Cost Leadership:**

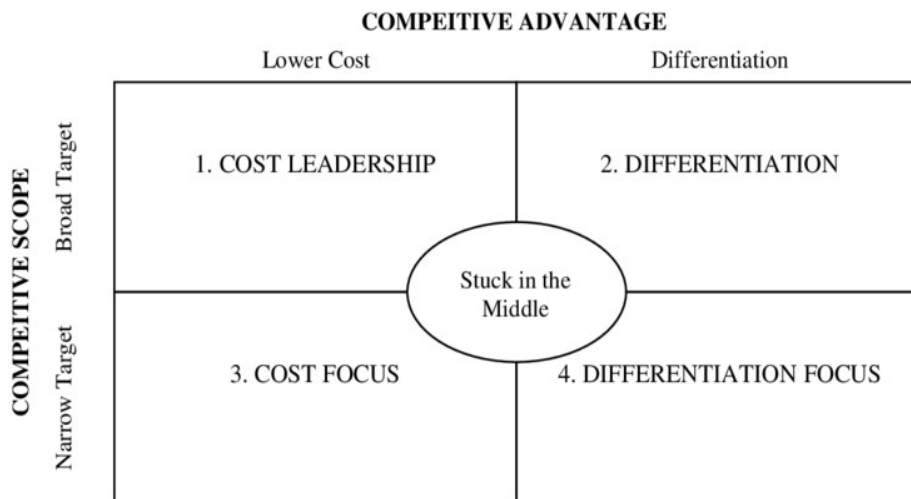
It's a competitive strategy where a company aggressively seeks efficient cut costs, uses scale, and adapt tight cost controls. In Life Water we're agile with high operations' efficiency but product price competition is not recommended in our plan.

- **6-2.3: Focus:**

Emphasizes focus on a specific regional market and/or buyer group: a niche. In Life Water we'll focus on target market of Healthy Lifestyle fans, Ladies with age category of 25-55, sports fans, Hotels and Healthcare facilities to build our Loyalty program "Niche group"

- **Stuck in the Middle:**

We'll not engage in each generic strategy as it's considered 'stuck in the middle' yet, we planned a balanced mix of promoting differentiation and focus on targeted groups.



Conclusion on Marketing Strategy recommendations:

Leveraging our new technology, operation excellence, Customer Intimacy, and product leadership along with environmental threats and healthy lifestyle obsession, we will strategize Market penetration and development along with a balance between Differentiation with unique product and special focus on niche group by:

- Increase awareness via marketing communications.
- Increasing availability through expanded distribution.
- Identifying new use occasions and diversify uses of *Tranquil* will increase purchase frequency and convert current nonusers into users.

- Price is untouchable for brand positioning and uniqueness.
- Promotions’ plan to increase repeat purchases.
- Solid Loyalty program with incentives to retain existing customers.

Investments in this marketing plan should pay back more quickly because we build on existing foundation of customers, capitalize on containment of population fears and satisfying market needs with top-notch new product and knowledge.

7. Marketing Mix:

The Concept of the Marketing Mix” by Neil Borden published in 1964. Eventually E. Jerome McCarthy clustered these multiple items into four high level categories that we now know as the 4 P’s of marketing.

“Its elements are the basic, tactical components of a marketing plan” this mix has proven to a key factor in a product’s success



7-1: Marketing mix for Life Water new product line:

In-line with biotechnology, Life Water developed the new product for environmental, health and wellbeing obsessed customer as an edge and uniqueness.

For the eventual launch, we developed a balanced and relevant marketing mix and focus closely to ensure that all elements of the product appeal to the target audience/customers to achieve success.

7-2: The 4Ps model and subsequent activities and procedures for Life Water:

- P1: Product Development:

Based on the evolving market and consumer dynamics it became clear that the need was for a product that offers a healthy regime for daily use rather than classical bottled water offered by competition.

Life Water came up with Biotechnology to fulfill this need and meet our commitment to the environment, which included efficient packaging to reduce pollution, use of more natural products and use of recyclable plastic.

- **P2: Price adjustment:**

Based on our product's perception and actual values, our price is a little higher than before to account for the new technology, better packaging and extended range of sizes yet it remains good value for money versus competition.

- Execution: in 2 days.
- Budget: in-house resources.

- **P3: Place variable:**

We aim a wide reach for our products ensuring its availability wherever needed by the extensive target market. The primary channels are retail stores:

- High Street stores like Healthy drugstores.
- Grocery chain stores.
- Gym and sports clubs.
- Hotels and public events avenues.

These stores ensure a cost effective distribution channel that has a wide reach. The company manages its own cost by selling to wholesalers rather than directly to smaller outlets.

- **P4: Promotion process:**

We based our promotions on the actual lifestyle of target market and environmental benefits of going green:

We don't find above the line promotions very effective as it's one way communications through TV for example.

- We promote as consumer led through different below the line solutions.
- Expand sample sales activity to allow consumers trying out the actual product.
- We planned an interactive online campaign to increase product visibility.
- We formalized a strong social media presence on popular networks.

7-3: Procedure of promotion and communication:

- **7-3.1 Proposed new logo:** Eco-Friendly *Tranquil* water bottled in bioplastics in-line with Green promotion direction of the company.

Logo used in all communication channels, social media, sales proposals, Leads, Public events.etc

Tranquil New logo



Life in a sip

- **7-3.2 Proposed new Slogan:** “ born with care for health welfare”
- **7-3.3: Outdoors, billboard, Flyers and free samples’ poster:**
 - Target places of high visibility: Main roads, Around Health and sports’ Clubs, Store chains, Free Samples distributed, Public and sponsored events, all company accounts on Social Media.
 - Publish a handy booklet with company poster includes the shift in company direction saving the environment, commitment on production quality and benefits of Bioplastic bottles: “Reduced carbon footprint, Saving energy during production, Recyclable, of natural sources, Reduction of non-degradable waste that pollutes the environment, natural water without additives, Zero effect on flavor and smell”

Tranquil
standard
promo



Task 2: Marketing Activities, Social Media Campaign and PR engagement:

8. Social Media PR Campaign:

As a key influencer in population behavior, we created a dedicated “Social media unit” who’s the only authorized team to manage our network activities.

We tell our story using public figures, Pitch to media sending out a news blast, and Engage the public to garner excitement.

- **8-1:Goals with Metrics:**

In addition to Marketing goals mentioned earlier, below are specific goals for social media campaign:

| <i>Business objective</i> | <i>Social Medica goal</i> | <i>Metric(s)</i> |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <i>grow the brand</i> | <i>Awareness</i> "these metrics illuminates our current and potential audience" | Volume of followers , shares,etc. |
| <i>Turn customers into advocates</i> | <i>Engagement</i> " these metrics show how audiences are interacting with our media content" | Comments,likes,mentions,etc. |
| <i>Drive leads and sales</i> | <i>Conversion</i> " these metrics demonstrate the effectiveness of our social engagement" | Website clicks,email signups,etc. |
| <i>Improve customer retention</i> | <i>Consumer</i> " these metrics reflect how active customers think and feel about our | Testimonials,social media sentiment,average respose time for social customer service |

- **8-2:Creation of audience personas:**

As we defined our target segments, population concerns on health and water scarcity, and then we addressed our potential fans, followers, and customers’ wants and needs. We created our social media content they will like, comment on, and share with others.

We prepared our messages to engage them specially the population shown dissatisfaction with Ms. Leono's comments on her page with special message through daily engagements and exchanging views about life water's process and procedure going green and controlling Water Waste in each production step.

- **8-3:Social media data gathering and analytics:**

It defines who the followers are, and how they interact with water brands, which allowed us to refine our strategy and better target our audience.

- **8-4: Knowing our competition:**

We learn from what they' do, their defects to correct in our campaign, what expectations in the industry and to spot opportunities.

- **8-5: Social media listening:**

To keep an eye on our competitors, we employed social media management tool to set up listening streams to monitor relevant keywords and accounts in real-time to spot specific posts and campaigns that hit the mark.

- **8-6: Social media audit:**

We planned weekly audit interactions with posts, blogs, posters and all customer reactions for performance improvement.

- **8-7: Social Media Mission statement:**

“We use top social networks promoting Tranquil health program and correct community perception on our business environmental impact in-line with growth strategy”.

- **8-8: Profiles set up:**

We decided to focus on “Facebook, Twitter, Instagram, and Pinterest in phase #1 for three month then, we'll expand to Snapchat, LinkedIn and YouTube” as top networks with highest visiting traffic.

It includes keywords of people's interest: Bioplastics as resistant as versatile, *Tranquil* Green Health, Eco-Friendly, Saving community, relieve drought, real life in Life Water.

Consistently, our branding logos, images, posters, billboard theme and Bio-packaging photos will tag every activity across all networks.

- **8-9: Social media calendar and posting schedule:**

- One-third of content to promote *Tranquil* and convert customers.
- One-third of content to share ideas and stories from thought leaders in healthy lifestyle, sports and environment.
- One-third of content for personal interactions with public audience.

Posting schedule

| NW | Saturday | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|-----------|-----------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Facebook | Remind people to join Tranquil Social support activities. | Post on gathering and family activity. | post link to content from our blog with short update. | Share community and Environment "Tranquil Go Green" content. | Post interesting question to the community. | Monthly Tranquil / Bio-technology Contest. | share humorous fun content "Cartoon , Video,etc." |
| | Share Sports content and chamionships. | Post interesting question to the community. | Share Promotional Item , special offer on Tranquil. | Remind people to join Tranquil Social support activities. | Open a discussion on a community hot topic on our company board | Remind people to join Tranquil Social support activities. | Remind people to join our mailing list and incentives they'll get. |
| Twitter | Monthly Tranquil / Bio-technology Contest. | Share Health content on our company board | Retweet community and Environment "Tranquil Go Green" content. | Compose tweet linking to content from our blog. | Compose tweet linking to content from our blog using an image or link to community content. | Compose tweet linking to content from our blog or the community. | Retweet community and Environment "Tranquil Go Green" content. |
| | Ask people to open a discussion on a hot topic of concern | Open a discussion on a community hot topic on our company board | Share Promotional item | Remind people to join Tranquil Social support activities. | Share our partners list of hotels, hospitals , clubs and restaurents | Throwback Thursday , participate with old photo , fashion , technology years gone for intimacy and engagement | Follow Friday: participate by thinking new followers in a tweet they're tagged in |
| Instagram | Share Promotional item | Post community and Environment "Tranquil Go Green" content | Share our partners' list of hotels, hospitals , clubs and restaurents | Write 200 words piece about Bioplastics as a recent development for Tranquil | Share Sports content and chamionships | Post link to content from our blog with short industrial update,community content on Life Water board | Monthly Tranquil / Bio-technology Contest |
| | Open a discussion on a community hot topic on our company board | Share our partners list of hotels, hospitals , clubs and restaurents | Remind people to join Tranquil Social support activities. | Ask people to open a discussion on a hot topic of concern | Share promotional items , special offers,.. | Remind people to join our mailing list and incentives they'll get | Share a success story tagged on company board |
| Pinterest | Pin our partners' list | Pin Promotional item on company board | Pin Health content on our company board | Pin Monthly Tranquil / Bio-technology Contest | Pin our own blog on our company board | Pin community hot topic on our company board | Pin our own blog on Tranquil Social support activities. |

9. Tranquil Social support:

Sponsoring Geriatric health care centers and Retirement homes for the elders in California.

10. Monthly social network contest:

Topics of interest about *Tranquil*, Bioplastics, going green. etc.

11. Evaluation and adjustment of our strategy:

As we start to implement our plan and track results, we may find some strategies as predicted, while others are working even better than expected.

12. Monitor performance metrics:

In addition to the aforementioned analytics, we employed a tool to track social visitors moving through our pages/Website to define posts driving highest traffic and interactions.

13. Surveys and customer voice:

Questioner is ready to monitor voice of our followers, email list, and website visitors whether we meet their expectations and marketing team will make sure to deliver on what they tell us.

14. Marketing Budget and execution plan:

Cross-functional execution plan timeline and budget expenses:

| Milestones | Timeline | | Expense | Accountable | Enabling |
|--------------------------------------|-----------------|------------|----------------|--------------------|------------------|
| <i>Advertising</i> | Start Date | End Date | Budget | Manager | Support |
| Timeline | 1/11/2021 | 2/11/2021 | \$0 | Outsource | Marketing |
| Ad campaign #1 | 2/1/2022 | 30/6/2022 | \$39,000 | Outsource | Marketing |
| Ad campaign #2 | 7/1/2022 | 31/12/2022 | \$43,500 | Outsource | Marketing |
| Trade show #1 | 3/1/2022 | 15/03/2022 | \$6,000 | Outsource | Marketing |
| Trade show #2 | 6/1/2022 | 15/06/2022 | \$9,000 | Outsource | Marketing |
| Trade show #3 | 15/09/2022 | 10/30/2003 | \$10,000 | Outsource | Marketing |
| Total Advertising Budget | | | \$107,500 | | |
| <i>PR</i> | Start Date | End Date | Budget | Manager | Support |
| Sponsored event 1 | 1/11/2021 | 3/11/2021 | \$10,000 | Marketing | CET |
| Soccer League | 1/12/2021 | 20/12/2021 | \$10,000 | Marketing | CET |
| City Hall Event | 1/1/2022 | 15/1/2022 | \$9,000 | Marketing | CET |
| Tranquil Social support | 1/12/2021 | 30/11/2022 | \$57,000 | CEO | CET |
| Sponsored Event 2 | 1/8/2022 | 15/1/2022 | \$6,000 | Marketing | CET |
| Total PR Budget | | | \$92,000 | | |
| <i>Direct Marketing Free samples</i> | Start Date | End Date | Budget | Manager | Support |
| Hotel Campaign | 1/11/2021 | 15/1/2022 | \$9,000 | Sales | Marketing |
| Sports Clubs | 1/12/2021 | 15/1/2022 | \$18,000 | Sales | Marketing |
| Hospitals | 1/1/2022 | 15/1/2022 | \$16,000 | Sales | Marketing |
| Major Coffee shops | 1/2/2022 | 15/1/2022 | \$9,000 | Sales | Marketing |
| Total Direct Marketing Budget | | | \$52,000 | | |
| Web Development | Start Date | End Date | Budget | Manager | Support |
| Requirements | 1/11/2021 | 30/11/2021 | \$0 | Inhouse | Marketing |
| Prototype | 1/12/2021 | 15/12/2021 | \$8,000 | Outsource | Marketing |
| Testing | 15/12/2021 | 22/12/2021 | \$0 | Inhouse | Marketing |
| Go live | 1/1/2022 | ----- | \$1,000 | Outsource | Marketing |
| Total Web Development Budget | | | \$9,000 | | |
| Social media campaign | Start Date | End Date | Budget | Manager | Support |
| Facebook | 1/1/2006 | 1/15/2006 | \$1,500 | Marketing | Cross-functional |
| Twitter | 1/1/2006 | 1/15/2006 | \$1,500 | Marketing | Cross-functional |
| Instagram | 1/1/2006 | 1/15/2006 | \$1,500 | Marketing | Cross-functional |
| Others | 1/1/2006 | 1/15/2006 | \$1,500 | Marketing | Cross-functional |
| Total Other Budget | | | \$6,000 | | |
| Totals | | | \$266,500 | | |

15. Control:

To ensure marketing objectives are on-track and to define weak areas to improve and strength areas to enrich, we developed *Tranquil* control scorecard:

| <i>Tranquil control scorecard</i> | | |
|----------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------|
| Objectives | Measuring frequency | Control method |
| Increase new customer visits by 15% to the actual store over the next 12 Months. | Monthly | Social Media tool analytics to monitor volume of network visits and interactionincrease |
| Increase visits on the 4 social networks by 4000 monthly for Next 12 months. | Bi-monthly | Using counting tool analytics on social media and Website |
| Increase customer interaction over the next year | Quarterly | The number of comments on blog posts and Social Network |
| | | The number of participants in the competitions |
| Obtaining 95% of satisfied clients through the next 12 Months. | Quarterly | The number of complaints and customer questionnaire |
| Increase Sales by 15% by end of 2022 | Monthly | Month over Month sales and volume of new leads |
| Increase profits by 12% by end of 2022 Months | Quarterly | Year over year review of quarterly earnings Vs operation cost and define weak areas to improve. |
| 85% satisfied customers in 12 months | Monthly | Monitoring customer voice index "NPS" |

Conclusion:

Marketing Management is the core of every successful Organization as it's the bridge between the product and its customer. It depends on understanding all internal and external factors that may drive the business direction in terms of customer needs, brand positioning & differentiation, sales boost/expansion and overall profit.

Sustainability, Public relation and social responsibility are crucial for *Tranquil*, Life Water to safely go through critical times and correct customer perceptions.

Our proposal will enable *Tranquil* reaches breakeven state by end of 2023 with strict Implementation time-line.

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