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Marketing Plan

Tranquil Water

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Brand Positioning Statement

Introduction

<Tranquil Water>

KEEP on NATURE (KoN)

New Slogan

Water industry provides drinking water and wastewater services for human use or planting or even other industrial purposes. Also, industrial sectors of the economy. Typically, public utilities operate water supply networks. The water industry does not include manufacturers and suppliers of bottled water, which is part of the beverage production and belongs to the food sector.

Drinking water, known also as **potable water**, it is water that safe to be used for beverage or food preparation. How much drinking water is required is measured to maintain good health varies, and depends on physical activity level, age, health-related issues, and environmental conditions. For those who work in a hot climate, up to 16 litres (4.2 US gal) a day may be required.

Water quality standards and environmental standards:

- In England, the drinking water Inspectorate, and the Environment Agency.
- In the United States, drinking water standards for public water systems are set by the United States Environmental Protection Agency (EPA) pursuant to the Safe Drinking Water Act. EPA issues water pollution control standards in conjunction with state environmental agencies, pursuant to the Clean Water Act.

International Standards (ISO) on water service management and assessment are under preparation within Technical Committee ISO/TC 224

Industry Knowledge:

Although vessels to bottle and transport water were part of the earliest human civilizations, bottling water began in the United Kingdom with the first water bottling at the Holy Well. The demand for bottled water was first in large part by the resurgence in spa-going and water therapy among Europeans and American colonists in the 17th and 18th centuries. 'Bristol Water' taken from the spa at hot wells was one of the first drinking waters to be bottled and marketed widely. Daniel Defoe noted in 1724 that there were over 15 glass-houses in Bristol, "which are more than in London...and vast numbers of bottles are used for sending the water of the hot wells not only over England but all over the world. The first commercially distributed water in America was bottled and sold by Jackson's Spa in Boston in 1767. Early drinkers of bottled spa waters believed that the water at these mineral springs had therapeutic properties and that bathing in or drinking the water could help treat many common ailments.

The popularity of bottled mineral waters quickly led to a market for imitation products. Carbonated waters developed to reproduce the natural effervescence of spring-bottled water, and in 1809 Joseph Hawkins was issued the first U.S. patent for "imitation" mineral water. Technological innovation in the 19th century led to cheaper glass and quicker bottling. So bottled water could be produced on a larger scale and grew in popularity. Many saw bottled water as safer than municipal water supplies, which could spread diseases such as cholera and typhoid. By around 1850, one of America's most popular bottlers, Saratoga Springs, was producing more than 7 million bottles of water annually.



Theoretical Application

Our action plan main purpose is to provide practical procedures and appropriate communication tools to develop sales of our new ecofriendly product Water that use traditional marketing methods. To do this, it must rely on transaction data, business processes and advanced technologies, and modern technological skills are essential to the process of structuring the vast amount of information. Through this critical social media attacks; we might use the publicity to attract audience that waiting our reply.

First of all, we need to understand our buyers' personalities, and create an intimacy relation between them and our product. Though our goal might be difficult to achieve, especially with the diversity of Los Angeles population, but it will be easy by using the data we had including the demographics of the buyers as well as targeting potential customers.

Los Angeles is the largest manufacturing center in the United States. Furthermore, it is home town for almost 500 fortune companies. Therefore, in order to keep up with high water demand on the region, and making it the perfect choice for high class society members, as well as a signature for a fancy, and eco-friendly water; our main target is promote our product within companies facilities.

By Emphasizing on our eco-friendly Tranquil Water, and through climate changing crises, our goal is to sell the product as a solution not only a basic need. Our product reduces 18% of the use of traditional plastic, and thus contributes to reducing greenhouse gas emissions by 20%. And that it decomposes into water, under normal weather conditions, during a period of four to six months, and therefore does not have any negative effects on the environment. With the establishment of this company, the volume of production is expected to increase⁵

Tranquil water is coming directly from nature with the zero chemical consumption to avoid effecting our body health, bottled are made new renovation from the bioplastic material which is eco-friendly.

Company Name	Expected Sales Quantity	Impact & publicity	Proposal to the company
Walt Disney Pictures	600.000 Bottles on a daily Basis based on employees number.	High Revenue, Good Publicity	Free Delivery for Head Company, and shooting sets. At Los Angeles, with free dozen with each 100 box.
Hilton Hotels & Resorts	Depends on Occupancy, and requisitions. approximately 30 dozen boxes on usual runs	Attaching Tranquil Water with Hilton Hotels brand, will eventually led to higher sales locally & International.	Produce a special line with Hilton tag on Tranquil water
CLIF Bar & Company	300 employees drink at least 2 bottles daily	Being side to side with a company specialized at the production of organic energy and nutrition, as well as its significant care of pets.	Produce a special line with CLIF Bar tag on Tranquil water

Practical Application

Company Name	Expected Sales Quantity	Impact & publicity	Proposal to the company
Walt Disney Pictures	600.000 Bottles on a daily Basis based on employees number.	High Revenue, Good Publicity	Free Delivery for Head Company, and shooting sets. At Los Angeles, with free dozen with each 100 box.
Hilton Hotels & Resorts	Depends on Occupancy, and requisitions. approximately 30 dozen boxes on usual runs	Attaching Tranquil Water with Hilton Hotels brand, will eventually led to higher sales locally & International.	Produce a special line with Hilton tag on Tranquil water
CLIF Bar & Company	300 employees drink at least 2 bottles daily	Being side to side with a company specialized at the production of organic energy and nutrition, as well as its significant care of pets.	Produce a special line with CLIF Bar tag on Tranquil water

– Clarifying Official Statement.

A message through all our social media accounts as well as Mrs. Leono's account will send a clarifying statement in order to interpret, explain the exact procedures, and to promote our new eco-friendly water Tranquil. By this step, we are using the bad publicity, spot lights, and critics who are waiting to hear an explanation to enhance a good reputation of our company who cares about its customers, as well a free advertisement and a solution for environmental changing. The campaign name will be: " You can make a Difference ". The difference will be made clearly by buying our product in order to reduce climate changing even by small amount. We will use a simple and informal words to make a personal attach with the audience.

The campaign name will consolidate the social responsibility for individuals to make a difference toward the climate change and the environment by at least purchasing our product.

Therefore, the statement will be as followed:

“Dear Water Drinkers all our world, we do care of our trees, oceans, lands, as well as our lovely pets. We as a company members personally touched the impact of reckless behaviors on our earth. Therefore we announce that we are in a middle of deep changing regarding all of the process of manufacturing our fresh and pure water. Though the plan was not aimed to be published now, but due to the current circumstances we felt that we must. We introduce you Tranquil Water, co-friendly, and bioplastic. Remember, you can make a difference!”

Mrs. Leono on the other side, shall use the backlash on her private page to clarify that: "she either doesn't care or feels irresponsible; but the expression betrayed her. While she meant to indicate that water manufacturing is the less accountable for plastic waste; other big firms shall be count neglected first, and that includes each individual". She also posts a pictures with her pet, and tranquil water bottles to indicate that she is trying to making a different; even a small one.

As the time we launch our product and the statement; we also shall contracts with three or four famous and beloved Los Angeles characters who interested about the subject of help wildlife, marine life, climate change initiatives, indigenous rights, etc.

Social Media is one of the most important factors leading the success of the new line project Tranquil Water. Because it will saves effort and money in conducting any transactions required by the project; Such as: addressing potential customers, or marketing the product or service, and hearing from our customers; So, we must intensify our new interest of Eco-friendly products, and its presence on the Internet, by launching a website specified for it, and communicating through all social media sites, in addition to creating an email to communicate with customers, suppliers, and others, specially that we might soon starting selling Tranquil water globally with the big advertisements campaign.

1- Leonardo DiCaprio: One of Hollywood's most prominent and outspoken climate change activists, DiCaprio launched a namesake foundation in 1998 to "bring together the best minds in science, conservation and philanthropy to urgently respond to a growing climate crisis and the staggering loss of biodiversity threatening the stability of life on Earth,"

2- Matt Damon: His reputation is at its peak in Hollywood. He is also known to be one of environments hero's. While his foundation brought water to families in need in Africa, the A-list actor realized he needed more expertise to solve the world's water and sanitation crisis. With Matt Damon support and advertising, we will attract a base of heavy consumers.

3-Mark Ruffalo: Several years ago, the actor began work with The Solution Project, which aims to transition Americans to renewable energy by 2050. Ruffalo is a well-known actor As well as environmental defender.

4- BTS: The seven members of the hit band became Formula E ambassadors, promoting the ABB FIA Formula E World Championship, the only race in the world that uses solely electric cars. By being an active philanthropists; and making the promote our new campaign, it is expected that Tranquil water revenues will exceed our expectations.

Messaging Platform

Tranquil water is coming directly from nature with the zero chemical consumption to avoid effecting our body health, bottled are made new renovation from the bioplastic material which is eco-friendly.

Marketing Campaign

Making A conference to introduce the new line to customers with a big advertisement and gathering gifts. Sending the invitation to press, other competitors, high class community participant and Social media bloggers.

Social Media participation to reach a bigger audience. LinkedIn, Facebook, Instagram And Snapchat.

By building a new stage of digital marketing passed on daily updates including the creation of idea all the way through manufactures details till the delivery for our clients.

Introducing the new material used (Bioplastic) by describing the eco friendly effect, multiple use of consumption and colorful symbolized four category.

Blue for deep ocean
Pink for Breath Clean
Orange for Sun Shine
Green for Healthy Forest.

Marketing Goals

- Changing the misunderstood message delivering by Mrs. Lenovo.
- Creating a new line of product for the main company.
- Refreshing the advertisement side to regain customer loyalty.
- Selling the idea of natural water use through the new product.
- Upgrading the style of materials used to bottle potable water.
- Delivering our products world widely.
- Reaching maximum audience on different ages.
- Making deals for providing water bottles to schools, companies and hotels.
- Being the first choice foe health clubs around the world.

TRANQUIL



Marketing Plan Objective

	First Vase	Second vase	Expected Results
Twitter	Helping at launching campaign by tweeting about the product with its picture and the new slogan. Emphasizing the role of bioplastic in protecting environmental changes.	Tweeting once weekly about Tranquil Water, focusing on its bioplastic manufacturing.	Reformation of public opinion about our company policies, and indicate its role for environment.
Instagram	One post at synchronous with the launching campaign, tagging company account to increase followers.	Podcasting live while drinking tranquil water, with mentioning the new slogan.	Increase followers of company account, which will intensified our campaign
Facebook	Speaking up with at least 100 words about "You can make a difference" campaign, and new company policies.	Replying on posts claiming countability of the company or neglect.	Managing the backlash of opponents during Mrs. Leono statement criticism, and announcing company's new principles.
Snapchat	Filming the whole launching gathering party, with the impact of bioplastic, as well as Mrs. Leono's speech.	Daily snaps with drinking Tranquil water at home, car, and on movies sets.	Emotional attachment between people and Tranquil Water.

Key Media Stories

Our family business started as non-formal company since 1980's. First grandfather Mark James was looking for a water source to supply his farm. Feeding the animals was never easy nor providing water for them. More than 800 variation of animal type is a must to consider special challenging measures to provide final solution for permanent clear water source. More challenging feature is having the farm 150 kilometre outside of Los Angeles, However, he never gave up, at the beginning he gather the family to collaborate by filling huge tanks which loaded over 10 trucks to provide water weekly from the nearest National water purification station. Which was not around the corner at all.

While visiting the water station, he was looking and learning about the process and how to manage a huge factor according to national water standard of purification.

He observed the process carefully till one day the opportunity lighted in his way to build his own factory among his own land. No one could believe the possibility of the idea, but he is a man of challenges. An amazing creation started from zero to reach the top of its field.

Launching Ceremony:

A product revealing events is most critical time for companies and not every product is necessarily will achieve a success. Product revealing events for environmental changes on the other hand seem one of a hard mission, but not hard to achieve their goal due to its significance message, and global interest. Caring of specific and small details will be only a part of what makes the whole experience an exciting and challenging one.

We start by creating the first impression which is the one that lasts and we will know exactly how to boost our guests upcoming. Nevertheless, this filed is a competitive market place. Opponent may use the launching ceremony for bad publicity and criticism. We might be accused to use the need of environmental solution in order to obtain high revenues. New tactics are required to get the product noticed as it should. With a fine blend of skills and rich experience in each particular manufacturing process, we will definitely boost the image of Tranquil Water and the brand name in the best way possible.

While planning for the launching ceremony, I must take into account: time, place, weather, present food & drinks, music, activities, and invited people. An afternoon weekend on November is a good timings due to weather conditions at Los Angeles. We shall provide cocktails, appetizers, and other choices for the vegetarian guests. The music will implement nature, while the activities will be for family member. Invitations on theatre side will divert amount different

social classes.

On the 12th of November at Hilton LAX Airport banquet hall the ceremony shall start at 11:00 p.m. According to weather conditions, it will be sunny, and beautiful day. Invitations shall be sent early this month. Taste of Pace is our caterer at Los Angeles. Maroon 5 band will play that day; which will increase number of guests. Golf cars shall take the guests from the hall to our production line through all vases. A memorial gift samples shall be distributed to all guests.

Date or Time	Action	Details
1st Nov - 10:00 a.m.	Contracting with food and drink caterer, flowers shall be reserved, as well as the band, and the Hilton Hall	Comfort food, but make it elegant, freshly-baked cookies, churros, and such station. Flowers colors shall be matching with the new slogan color, green, blue, orange, and pink.
12th of Nov 11:00 p.m.	Announcement of the new bioplastic bottle water Tranquil, welcoming speech, and introducing new company's strategy plan	One of our best speakers Mr. Jack shall speak in public welcoming the guests with short but useful speech: " Dear guests, welcome to this side of earth where different people gather to create a simple but genius solution for our beloved and joint homeland earth, we are Investing in the latest technology and equipment to reduce manufacturing waste..." etc.
12th Nov 12:00 p.m.	A tour by Golf cars all around the facility, with several tour men well-trained on the new policy as well as answering questions	Focusing on Everything related to the bioplastic manufacturing from natural, compostable, bio-based, and renewable materials, through to recycled materials, secondary raw materials, and sustainable plastics.
12th Nov 13:00 p.m.	Gift Samples : A bottle of Tranquil Water with a card of company's accounts, and short summary of the launching ceremony, and the effort of the company to reduce environmental costs	"We are at a juncture where we are producing large amounts of waste that the history of human civilization has never witnessed, needless to say, plastic products are a large part of it, and the situation is that even our drinking water sources (which only make up 1% of our total water resources on Earth) its manufacture is polluting at an alarming rate. Remember, You can make a difference!"

Future Expectation Regarding Marketing Campaign, Launching Ceremony, Reducing costs, and social Media Activities:

The world expects a future of bioplastics that can degrade and release only the amount of energy used to make them, also since fossil fuels are not required in the manufacturing process of such environmentally friendly and bioplastic products carbon dioxide emissions are also reduced; so imagine the effect of this concept on our reputation and the public opinion.

Bioplastic is easy to recycle; not only take less time to degrade upon disposal, it can also be easily recycled through an organic process, and it is non-toxic; Because it does not contain chemicals or toxins, recycling also helps reduce landfill problems, and besides that, recycled bio-waste can be used as fertilizer or as renewable energy. Therefore, with the company's new policy, we might witness new era of production. Bioplastic products can be mixed with our traditional Life Water plastic products: This is perhaps one of the best benefits of bioplastic products, as they are flexible, and once the required material is converted into a polymer it can be easily combined with the conventional products used to make plastics traditionally, so no entirely new products are required to produce bioplastic products. Therefore, even the cost of new line will decrease significantly. By this this step, we also consider in mind changing the whole production Life Water into an Eco-Friendly water. We are not only making a step toward profits at business, but also toward environment.

With the increase demands of Eco-Friendly products around all manufacturers, and with being the first in this field, our line tranquil water might be purchased globally.

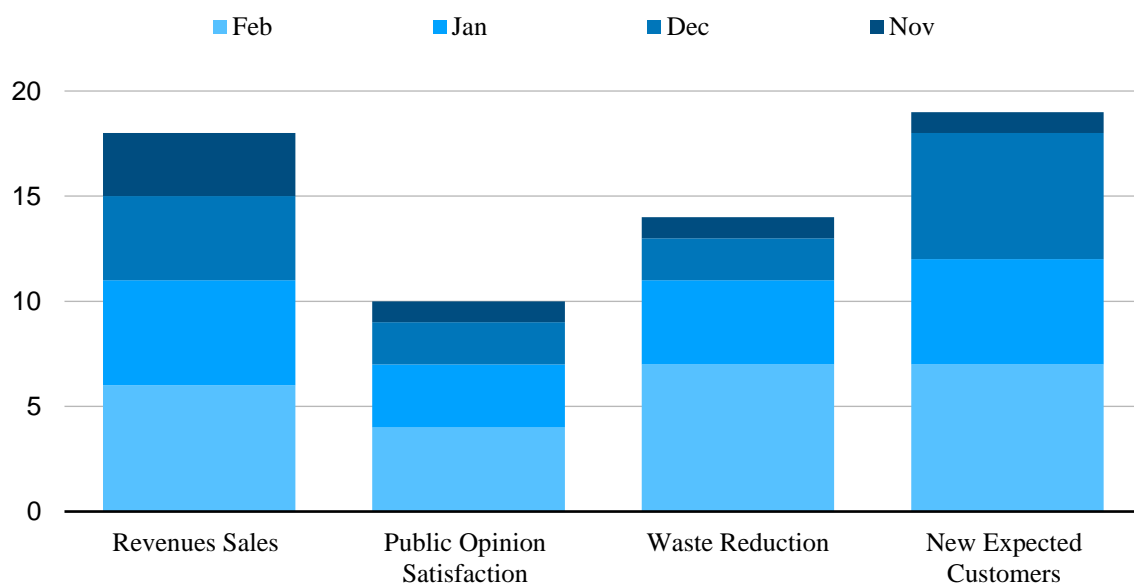
Furthermore, managing profit flows at the beginning is a professional manner and the most important factors for the survival and continuity of the tranquil water. It will also contributes to its growth and expansion. We must use all or most of the profits at the early peaks of selling in order to continue the improvements. It's not just a ceremony launching, nor a new line product; but it is a growing business need the financial continues support in its all vases.

Conclusion

Tranquil Water Eco-Friendly project requires a good planning of the tasks by marketing team, and commitment to it, while addressing the deviations that might appear from time to time. Here comes the importance of a qualified marketing team that has the ability and experience to monitor and follow up the implementation of launching new line product in a middle of social media backlash. In addition to take an appropriate decisions at the appropriate times to improve workflow and performance.

Our plan is to launch tranquil water by using the bad publicity, and shift it to a useful one. In order to ensure the achievement of the department's objectives of creating awareness among customers about the importance of the bioplastic products, some tools will be used that facilitate the work mechanism; starting from correcting some company's concepts, and facing the backlash, and by helping environmental influencers, while negotiate with big firms to make Tranquil water easy to get & buy. We as a department will create a need for all people, and a sense of count ability of climate changing by using our campaign slogan: " You can make a different ", and this will requires an orientation with huge advertising which eventually will increase revenues and enhance the value of the company, as well as its role for plastic crisis.

A ceremony with different activities shall be made with an invitation of 500 persons with their family to enhance company's picture, clarifying some aspects, and most importantly; to launch Tranquil Water. A quick expectations were made based on the company's current sales, and the future sales effected by this campaign.



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