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EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** info@eiu.ac

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INTRODUCTION:

The idea of selling is neither difficult nor unique. The shopper is almost always correct may be a search that has been mentioned since the Industrial Revolution. Commercialism recognizes consumer sovereignty, which has now evolved into a management discipline.

The concept of selling as a managerial discipline began in the United States in the 1950s, although its roots go back further. Although America was the home of contemporary commercialism, it had been widely practiced in Europe for many years prior.

Commercialism as a concept A structural philosophy and activity may be used to almost any type of organization, whether for business or non-profit purposes. We must understand the fundamentals of selling, which include the meaning and importance of marketing; the many marketing concepts; the current marketing idea; and the social marketing concept.

Emblem design is an important, yet often overlooked, aspect of the legal industry. One of the first things that customers will notice and remember is your logo. As a result, you'll want a logo that stands out and complements your company's overall image.

Our staff of skilled stylizers can create a design that is unique to you. Firm commercialism, firm advertising, skilled commercialism, personal injury commercialism, and firm commercialism are just few of the services we provide. Professional commercialism, commercialism preparation firm, legal commercialism, advertising law firms, professional commercialism procedures, company emblem vogue

A skilled SEO strategy will assist you in expanding your customer base. As a result, we provide full-service commercialism programmers for law firms, including search engine optimization (SEO), content production, online PR, leaflet design, graphic design, and more. Branding l. a. can help attorneys enhance their SEO and attract more clients.

We have a team of experienced specialists that will advise you through each phase of the plan, ensuring the success of your legal commercialism in la. We've been advertising for a long time.

Our staff has the capacity and skill to assist law firms in achieving their commercialization goals and attracting the necessary business.

Bio-plastic bottles made entirely of plants, as opposed to the mixed composition bottles that have been popular in recent years, are a new trend in the beverage industry. Planet Bottling and Keystone Waterworks are two of the most recent eco-bottles to hit the market.

In comparison to ordinary plastic bottles containing oil and BPA, Green Planet released a new water complete in an incredibly 100 plant-based container that is toxin-free and carbon neutral, retain with an unleash. In eighty days, they are reusable, useful, and biodegradable. According to the business, each batch of 72 plant-based bottles saves one gallon of oil.

To provide, the bottles consume sixty-five percent less energy and gasoline.

The water is vapor-distilled for purity and, where possible, obtained within 500 miles of its final destination to reduce its environmental effect. Nature Works' Ingo plant-based plastic was used to make the bottles. According to Keystone, the material, also known as PLA or polylactide, emits less greenhouse emissions and requires less energy than other plastic bottles.

It's both functional and biodegradable. The firm has just completed a successful pilot in Florida, and hence the Southeast United States, where the water is obtained and bottled.

The company credits some of its success to the state's voluntary inexperienced lodging programmer, which aims to help enterprises move to a more environmentally friendly model. Different companies, such as Nestle and PepsiCo, are also working toward renewable plastics, although they aren't quite there yet.

Nestle, for example, announced numerous targets in 2008, including a bottle made completely of recycled or renewable materials, such as bio-plastics, by 2013, and bottles made entirely of recycled or renewable materials by 2020.

Nestles re-source spring water is repackaged in a container made of twenty-five percent recyclable plastic that is 100 laptop pc reusable. Dope reduced the quantity of plastic in its 500ml non-carbonated beverage bottles by 20% in 2008.

Coca-Cola began testing its plant-based PET bottle on the West Coast of the United States last year, just below the Dasani water well. In the United States, the bottle is made up of a mixture of petroleum-based ingredients and a significant quantity of plant-based materials (around thirty percent).

STRATEGIC COMMERCIALISM PREPARE FOR ALL TIMES WATER'S COMPANY

This paper is a significant step forward in the development of a strategic marketing plan for LIFE WATER'S drinkable. Access Natural Water was founded in 2010 as a subsidiary of Access International (Private) Ltd and is now the country's number one bio-defense drinkable maker.

The delicate springs that come from the la fountains are the source of LIFE WATER'S water. LIFE WATERS was the first to obtain the SLS 5 hundred certification for bio-plastic bottled beverage in 2013.

Obtaining ISO 9001:2000 accreditation for the quality management system in 2014 was a step forward. The approach will look for a market for bio-plastic bottled drinkables, as well as important competitors in the space, and set up an event that will help to stabilize the market in the long run.

It will determine the current position of LIFE WATER'S drinking waters on the market, as well as where it should strive to be in the future. This analysis will determine the LIFE WATER'S drinkable's strengths and weaknesses at the market level, as well as how they are managing customers' responses to market opportunities and threats.

It will jointly examine LIFE WATER'S drinking options and, as a result, the way in which it distributes its blessings to customers. The approach will be based on this study and will identify the target markets whose needs are best met by LIFE WATER'S drinkable.

Finally, the plan establishes goals for LIFE WATER'S drink penetration and market development in both existing and new target areas. A neighborhood is formed as a result of this, and it outlines the most common approaches for achieving these objectives.

It all comes down to buyer power and the required reforms. Can the following analysis provide implementation objectives for future plans?

ANALYSIS:

This might entail using certain instruments to investigate the current state of the product industry. The atmosphere is both macro and tiny.

The large-scale environment Changes in the macro-environment will not have a direct impact on the firm's day-to-day operations, but they are just as important.

Four of the most important macro environmental elements are white. The political and legal climate Environments (economic, social, and cultural) The technological setting Political and legal considerations are undoubtedly a top priority for some companies.

The current political climate appears to be encouraging people to enter the corporate world, for example, by providing tax breaks for commercializing goods.

Drink is one of a person's most basic bodily cravings. Humans can drink water in whatever way they like in their daily lives. As a result, any political developments will have little impact on the beverage industry. Demand, costs, expenses, and profits are all heavily influenced by the economic environment.

Consumer product expenses are growing rapidly in the contemporary environment of the country, but consumer wages are decreasing. Water is one of the world's free components, thus shoppers from lower socioeconomic classes may be less interested in purchasing drink bottles. Because water is a crucial bodily want for people, socio-cultural contexts are particularly low for the beverage industry.

Technological environment Technology is an important macro-environmental variable since it influences the outcome of numerous products. Access Natural water is using the most up-to-date technology.

Technology in their offering. They filter water using cutting-edge technology without using any chemicals The intimate setting.

The micro-environment refers to the weather that the selling business has control over or will utilize to gather information that will help it improve its marketing operations. Combination for sale

The four Ps, or postscripts, stand for: Value of the product Location Promotional value and contribution to the water industry are totally different. 2 pts.

Because water is a free component in the globe, the product isn't clear; moreover, because water is available all over the world, location isn't necessary.

However, the importance of value and marketing cannot be overstated.

Due to the fact that water is a free component of the planet, valuing water products is incredibly important. The buyer's capabilities, as well as the worth of competitors, should be considered by the company.

Customers might think about the affordable prices and high-quality products. LIFE WATER'S pricing is a little less than that of its competitors. They're utilizing this value in a unique way to maintain the standard of their goods.

Their shopper level has also been restricted as a result of this value. Promotion: In today's globe, the water business is rapidly expanding. Within the market, there are several rivals. Elephant House has lately joined the beverage market in the nation. That marketing is critical in our industry.

Access Natural Water is now advertising their product through a recognized supply chain.

They need to expand their supply chains. As a result, pursuing these individuals will be futile.

INTERNAL ORGANIZATION ANALYSIS:

Internal structure analysis evaluates all of a company's interconnected components in order to determine its strengths and flaws.

Monetary situation Access Natural Water is in a very strong financial position since it might be a group of companies. When compared to alternative water products, LIFE WATER'S price is relatively low compared to alternative water products. As a result, this product is positioned among the most reliable customers.

The marketing capability of this product is excellent. They deliver the goods at the appropriate time and location. Other aspects, such as structure, human resource, facility and instrumentation condition, previous aim and methodologies, and so on, can also be included for internal structure analysis.

ANALYSIS OF STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS (SWOT):

Taste: - Strength

LIFE WATER'S lively and invigorating style is sometimes overshadowed by someone who overpowers this water, and it's simply too gentle to stimulate your style buds.

Assurance of quality: -

For each batch of water, a series of laboratory tests are run methodically, each in a fully equipped in-house laboratory as well as alternative licensed outsourced laboratories, in compliance with local and international standards.

- Source

The unspoiled springs are located 200 feet below the rock bed in aquifers. It protects the purity and freshness of water in a natural way that can't be duplicated and isn't tampered with by the industrial industry.

- Natural:

Because of the cleanliness of the source from which the water is taken, the water does not require rigorous filtration, obviating the need for disinfection chemicals, which have been proven to be hazardous.

Image: -

LIFE WATER'S is SLS 894, ISO 9001:2000, ISO 22000:2005, and Dutch HACCP certified.

A certificate of food safety, as well as the Ministry of Health.

Price of Weakness: -

When compared to the price of other water products, LIFE WATER is a bargain. Of- Market Place, they just require a few market locations around the island. Their distribution network is much shorter.

Opportunities:

Field that grows quickly:

The people to machinery life are dynamic in the globe. In order for them to be willing to go in search of easy ways to satisfy their cravings. Bottled drinks offer a lot of options in this circumstance.

Expansion: -

Because the country is in such a peaceful state, there are several prospects for businesses to flourish across the island.

Incorporate a new flavor: -

Introduce to the market flavored water that can benefit human health. Financial know-how:

They require extra possibilities to build their business because they are a group of companies.

Threats:

Taking a look at some of the most recent players: -

A number of new firms are joining the industry. Elephant House has just joined this sector as well. This will provide a significant challenge to current water brands, including LIFE WATER'S.

- - - - -

LIFE WATER'S is not just up against competition from drinking water providers, but also from a slew of water filter manufacturers. They have been selling purifiers on the market, which has resulted in a drop in the sale of drinking water to low-income clients. Market study understanding of the opposing producers' robust marketing

MARKETING RESEARCH DATA METHODS:

Research is the process of gathering, documenting, and evaluating market data in order to aid a company's perception and analysis of its market and potential clients.

Access Natural Water intends to grow its market. As a result, these knowledge methods can help them prepare for a replacement market situation. There are several methods for gathering data. However, maltreatment is only relevant in this case.

1 - Questionnaire:

This is one of the most often utilized information aggregation methodologies. Prepare a question about the product and disseminate it to people to get their feedback.

- Advantage

- Additional information might be gathered. It is simple to do research.
- All levels of customers can provide information.

- Disadvantage

- Customers and distributors do not communicate or share plans.

2 - Interviews over the phone:

Contacting people over the phone to get their feedback on a product is a good idea. Although detailed information may be gathered using this approach, the company will be unable to collect data from a larger number of clients since not everyone has access to a phone, and they will also have to pay for data collection, which is an expensive way.

Save for something more important than technique. There are other sample survey and private interview methods, however they are also expensive to utilize. Bottles are less expensive than other soft drink products. As a result, maltreatment form approach will be more cost-efficient as well as a more effective knowledge aggregation method.

IMPORTANT SUCCESS FACTORS:

Water Purification Method: LIFE WATER'S uses a natural biological purification system to purify water without the use of chemicals.

Customers they require are international organizations, which they have grabbed as customers.

Phoebus Apollo Hospital, for example, is a global organization. They just become a political candidate provider for LA Airlines.

The recent debut of LIFE WATERS in PET (polyethylene terephthalate) bio-plastic bottles in 200ml, 350ml, 500ml, 750ml, 1000ml, and 1500ml capacities is the newest addition to the assembly line. They require a whole new type of package that is focused on supporting the patron's capabilities. For example, they require a completely different type of water dispenser, so customers will select the option that best suits their needs.

CORPORATE/OBJECTIVE-SELLING:

Create a whole image a semi-permanent marketing goal for WATER'S may be to increase sales by creating a brand image for the product, brand, and/or company. This is becoming a more concrete aim for large corporations with large expenditures.

Improve customer service by improving customer service, Access Natural Water will enhance profits. When clients are more satisfied, they are more likely to spread the word about the product and purchase it more frequently.

Reduced operational costs Access Natural Water have an aim to reduce its operational costs. Increasing Sales Access Natural Water plans to increase LIFE WATER sales by 10 percent in the next year.

STRATEGIES:

Methods are critical for increasing product sales. Depending on the unique condition of affairs of the specific firm, several selling tactics may be used. It's a full and unbeatable setup created exclusively for achieving a company's selling goal.

The selling goal is to achieve what the company needs to succeed. The planning for accomplishing goals is provided by the selling strategy. When the LIFE WATER goals are examined, it becomes clear that they need to broaden their market focus from a narrow one.

Their image-building, sales-growth, and low-cost operational goals reveal that they're attempting to establish individuation and low-cost capability for their goods. They won't establish any instant strategies for cheap pricing since they'll preserve the worth of their goods as a baseline. This analysis, on the other hand, takes each approach into account.

Michael Porter defines a business strategy class theme as one in which there is three broad types of action and competitive advantage maintenance. Value-based selling strategy: As the water industry grows at a rapid pace throughout the world, so does competition.

LIFE WATER'S potable worth is much more than that of their rivals as a consequence of their commitment to upholding their standard, as well as the fact that their cost is high due to the most modern and expensive water purification technology. According to their aims, they want to extend their market by figuring out how to reduce the price of their products.

They must reduce the value in order to increase the market in this highly competitive industry. One of their objectives is to reduce operational costs. As a result, if they reduce their operational costs, they will also reduce the value of their product.

Sales may grow if the price was cut. To reduce the operating cost, the right plan must be implemented. A business that is primarily conducted online will make things easier by cutting costs.

Client service tasks that are automated, such as Web-based FLW, order status reports, product specifications, and so on, will reduce the number of client service calls, lowering client service labor costs.

Distribute items to customers via an offer chain. It will reduce the cost of transportation. Increasing the number of provision chain channels across the island. Long-distance shoppers will see a reduction in the value of the promotion. As well as increasing goods sales.

Misuse of social media platforms (such as Facebook) to promote their goods. It will reduce a variety of operational costs.

DIFFERENTIATION-BASED STRATEGY: Due to the high level of competition in the industry, Access Natural Water should place their product in the minds of customers. They must create a full image among customers in order to go from a narrow market scope to a broad market scope. As a result, buyers will be able to easily identify the product.

They must distinguish the product from their competitors in order to create a full image. Within the bottle, they had already distinguished their product. For his or her bottle, they have an entirely different type of lid. However, this may not be sufficient to maintain attention. Here are a few strategies for forming a picture of their goods.

Introducing flavored water: there hasn't been any flavored water on the market yet. As a result, the product may be distinguished by this introduction. However, in our nation, water-based extraction can be successful.

Setting the right retail price: pricing and image together may create a comprehensive picture among clients. Because they are aiming to extend their market, they must reduce their value to the same level as or lower than that of their competitors.

Advertisement: They must promote in order to create an image in the mind of the shopper. For example, they may promote that even a little newborn can drink this water. The majority of people in our nation do not appear to be willing to give newborns access to drinking water.

The advertising material should be distributed to a large number of people. To promote on their bottle label, they should use social media (Facebook, Twitter). Distribution Place & Channel, The product should be distributed in the appropriate location.

As previously said, if they spread inside the village space, the chances of success are drastically reduced. As a result, after they've decided on a distribution location and channel, they must categorize it. They will have classifications such as town level, below town level, and village, for example. Thus, they will choose the most significant mega markets, such as Cargill's, Apricot, and nutrition restaurants, as their channels at the town level, and below town level grocery merchants where people frequently visit.

METHODS/IMPLEMENTATION:

The water filtration system is printed as a temporary on the bottle label. Requesting that suppliers keep the goods sample in the front exhibit. Keeping promotional material up in front of stores and in the city's main thoroughfares, where people frequent.

Explaining the benefits of the product (flavored water) to customers and providing product information in the form of newspapers.

PROPOSE A SALE BUDGET:

There are several benefits to creating and implementing a marketing budget. The purpose of budgeting is to keep spending and project revenues under control. It also aids in the coordination of promotional efforts across organizations.

Because the approach includes a web-based company component, internet-based selling has been included in the marketing budget. There are various websites that are now available during a box for the budget restriction, as well as several online stylizers. The World Health Organization can create a website that meets your exact requirements.

Areas to think about when it comes to web hosting Optimization of consulting and development programmers Distribution Fuel Overtime and Transport Allowance for long-distance motion Labor costs for product uploading and downloading are two cost categories to consider in distribution.

Introduction of a New Flavor a new flavoring machine has been developed (one-time expenditure). Essence advertising for the bottle industry, low-budget advertising will be quite effective.

There are a variety of platforms to market, including social networks and internet-based promotional material.

The following criteria can be used to create a budget: Will the advertisement reach the target audience based on the number of viewers or readers of a certain medium? Production Rental for social networks internet house costs for the duration of the campaign.

CONCLUSION:

This project looked at the selling strategy for Associate in Nursing LIFE WATER'S bio-plastic bottled drink and came up with a way. A great selling strategy should be the foundation of every firm. Organizational departments are first preparing this plan to utilize as a foundation. Associate in nursing investigation critical of the strategic marketing arrange approach among Access Natural utility has been followed by a fast got description of the company.

The assignment goes into further detail about a brand's selling objectives, including research, SWOT analysis, and selling combinations, among other things, as a tool to aid in the selling strategy. The secret to successful selling is to keep track of the outcomes of your study. As they consider their budgets, these findings must be reviewed and disseminated throughout the business.

Given how closely all components of the selling process are scrutinized, the corporation would remain the most dangerous of all potential dangers.

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