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Introduction

At the request of life water marketing management, which works in the field of bottled water, specifically near los Angeles, California, to help develop a marketing plan, Life water aims to provide high quality drinking water to every citizen living in the United States and educate citizens about the importance of drinking water according to the recipes, Life water company works with a production capacity of 2000,000 bottles per day on various production lines and in different sizes and always aims to reach the highest requirements and desire of the customer and aims to serve all sectors , Life water targets many consumers with a variety of products and technology used in the industry and different water sources to suit all requirements such as sizes 5 gallons, 3 gallons, 250ml sizes, sizes 330ml, 600ml, 1500ml and 2 liters ,The main objective of the business is to find and maintain customers by providing a competitive advantage over competitors and providing better service , The marketing aims to convey a picture to the customer that the product meets all its requirements which makes it not need to look for the alternative and that is what must be worked on and be credible , In the following report, we will review a comprehensive marketing plan to meet management's ambition, achieve the company's goals and vision, and the desired deployment , Targeting target segments of marketing and developing a logo and brand that attracts the customer and makes it connected to the product .

Executive summary for marketing proposal plan life water company

The aim of the commercialization plan of life water is to spread and control the bottled water trading market in Los Angeles California and to become the number one best-selling and widespread brand in Los Angeles California and once the customer thinks about the bottled water the number one option is life water, The target market, California, is the primary travel destination in the United States and is visited annually by 200 million tourists ,Therefore, there is competition for all products and in order to be at the top we must deliver the message content and content and there will be credibility for the customer and the main engine of the advertising campaign will be to maintain public health and provide a safe, reassuring and distinguished product using the latest methods and technology , By focusing on reducing harmful salts dissolved with water such as sodium and nitrates, using bio plastic bottles and glass bottles, and focusing on public health benefits, Life water's targeted Los Angeles Market is based on a range of key and important industries that will be an important key to advertising to the Hollywood film industry and the aircraft industry thanks to Douglas, Lockheed and the oil industry, focusing on partnering together those important industries that will open up great prospects in the advertising campaign, We also aim to expand future campaigns to serve the neighboring states of Idaho, Utah, Arizona, and Oregon, In order to provide a safe alternative to soft drink products and to preserve the health of citizens, the company provides natural and bottled drinking water to enable consumers while they are away from home to drink water, develop advertising campaigns to introduce the greenest products and their impact on the environment and the preservation of the planet as a whole, In the following, we will review how to communicate these ideas in detail to existing customers and target customers.

Situational analysis for new marketing plan for life water company

We will use SWOT analysis, which relies on analysis of strengths, weaknesses, opportunities, and threats, to show us the picture in the field of water burden and know what opportunities we need to take and be wary of the challenges we may face in the future ,SWOT is therefore an abbreviation of the strengths, weaknesses, opportunities and threats that we will detail in the following table.

STRENGTH
1_ Serves a large segment of the reckless
2_Lower manufacturing costs
3_Easy to provide the product to consumers

WEAKNESS
1_ Health risks
2_ low brand loyalty

OPPORTUNITY
1_ High standard of living in Los Angeles
2_ Tourist numbers rise in Los Angeles
3_ growth of the Hollywood film industry
4_ growth of the oil industry in Los Angeles

THREATS
1_ Environmental risks and challenges
2_ Alternatives available
3_ High competitiveness
4_The development of water purifiers

From the above to identify internal and external factors we will be able to develop the appropriate marketing plan by overcoming challenges and exploiting opportunities in order to achieve the desired spread and thus achieve the desired return.

We have mentioned and analyzed above our own product analysis, and we will now analyze the state of California, which is the factory's headquarters, and we will use PESTEL analyses, which will cover political, economic, legal and environmental issues that have an impact on the state and the trade movement.

- Political factors

California's power is divided into three sections of executive power, a legitimate authority and a judiciary represented by two senators and 53 deputies in the House of Representatives, The state is liberal, and the population has a positive attitude towards immigrants and sees it as benefiting the state.

- Economic factors

California's GDP is \$3.09 trillion, the highest in the United States, yet experts expect California's economic growth to decline over the next five years.

- Social factors

California has a population of 50 million, and it is a liberal state, with African and Asian ancestry, The Hollywood-centric film industry is half of the films produced in the country, Universities in California are among the best universities and the state is a destination for many students, The state is experiencing a housing crisis that requires building additional units.

- Technological factors

Technology plays an important role, and California is distinguished by the presence of Silicon Valley, which is the headquarters of large companies such as Facebook and Apple, and Los Angeles provides more than 500,000 jobs in technology.

- Environmental factors

California is considered a destination for tourists because of its natural landscapes and forests, but it is exposed to many natural disasters such as forest fires, earthquakes, drought, hail, storms and floods.

- Legal factors

The state is subject to US federal laws, and the state has a law that includes employee welfare and strict applications for employers who are found to be violating the laws. California is one of the states that cares about employees.

SWOT and PESTLE analyses are used to help decision makers, especially in marketing, to know the internal and external factors, the things that can be exploited, and the things that can be cautioned against. Thus, planning is based on real information and gives much better results. As we can see, it provides a simple structure for analysis, identifying the challenges facing the organization in a simplified way, and finding ways to exploit good opportunities.

Target market & marketing objectives for life water company

Targeting and identifying the segments will enable us to focus on the ideal way to deliver the message and achieve the desired goal that life water wishes to achieve , Since water is for all segments, we will use the method of mass or undifferentiated marketing, which does not distinguish between categories, As we will aim to spread our message to everyone who wants to listen, as in the campaigns of television, national, radio and visual advertisements that are available to all, The success of the collective marketing method depends on reaching the largest number of the target audience, In the case of products that need mass marketing, the main driver of the consumer is brand loyalty, which comes from the unique experience that the product provides.

Marketing objectives are specific in scope and easy to measure either through statistics or during a certain period of time or from both, within the scope of marketing goals, which depends on a long-term plan inspired by the objectives of the company, We can summarize the objectives of our marketing plan in a set of points as follows.

- Defining the main mission of our brand, which is to provide safe drinking water to consumers, so that the harm is in line with the company's goals as a larger goal
- Review the previous analysis to identify the strengths and weaknesses to take advantage of them in our marketing plan.
- Accurately analyze competitors, especially competing brands, prices, and customer service.
- Objectives set must be specific, measured, realistic and time bound.

From the above, we set a set of goals for life water and work to achieve them in our marketing plan.

- Increase brand awareness Focusing during the advertising campaign on introducing the brand to the masses because of its great importance in the success of the campaign By increasing the visibility of the target audience by 30% on social media at the end of each quarter.
- Attracting new customers by holding companies together with other brands that have a spread that help introduce the product and gain new customers.
- Maintaining existing customers, because it is very important to maintain existing customers, as studies have shown that it is cheaper than attracting new customers, this is done by taking care of providing the service to them in the best way, responding to inquiries, taking their complaints seriously, and asking them questions related to the product.
- Increasing the market share, and that is the goal of conducting advertising campaigns and knowing the current position between competitors and the target site after conducting the campaign.
- launch of a new product represented by "tranquil water", which uses containers made of bioplastics, and the necessity of emphasizing in the campaign the benefit of this to public health and consumers.
- The launch of a new product represented by "tranquil water", which uses containers made of bioplastics, and the necessity of emphasizing in the campaign the benefit of this to public health and consumers.

New logo and slogan for tranquil water new product for life water company



A new logo design has been completed and contains an explanation using bioplastic bottle and we will use the phrase (tranquil water keep you healthy) as slogan of our marketing plan As we can see, choosing the logo and supporting words for the campaign introduces consumers to our main goal, introduces the new product and uses bioplastics.

The use of bioplastics as an alternative to petroleum-based plastics is one of the advantages of the product that we will produce. Therefore, we should focus on the benefits of using bioplastics, As it is carbon-free due to its dependence on plants in manufacturing and when disposed of, it does not produce toxic fumes and is therefore environmentally friendly, It is characterized by being difficult to decompose when exposed to high temperatures up to 140 degrees Fahrenheit, We will generalize the colors used in the logo on all the things associated with the company, cars and packages in order to create a kind of bonding together the client with colors, We expect soon to add a logo to sponsor and support environmental protection in the future by partnering with them.

Marketing strategy for life water company

Marketing strategy is the policy and approach that we will follow to convert potential customers into actual customers and from the previous analyzes we will choose the most appropriate policy, The marketing plan is considered part of the marketing strategy, because the marketing plan is long-term, which aims to achieve the company's goals.

Paid Marketing due to start of a new product and the need to familiarize customers with the company's goals and the desire to spread Paid marketing will be the best solution for the strategy, Paid Marketing Due to the start of a new product and the need to familiarize customers with the company's goals and the desire to spread Paid marketing will be the best solution for the strategy Social media, social posts from celebrities and paid banners are often used in the streets.

In order for the marketing plan to succeed, we must rely on 4 elements, and the name of the marketing mix was invented, which is symbolized by 4ps, which are product, place, offers and price.

- The product, which is calm water and a new technology using bioplastics, will represent a strength in the presentation of the product.
- The location will be California USA We will target distribution in California initially before thinking about spreading to the rest of the US markets.
- Promotions, which are represented in advertising, digital marketing, channel marketing, alliances and personal selling.
- Pricing The use of new and unavailable technology will enable us to set the price freely.

We will conduct direct marketing frequently in order to get customers to buy our gaming products and be curious to try them, as well as multimedia ads and partners especially restaurants and big brands participating in exhibitions and sponsoring basketball and football teams, Writing articles for newspapers and magazines sponsored by Life Water to increase citizens' awareness of the importance of water and because all consumers are associated with success, it is very important to partner with Hollywood stars to promote our products, Measuring the return from those ideas is very important. There are ideas that achieve what is required of them, so they must be supported, and ideas that return from them are simple or non-existent, and therefore they must be developed or dropped, It is very important to understand the culture of the society to which the advertising campaign is directed, because delivering the message that the consumer wants to hear is very important, The radio also addresses a large segment of consumers and communications while going to work or listening to the popular programs under the auspices of life water and the delivery of free samples in the case of participation in the programs and the correct answer to questions, In light of the high competition in the bottled water industry, the quality of water, quality of packaging and good service are what distinguishes companies from each other and makes the company the first choice for customers and creates a kind of product preaching as a result of the convenience of customers from dealing with them, In order to experience the new technology of bioplastic and make people aware of it, it is possible to think about placing places in large malls and distributing for free together distributing leaflets explaining the details of the technology and the importance of recycling, which will help spread the idea faster.

Marketing plan life water budget

The marketing budget is the amount that we will plan to pay during a certain period of time, a year, a quarter, or a month, including all the accessories such as recruitment and maintenance of the site and so on, Determining the budget is very important to monitor the return from the marketing plan, measure profits by the size of the amount spent, and put control to achieve benefit, The marketing budget also helps in estimating the spending in the best way, The budget varies according to the method of marketing and from the means of marketing through social media, which will be an actual element in our campaign, especially targeting people who live in California , We will estimate 10,000 thousand dollars for advertising through social media per month , And put another budget estimated at 15,000 thousand dollars per month for radio and public screens in roads and parks in every California state, We must ensure that the budget set achieves the desired goals by the company and helps the set goals in understanding and prioritizing, thus achieving the goals, Determining the budget for the advertising campaign is also related to the amounts expected to be earned after the campaign ends, as there is a percentage that must be calculated. Focusing on the methods of spending money, not the number, but also important, for example, where the money is spent and why and preferring areas over areas to expect a high economic return, Also the need for new ideas about the current or previous marketing plan we must make the plan flexible to be able to replace and replace technology elsewhere in order to maximize the target value of the balance and campaign, The budget will be distributed over the months according to the analysis of goals and the best, as we mentioned previously.

Social media PR campaign for life water company

One of the important policies that Life Water follows, besides providing safe drinking water to consumers, is the trend towards all the ways that it is possible to preserve the environment and the trend towards a greener direction. This is evident in the new production line that relies on bioplastic, Trillions of plastic containers are produced annually, and the wrong way to dispose of them is by throwing them into the oceans, which harms marine creatures, especially traditional petroleum-based plastic containers. The emergence of bioplastic as an alternative and the company's focus in its policy on its use in order to preserve the environment must be made clear to consumers As it is made from vegetable products in origin, specifically from the sugars found in the plant, And bioplastics get rid of carbon footprints, as mentioned earlier, Ideas for a social media campaign can be summarized as follows

- Focusing on the life cycle of plastic containers in general under the auspices of life water and placing boxes with the company's logo to collect plastic containers in general and deliver them to the right place for re-manufacturing.
- Demonstrate the use of the latest technologies to reduce the weights of plastic containers and thus reduce plastic waste later in order to preserve the environment.
- Promoting the use of hydropower as a clean and renewable energy in the manufacturing process and showing this in the advertising campaign.
- Increasing consumers' awareness of the need to preserve the environment makes them search for environmentally friendly products, such as those promoted by Life Water, which is expected to increase sales as a result of its use.

- Increasing the number of research on the materials from which the packaging is made, and the constant search for new technologies that are safer for the consumer and the environment.

Note in the propaganda campaign through social media about the keenness of life water company to use the latest desalination plants, which have a rate rejected from the reverse flat system up to a maximum of 10% and the rejected water was collected for chemical reprocessing and used in cooling towers in order to rationalize the consumption of water, thus, the previous statement of mis leono has been clarified in a scientific and simplified explanation to the public ,It is also used for all processes carried out within the factory of water and hygiene courses and there is a future plan for the development of treatment to suit the irrigation of plants and will be coordinated for the irrigation of parks and forests in order to help protect against drought.

Water packaging companies are environmental guardians, whose role is to find innovative and effective ways to use and preserve materials such as water and packaging materials, From the above, and using the new technology of bioplastic, the company will work on two parts: planting trees for every bottle sold, and setting a feature to track them to replenish the bioplastic source, as well as collecting the bottles again to prepare them for use as fuel, Intensifying the collection of plastic bottles in all ways and placing the company's logo as an advertising material that acquaints the consumer with the role played by the water of life in preserving the environment, which enhances the interdependence between consumers, With the efforts we referred to, the company's goal is to recycle and use vital plastic, as well as increase trees and desalinate water to increase renewable energy sources. We will rely on previous ideas in the advertising campaign through social media.

Conclusion

From the foregoing, we conclude that marketing is the beating heart of every successful business, and it is a variable element according to the surrounding conditions that must be appropriate for it and bring new ideas that suit the high competitiveness together with the competitors, choosing the right marketing strategy to run your business is the key to future business prosperity, It is very important during the marketing campaign to search for what people like to hear or find the best ways to meet their needs during the marketing campaign with all credibility and not, as was the case in the past, by making consumers buy what companies produce, Maintaining existing customers and meeting their desires is one of the most important priorities of modern marketing, as many studies adopt that maintaining existing customers is less costly than attracting new customers, The objectives of the marketing plan are derived from the mission of the company so that there is credibility with customers and dividing it into small tasks during less time periods than those adopted by the company during a longer period of time, It is important for the marketing plan to find a way to achieve material gains, and this is the role of the marketing department to succeed in attracting customers and achieving their desires, as well as achieving gains and growth for the company, analyzing the external and internal factors to serve the interests of the marketing plan is very important and knowing the strengths and weaknesses to study the opportunity to improve them is very important.

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