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COVER PAGE AND DECLARATION

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Introduction

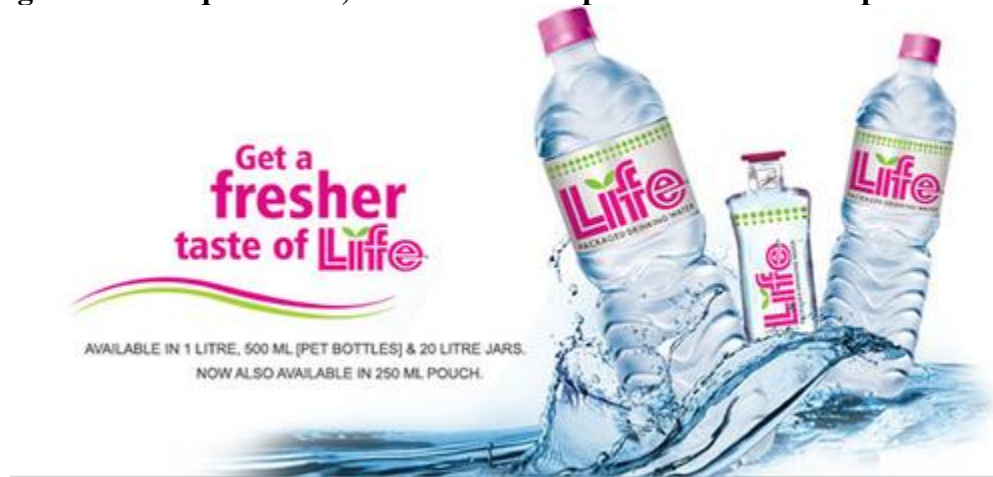
The report analysis the case of Life Water that sells bottled water where a marketing proposal and PR campaign are discussed. The company has aimed to promote itself as a green company where according to the company it undertakes all such operations that are friendly towards the environment and further cause the least harm to nature. The marketing proposal creates the new logo and the new slogan for one of the companies named as the Tranquil Water. The proposal further created the social media PR campaign that would promote the company as a greener company and also manages the comments made by its manager. Marketing concept is a philosophy, which says that the firm should understand its customers need and make decisions accordingly, this concept, also states that a firm must always do better than its competitors. When an organization has a marketing department they research on what do customers want, how to develop it and how to keep customers happy, they follow the marketing concepts. For marketing concept, market research is needed which is achieved by marketing mix.

Organizational goals and objectives can be achieved by knowing markets demand, producing as per needs of target market and satisfying the customers better than the competitors. This concept is totally customer based where they find and provide the best products for customers and do not focus on finding customers for their products.

Marketing concept undertakes different activities like market research. It is applicable of all the types of product and services, so marketing concept is used in all markets and industries. Marketing concept concentrating on scope and understanding of market, so companies that apply marketing concept reduces the risk and uncertainty, some companies go with marketing assumptions but marketing concept is more in detail where they really find out the markets needs by having research on customers needs and requirements and producing the products according to them.

The approach marketing concept uses is “market and customer first”. This is considering the markets need, what goes well in the market should be the production target, and customers are the one who decide the market. Once customer needs and wants are found marketing department reports it to production department this integrates the market and ensures sell the marketing concept ensure profit through customer satisfaction.

1. Using relevant industry information, create a marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bioplastics.



Key Roles and Responsibilities of the Marketing Function

Marketing had been playing an important role to inform the people about the brand and reminding them about the product also understanding the needs of the customers

Market research

A company is successful only if it produces goods and services according to what people needs and wants. This role of marketing gives a guidance to production line and ensures sales

Marketing department in LIFE WATER does a deep research on what to produce as it wants to increase its sales to double by 2020, so if the products be according to the market research the sales will be higher, LIFE WATER wants a day to day on going research but they want the survey to be interesting for the customers so they created a **chat bot** is called as ORC,

Brand management

a brand tells who you are, what you stand for. Brand is very important for growing in the market. People purchase a product only for its brand name.

LIFE WATERs marketing department helps it to manage the brand by creating a very positive image of high quality and affordable price in the customers mind, LIFE WATER had stayed unique in customers mind also by its special store designs.

Pricing

Setting correct prices for products is a challenging process. If the price be high customers reduces if too low company gets loss so this process is very important

Marketing department in LIFE WATER considers all the factors the basic cost of raw materials, labors, manufacturing cost, processing, packaging and many more and discusses with production sales and finance department then decides a suitable price for the product . like wise LIFE WATER always wants its products to be affordable so they try to minimize cost and not to set the prices very high.

Packaging

A product package includes its brand name and features which actually describes a product. Packaging is a silent advertising tool

LIFE WATER does not pack all of its goods but the brand name and label is a must on every single product, LIFE WATER use all eco friendly and recycling materials for packaging.

LIFE WATER uses flat packaging style to make transportation of the furniture more easy for the customers.

Distribution

A product should be available to the customers. LIFE WATER got 380 stores in the world and the products should be available to all the customers around the world. The distributionchannel of LIFE WATER includes manufacturer, dealer, wholesaler, retailer and consumer. As LIFE WATER wants to reduce cost it should minimize the channel and make the most direct way for the products to reach the consumers. Many products are distributed to stores in other countries, LIFE WATER must think of the cheapest shipping and transportation ways

Marketing Trends

Some of the markets trends of 2019 are:

- Going with the follow of social media, only having Instagram, Facebook and YouTube channels and blogs are not effective enough anymore its done by almost all the organizations. This should get more attracting like live video streaming where customers and social media users write their comments and views instantly. Communication becomes very easy and it's more convenient. To explain everything by a picture and its caption is not that clear, plus many do not keep time to watch a video but when it comes to live it sounds more interesting, public believe more in live videos they are sure that there is no edition and false effects.
- Artificial intelligence, this is a new tool used to analyze consumers behavior. The use of robots can be effective and cost reducing; robots take actions according to the way they are programmed. Basic

human activities are covered by artificial intelligence and this allows employees to be more efficient in spending more time on activities that need man power.

Most commonly robots are used in chatbots where they communicate with customers and get the feedbacks as they are functioning, they work 24/7 and reply to customers as soon as they receive messages.

- Use of micro influencers in place of macro influencers, influencers are now on trend they are people or basically bloggers on social media with many followers who directly influence the public by just using or talking about the products,

While we know Marco is more than micro, macro influencers have more than 100k followers they are usually celebrities and very famous who also charge very high for promoting the products. But micro influencers have between 1k to 100k followers they are more similar to public, people believe them more, customers trust the one who is same like them more, at the same time the advertising cost also reduces in this way.

- Rather than coming up with new strategies upgrade and improve the existing strategy, the content marketing is a very effective marketing, which is not expensive at all and increases customers loyalty it does not keep on changing but improving the concepts.
- Customers personalization, there are many products in the market, with different price range. A personalized product will have a good go, customers like to find all the features they are looking for in a product, now many brands started selling customized products where customers designs their own shoe or dress. Also understanding the customers are producing goods will have more scope than producing goods and then finding customers.

These are some marketing trends, they keep changing as world is in rapid growth of technology and advancement where the demands keep changing, customers needs are increasing and improving. Success in market is to find the competitors analyze them, and produces better and also provide better services from what the competitors have. Success is analyzing the market and preparing trends to overcome all the weaknesses and threats

Marketing Function

The marketing function is a role that helps an organization to recognize and source possibly successful products for the marketplace and then advance them by differentiating them from same products. Common marketing function types within a broader business might include performing market research, producing a marketing plan, and product development, as well as promotion , advertising, distribution for sale, public

relations and customer service

Marketing plan is the process which helps business to achieve its objectives by marketing analysis, situation analysis, sales forecast and expense budget. Situation analysis includes SWOT and competitive analysis.

Life water's Marketing Plan

Mission Statement

Life water's mission is "To extend people's reach", which means to reach or communicate with customers and to provide a best-in-class total customer experience domestically and internationally, deliver attractive returns to shareholders while investing in the long-term future of the company, and supporting economic development in all the markets operate in.

Vision Statement

The vision of life water is to drive digital future to empower the societies.

Goals

The goal of Life water is to become the employer of choice in all of its markets, Life water Group constantly strove to improve the career experiences of its employees over the course of 2017. The Group adopted innovative ways to Talent Attraction, Talent Management, Training and development, Rewards and Recognition and overall Employee Commitment. Furthermore, under Life water's new vision, "Drive the Digital Future to Empower Societies", the company trained its human capital in the context of an increasingly digital world and workplace.

Marketing campaign

Life water released a coordinated mystery battle bolstered vigorously by extensive media spend. The campaign featured six international celebrities and campaign took place on digital, social media, outdoor, print, radio. Online life Influencers joined the crusade by posting marked photographs and recordings advancing the life water. Life water campaign through online marketing services, online presence, managed website, social media and business listing. On 40th commemoration, Life water Gathering needed to reaffirm its position as a chief telecoms administrations supplier as well as a way of life mark that has changed the lives of its 140 million supporters for the better crosswise over 16 nations.

The Life water Gathering as of late shot and discharged its first historically speaking gathering brand topical crusade featuring its quality crosswise over 16 nations and client base of 140 million endorsers. The topical crusade with the trademark 'Together as One', was brought about by a worldwide imaginative organization "Caviar". The video, which highlights outstanding generation esteems, was shot by a popular Australian Chief. The TVC experiences the brand's 40-year-old history, featuring the change it has conveyed to the lives of 140 million individuals crosswise over 16 nations.

The TVC begins off by demonstrating USA in 1976, concentrating on a common Bedouin family. It

exhibits a spouse calling her significant other, who is out on a venture, yet at the same time not distant from family on account of the Life water's correspondence foundation in a period when phones, fax machines and pagers were the essential network instruments.

The video hops to the future, exhibiting USA's improvement as a flourishing financial center point consistently, while keeping family and network as the focal thought all through the TVC. As the video takes us through the voyage through different nations where Life water works, the gathering of people is blessed to receive a common string – how Life water unites individuals. That is the place the 'Together as One' crusade genuinely exceeds expectations. Life water presents an interesting mark signal in the state of the Life water logo, symbolizing harmony which is at the core of the sincerely charged correspondence. Life water's new media crusade is circulating around the web. The TVC has just piled on about 600,000 hits as far back as its introduction a couple of hours prior.

Objectives

Life water objectives are to be the company with the highest market share in cellular phone network coverage business in target market segments within next five years and to accomplish the revenue in next five years. Life water will adopt a range of open innovation tools – such as scouting in major global innovation hubs, working more extensively with ecosystem partners including start-ups, and remaining open to different investment vehicles – to fast-track the Group's achievement of its ambitious objectives. Revenue growth, digital capability development, customer experience improvement, and efficiency optimization will serve as anchors for this strategy. The Committee is further entrusted with determining the Company's needs for talents at the level of executive management and staff and their selection criteria, and with developing policies for training, human resources and granting remunerations, incentives and salaries to the Company's Board members, executive management and employees in a manner that ensures fulfilling its objectives and commensurate with its performance.

Target Market

Life water aims to serve best by having the right service for the right specific target .

Life water targeted several different group of people. For example in demographics the things which were considered including gender, literacy, custom and traditions, income and all those people who had enough purchasing power along with the product knowledge were targeted by the life water. More than 6.3 million versatile endorsers in the USA. It has a solid market infiltration with more than 140% of the market of USA clients of Life water. Life water fundamental target gathering of people are companies, endeavors and people. Other categories include:

Individuals (students, professionals etc.), Corporations (Public & Private), Businessmen (All forms of businesses), Internet users and Travelers (Roaming service facilities) There are different types of target

market

Budget

LIFE WATER's current market cap is over \$ 156 million

Marketing Strategies

The eventual fate of LIFE WATER relies upon how well it ventures into different new topographies and innovation verticals alongside the sort of significant worth based development it brings into the current arrangement of geologies and item. In spite of the fact that an extensive piece of the income will originate from the USA, because of increasing rivalry and immersion of the market, keeping up a solid best line from USA won't be simple. Following variables can assume essential job in choosing the future system for LIFE WATER.

New Markets: - Fresher markets will assume an essential job in affecting the future system of LIFE WATER. A considerable lot of the current markets like Los Angeles and California are still underserved and have tremendous development potential.

Creative items for nearby markets:- Like some other globalized organization, Life water needs to comprehend the elements of the neighborhood market and needs to think of inventive arrangements tweaked for the nearby markets

2. Create a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono's comments

Life water is a bottled water company with over 20 years of experience. We have focused on providing superior quality water filtration and treatment services for residential, industrial and commercial environments. This includes, among other things, filling equipment. We are located in Nevada and cover the entire state and neighboring states such as California, Idaho, Utah, Arizona and Oregon. All bottled water produced at Eva Klear undergoes strict quality controls. As a bottled water company, our target audience includes soda consumers. This has become a major health concern because soda contains unhealthy sugars. Our bottled water products not only serve as an alternative to health, but also as a solution to the problem. Instead of taking a bottle of soda when they go out, we encourage customers' need to have a bottle of our high-quality products. Our market segment includes almost all categories of people who need a quick refreshing drink. Our bottled water products are among the best in the industry. We demand that our products are considered to be of the best quality. Water is a tasteless liquid, but our bottled water products have a smooth, silky taste. This feature is our unique taste which is different from others. All life water bottled water undergoes strict quality control. This is done to ensure that our valued customers receive only the best. With highly qualified personnel with knowledge of the sector, we are able to manufacture products that meet the highest industry standards

Marketing and Advertising Strategies

All our marketing efforts are based on our approved advertising strategies. We have included a few that are very effective in reaching your target market. The sole purpose is to help understand what the customer needs as well as the specific promotion strategies to which he responds best. Among the many marketing and advertising strategies used are press releases and advertisements sent through local and regional newspapers, as well as on television and radio stations. Other advertising strategies include direct marketing such as distributing flyers and promotional messages. Direct marketing is more and more popular to help customers buy our water bottle products. Directories and advertisements in print media also target customer acquisition. We also offer structured distribution opportunities so that partners or distributors are well rewarded. Participation in exhibitions is also one of the effective promotion strategies used in selling our products. We also write articles for medical journals and journals about the importance of our products to their well-being. We have also developed an effective way to market our bottled water by creating a reputable image.

We have identified people's desire to succeed. Thus, our products are associated with success. To make this even more effective, we have appointed sports and fashion stars as product ambassadors. We are also ready to make the necessary adjustments if needed. In other words, some marketing strategies are bound to work better than others. Those with little or no effect will either be modified or eliminated altogether. We will focus on continuous improvement. By keeping up with current advertising trends, we can move forward. Thus, appropriate courses and books will be read to improve message delivery.

Understand our competitors

There is no denying the fact that there are many bottled water factories. This represents a great level of competition. However, we are well positioned to compete profitably using our strengths. We were able to identify what the market needed. This, combined with the high quality products we produce, gives us an edge. Most bottled water companies nowadays focus on price and service. However, we will add value in price and service as well as highlighting a unique flavor over our competitors. We also intend to constantly research competitors to find better ways to take advantage of our strengths. We believe that specific objectives are essential to the success of our marketing efforts. In the medium term (more than a decade), we hope to expand our activities to all countries. Achieving this will require increasing our marketing efforts as well as expanding production. The latter will depend on demand. We are working to achieve this goal on time. Not much can be achieved from a marketing perspective without clarifying and studying past efforts. We are determined to track the progress of our marketing strategies. This helps us standardize the strategies that have the most impact while adjusting or modifying the overall strategies that have the least impact. If you are having trouble creating a workable bottled water marketing plan, this sample should help you a lot. We've focused on all the relevant sections that any good plan should have. Simply fill it in

with information relevant to your business. The correct implementation of your bottled water production marketing plan is also important

MARKETING TRENDS

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Conclusion

International marketing means marketing activities whose objective is to publish, market and promote the company's products or services internationally and outside the borders of the one country in which the company is active or where it was established. It means selling products or services to groups of people in different countries and across borders.

The concept of marketing internationally goes beyond selling what the company offers in other countries only, to include all other activities directly or indirectly related to the marketing process. This includes the processes of planning, pricing, production, transportation, distribution and promotion in different countries

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