



EUROPEAN  
INTERNATIONAL  
UNIVERSITY



## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	Logistics & Supply Chain Management
<b>Affiliated Center:</b>	CEO Business School
<b>Module Code &amp; Module Title:</b>	MGT540: Marketing Management
<b>Student's Full Name:</b>	Amr Ibrahim Mohamed Abdou
<b>Student ID:</b>	EIU202047
<b>Word Count:</b>	3633
<b>Date of Submission:</b>	25-Oct-2021

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE:

*Amr Ibrahim Mohamed Abdou*

DATE:

25-Oct-2021

### EIU Paris City Campus

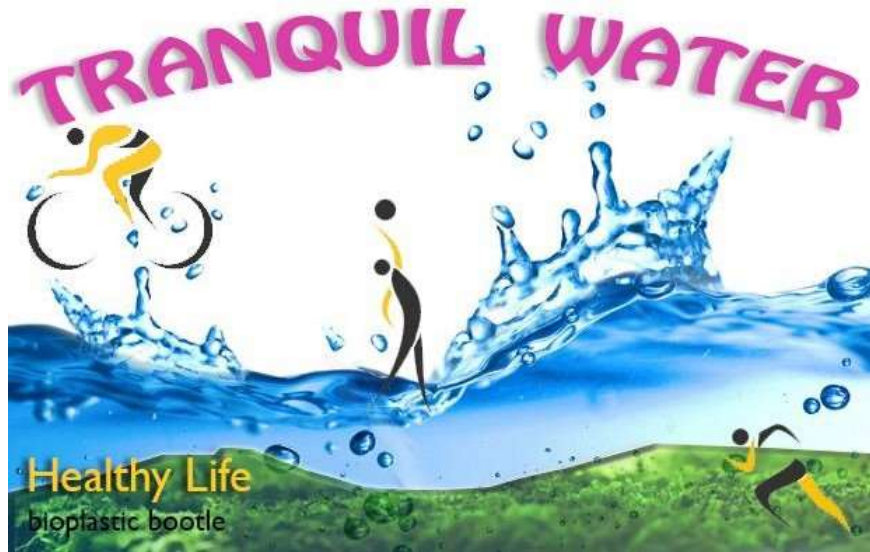
Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: [paris@eiu.ac](mailto:paris@eiu.ac)

### 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](mailto:info@eiu.ac)

# MARKETING PLAN OF LIFEWATER COMPANY

(Tranquil Water)



## Table of content

	Description	NO,
1	Introduction	5
2	1-Executive summary	6
3	2- Pestel Analysis <ul style="list-style-type: none"> <li>- Politics.....</li> <li>- Economic.....</li> <li>- Social.....</li> <li>- Technology.....</li> <li>- Environment.....</li> <li>- Legal .....</li> </ul>	7
4	3-SWOT Analysis <ul style="list-style-type: none"> <li>- Strengths.....</li> <li>- Weakness.....</li> <li>- Opportunity.....</li> <li>- Threats.....</li> </ul>	15
5	4- Segmentation, Targeting and Positioning (STP) <ul style="list-style-type: none"> <li>- Segmentation.....</li> <li>- Targeting.....</li> <li>- Positioning.....</li> </ul>	16
6	5-Marketing objective	19
7	6-Marketing Strategy	20

8	<p>7-Marketing mix</p> <ul style="list-style-type: none"> <li>- Life water Product Strategy.....</li> <li>- Life Water Pricing / Pricing Strategy.....</li> <li>- Life water Place &amp; Distribution Strategy.....</li> <li>- Life water Promotion &amp; Advertising Strategy.....</li> </ul>	21
9	<p><b>8- Schedule and Budget</b></p> <ul style="list-style-type: none"> <li>- Budget .....</li> <li>- Implementation Schedule.....</li> </ul>	31

10	9 –Controls	33
11	10-Conclution	34
12	11- References	34

## Introduction

Water is life, and there is no doubt that obtaining clean and healthy water is a priority for different societies in all countries. The role of the lifewater company was to provide this by using the latest technology to obtain healthy bottled water that uses environmentally friendly bioplastic material, with the state of California and Los Angeles as the chosen location. In order to build the company's new production line for a variety of criteria, including population density and the rate of population consumption of bottled water, as well as in the subsequent study, a sufficient description of the state of California and the company's media plan in the next year.

## **1- Executive summary**

Following the business's decision to build a new manufacturing line for the lifewater company in California, the state's present condition in terms of political, economic, environmental, legal, social, and technological elements was evaluated in the state during the following plan.

Overcoming them and taking use of the available chances to expand the firm and its output, particularly during the summer months of July and August, when the temperature is at its peak, and to take advantage of the state's population density. The strategy's objectives were set in the following time, and based on the research, a differential approach was presented, offering various sizes and types of water bottles, and there's no question that segmenting the market is a good idea. Determine the target segment as well as the work of the company's current state. It is an essential factor in participating in the state market in a good way, and the media budget for the next period has been set, as well as places to post advertising and sponsor sports contests in the state so that our brand is known to all customers.

## 2- Pestel analysis

### 2-1-Politics

- **Bureaucracy:**

In structured societies, such as the California Federal Reserve, laws are enforced.

- **Corruption:**

Current and former public officials and public workers are subject to the authority of the California Commission on Ethics. In terms of executive branch accountability and government budgets, California came out on top.

- **Freedom of the press:**

Reporters without Borders compile and publish an annual nation rating based on the organization's own evaluation of the countries' press freedom records in the preceding year. In terms of the Press Transparency Index in 2020, the United States of America is ranked 45th.

- **Government type:**

The California government refers to the state's governmental system as defined by the California Constitution. It is divided into three branches: the executive, which includes the governor of California and legally elected and appointed personnel and offices; the legislative, which includes the Assembly and Senate; and the judiciary, which includes the California Supreme Court and lesser courts.

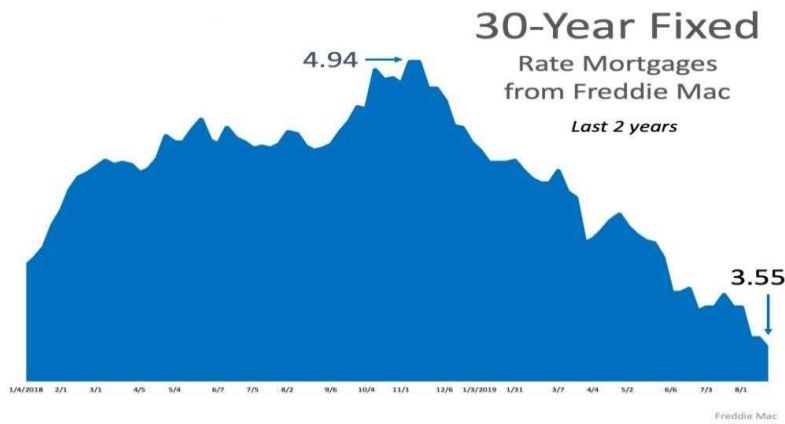
### 2-2- Economics

#### **Interest rates:**

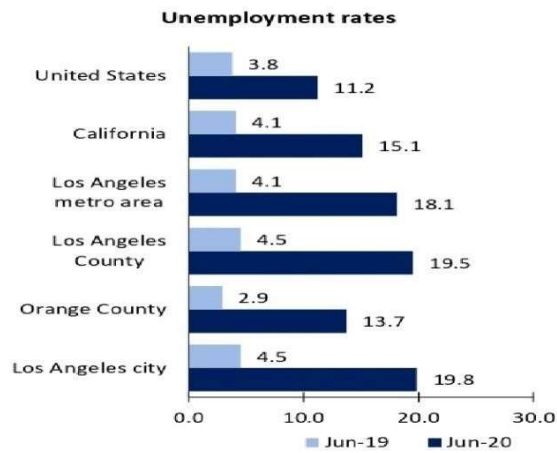
California, CA Mortgage Rate



Loan Type	Rate
30 Year Fixed	3.17% 0%



Unemployment rates for the nation and selected areas



**UNEMPLOYMENT RATE:**

It was noted that unemployment rates in California increased from the same period last year due to the spread of the Corona pandemic.

□ **employment on nonfarm payrolls and employment by major industry:**

California

California

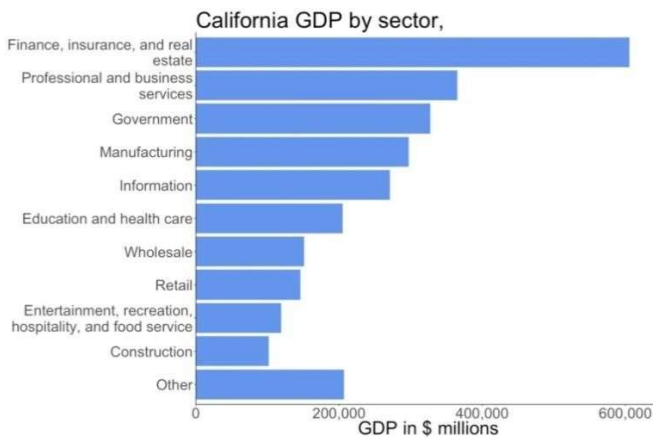
Data Series	Back Data	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020
<b>Labor Force Data</b>							
Civilian Labor Force <sup>(1)</sup>	✓	19,516.0	19,168.0	18,582.7	18,506.8	18,971.2	(P) 18,804.0
Employment <sup>(1)</sup>	✓	18,756.7	18,115.8	15,539.4	15,463.7	16,140.2	(P) 16,293.9
Unemployment <sup>(1)</sup>	✓	759.3	1,052.2	3,043.3	3,043.1	2,830.9	(P) 2,510.1
Unemployment Rate <sup>(2)</sup>	✓	3.9	5.5	16.4	16.4	14.9	(P) 13.3
<b>Nonfarm Wage and Salary Employment</b>							
Total Nonfarm <sup>(3)</sup>	✓	17,604.5	17,394.0	14,979.0	15,113.2	15,655.7	(P) 15,796.1
12-month % change	✓	1.5	0.2	-13.8	-13.1	-10.1	(P) -9.4
Mining and Logging <sup>(3)</sup>	✓	22.7	22.7	21.7	22.8	22.2	(P) 21.9
12-month % change	✓	0.4	0.9	-4.0	0.9	-1.3	(P) -3.1
Construction <sup>(3)</sup>	✓	896.9	878.5	746.9	822.1	847.9	(P) 833.1
12-month % change	✓	2.8	0.3	-15.1	-6.9	-4.3	(P) -6.3
Manufacturing <sup>(3)</sup>	✓	1,315.7	1,303.7	1,181.9	1,194.5	1,216.7	(P) 1,220.4
12-month % change	✓	-0.9	-1.8	-10.9	-9.9	-8.0	(P) -7.4
Trade, Transportation, and Utilities <sup>(3)</sup>	✓	3,063.9	3,055.0	2,659.4	2,682.8	2,786.0	(P) 2,826.9
12-month % change	✓	0.5	0.2	-12.7	-12.0	-8.6	(P) -7.4
Information <sup>(3)</sup>	✓	588.2	586.3	509.5	504.1	513.8	(P) 514.4
12-month % change	✓	4.6	5.0	-8.1	-9.2	-7.9	(P) -8.1
Financial Activities <sup>(3)</sup>	✓	851.7	852.9	826.8	826.9	831.8	(P) 835.9
12-month % change	✓	1.7	1.9	-1.3	-1.3	-0.9	(P) -0.7
Professional & Business Services <sup>(3)</sup>	✓	2,743.2	2,718.9	2,483.6	2,504.5	2,540.7	(P) 2,557.4
12-month % change	✓	1.3	0.4	-8.5	-7.8	-6.7	(P) -6.2
Education & Health Services <sup>(3)</sup>	✓	2,853.8	2,828.5	2,525.9	2,569.8	2,643.5	(P) 2,673.2
12-month % change	✓	2.9	1.8	-9.4	-8.0	-5.6	(P) -5.0
Leisure & Hospitality <sup>(3)</sup>	✓	2,055.3	1,960.4	1,072.9	1,130.6	1,406.2	(P) 1,412.1
12-month % change	✓	1.5	-3.3	-47.1	-44.3	-30.7	(P) -30.5
Other Services <sup>(3)</sup>	✓	581.3	553.6	408.6	413.5	440.7	(P) 458.6
12-month % change	✓	1.4	-3.6	-28.8	-28.1	-23.3	(P) -20.7
Government <sup>(3)</sup>	✓	2,631.8	2,633.5	2,541.8	2,441.6	2,406.2	(P) 2,442.2
12-month % change	✓	1.4	1.4	-2.3	-6.1	-7.6	(P) -6.2

□ **Average yearly wages for selected occupations:**

- A worker working in California makes approximately 112,000 dollars per year on average. Salaries vary from 28,200 USD (the lowest average) to 498,000 USD (the highest average) (highest average, actual maximum salary is higher).

**Economic growth-GDP-FDI:**

According to Lydec, California's growth would drop to 2%, with the Los Angeles County economy growing at just 1.8 percent, compared to 1.9 percent nationally.



## 2-3-Social

### □ **Location and population**

1- California is a state in the United States' Pacific Region. With 39.5 million people living in a total area of 163,696 square miles, it is the most populous country in the world (423,970 km<sup>2</sup>).

2- California is the most populous and third-largest state by area in the United States, as well as the world's thirty-fourth most populated subnational entity.

3- California, often known as the Golden State, is the third biggest state in the United States by area, after Alaska and Texas. Nevada in the east of the country.

Largest cities or towns in California				
Source: <sup>[138]</sup>				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,093	
6	Sacramento	Sacramento	508,529	
7	Long Beach	Los Angeles	467,354	
8	Oakland	Alameda	429,082	
9	Bakersfield	Kern	383,579	
10	Anaheim	Orange	352,005	



San Jose



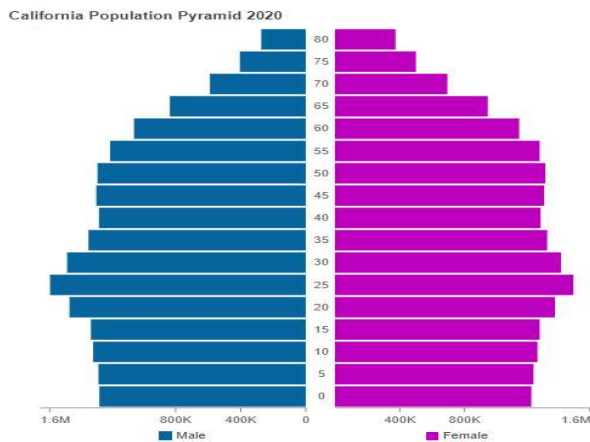
San Francisco

### • **Regions:**

Further information: List of regions of California and List of places in California

- Coastal California
- Northern California
- Greater Los Angeles
- Greater San Diego–Tijuana
- Greater El Centro
- Central California
- Eastern California
- Southern California

- **Age distribution**



**California Median Age**  
 36.3 Total    35.2 Male    37.5 Female

**California Adults**  
 There are 30,075,100 adults, (5,315,460 of whom are seniors) in California.

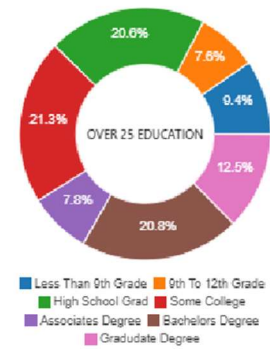
**California Age Dependency**  
 58.1 Age Dependency Ratio  
 21.5 Old Age Dependency Ratio  
 36.6 Child Dependency Ratio

**California Sex Ratio**  
 Female 19,695,000 50.31%  
 Male 19,453,800 49.69%

- **Educational infrastructure**

CSV    JSON

Education Attained	Count	Percentage
Less Than 9th Grade	2,471,190	9.43%
9th to 12th Grade	2,004,380	7.64%
High School Graduate	5,391,120	20.56%
Some College	5,582,150	21.29%
Associates Degree	2,051,310	7.82%
Bachelors Degree	5,445,780	20.77%
Graduate Degree	3,272,960	12.48%



## 2-4-Technological

- **Degree of automation:**

Is a technique for performing a process or operation with the least amount of human intervention? California is increasing its use of automatic control and various control systems to operate equipment such as factory machines and processes, boilers, and heat treatment furnaces, operate telephone networks, and direct and stabilize ships, aircraft, applications, and other vehicles with minimal or no human intervention.

- **R&D activity:**

California ranked first in the United States on the Tech Talent Momentum Markets list, a measure of the acceleration of growth in the labor pool of its tech talent, in CBRE's sixth annual Scoring Tech Talent Report, which ranks 50 US and Canadian markets according to their potential to attract Technical talents and their development. California's tech talent workforce grew 12.3 percent faster in the last two years than in the previous biennium (2016-2017). (2014-2015). Orange County was ranked fourth, up 10.6 percentage points from the year before.

## **2-5-Legal**

- **Antitrust law:**

California has antitrust laws in place to protect consumers from unfair corporate activities and to guarantee fair competition. California antitrust laws include a wide range of shady commercial practices, including market allocation, bid rigging, price fixing, and monopolies.

- **Consumer law:**

Consumer protection regulations are enforced in California. The Los Angeles Consumer Attorney Association (CAALA), previously the Los Angeles Trial Attorney Association (LATLA), is one of the country's largest plaintiff attorney organizations.

## **2-6-Environmental**

- **Weather and climate:**

In the summer, California experiences a hot Mediterranean climate, with hot, dry summers and milder, wetted winters. While Los Angeles has the usual dry summer and winter patterns found in most Mediterranean climates, yearly precipitation is lower than in many typical Mediterranean climates.

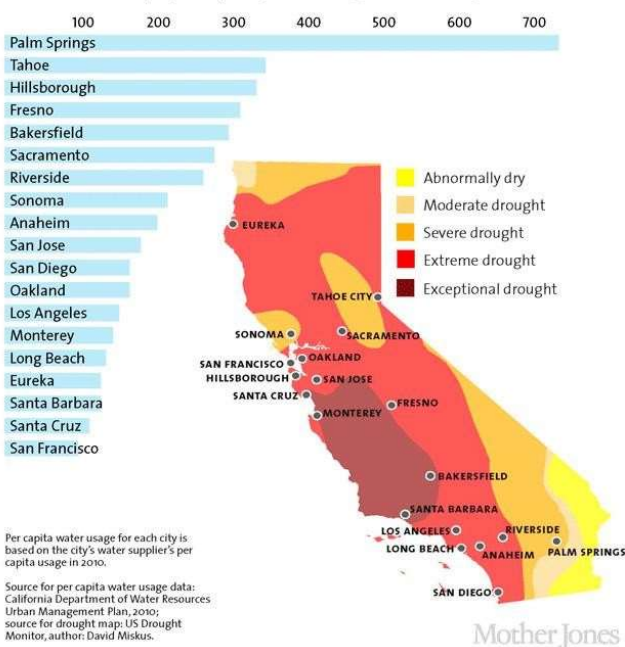
Summer's dry season lasts from May to October, with bright sky, high temperatures, and minimal variation in pleasant weather from day to day. Droughts hit California in May, June, July, August, September, and October.

August is the hottest month, with an average high temperature of 29 degrees Celsius (84 degrees Fahrenheit). December is the coldest month, with an average high temperature of 19 degrees Celsius (67 degrees Fahrenheit).

- **Water resource in California**

### How Much Water Are California Cities Using?

Gallons of water used per person per day, not including water used for agriculture



# Drinking California Dry

These brands use water straight from drought-ridden California

Abnormally dry Moderate drought Severe drought Extreme drought Exceptional drought



Note: Drought map is from April, 2015. Arrowhead source locations are approximations based on the counties listed in Arrowhead literature.

Sources: US Drought Monitor; Aquafina/PepsiCo; Dasani/Coca-Cola; Arrowhead/Nestle Waters; Crystal Geyser. Logos courtesy of Brands of the World; icons courtesy of MapBox.

Mother Jones

- **Geography:**

California is one of the most geographically varied states in the United States. The Sierra Nevada, the rich Central Valley agriculture, and the dry Mojave Desert in the south are three of the state's most notable geological characteristics. It is home to some of the world's most remarkable trees, including the world's tallest (Coast Redwood), largest (Giant Sequoia), and oldest (Coast Redwood) (Priestlecone Pine). It is also home to the 48 contiguous states' highest point (Mount Whitney) and lowest point (Death Valley). Northern and Southern California, as well as the eastern sections of the state, such as Buell Heights, the Crenshaw region surrounding the Baldwin Hills, and the San Pedro area, are typically split

### **3- Swot analysis**

SWOT analysis is a systematic and comprehensive strategy identification method that includes both internal and external aspects pertaining to water resource systems. ₂

#### **3-1- Strength:**

- The range of sizes of the company's bottles (200-500-1000-2000 mm)
- The exclusive bottle water design Water goods come in a wide variety.
- Mineral water in its natural state. 2 - Water that is sodium-free. 3 - Mineral water with a zing.
- The firm utilizes bioplastic bottles that are disposable and biodegradable (environment friendly plastic)
- Low-cost; excellent human resource competency; and an effective legal system. ₂

#### **3-2 -Weakness:**

- Development needs time and effort.
- A new pornographic water bottle manufacturer has launched.
- Decision-making is slow.

#### **3-3-Opportunities:**

Excellence in California Cultural and Tourism Site: LIFE WATER should seek out new partnerships with hotels, restaurants, sports teams, and other businesses that will boost sales in addition to promotional offerings.

- California climate: The weather in California is hot and dry for the most of the year, with average temperatures hitting 40 degrees Celsius in July and August, making it easier for locals and visitors to drink the company's mineral water



- **Population:** One of the primary reasons for the success of water businesses in terms of consumption is the rise in population in the state of California. The population is estimated to be 39.51 million people (2019).

### **3-4 – Threats :**

**-Local Competition:** Local competition has become a disincentive to industrial expansion, and as a result, the emergence of local competition is a danger. Due to the existence of several firms in the state's local market, such as (Aquafina-nigra- dr pepper-ds water-arrowhead-athen-crystal geyser-dasni ).

**-Statements to the media:** Especially what the business's director, Zara Leno, said on social media concerning the usage of water, which created a major issue for the company in terms of improving its public image in various media.

**-Low Capital Requirement:** The bottled water sector, especially at the local level, is a low-capital, intensive industry, making it easier for new players to break into the market.

- **High brand switching:** When it comes to bottled water, most consumers don't care about the brand, thus sales are dependent on the merchant or seller. People will accept any brand of bottled drinking water as long as it is available, and they are thirsty.

## **4- Segmentation, Targeting and Positioning (STP)**

In modern marketing, segmentation, targeting, and positioning (STP) are a well-known strategic strategy. It is one of the most often used marketing strategies.

When developing marketing communications strategies, the STP model is helpful because it allows marketers to priorities offerings and then design and distributes tailored and relevant messages to connect with various audiences.

### **4-1-Segmentation:**

#### **Demographic segmentation:**

## MARKETING PLAN OF LIFEWAT

Estimated Daily Fluid Needs from Beverages		1 cup = 8 fluid oz
Age (years)	Male	Female
1-3	32 fluid oz (4 cups)	32 fluid oz (4 cups)
4-8	48 fluid oz (6 cups)	48 fluid oz (6 cups)
9-13	64 fluid oz (8 cups)	56 fluid oz (7 cups)
14-18	88 fluid oz (11 cups)	64 fluid oz (8 cups)
19-50	104 fluid oz (13 cups)	72 fluid oz (9 cups)
51 and over	104 fluid oz (13 cups)	72 fluid oz (9 cups)
Pregnancy (14-50 years)	-----	80 fluid oz (10 cups)
Lactation (14-50 years)	-----	104 fluid oz (13 cups)

\*Adapted from 2004 National Academy of Sciences Dietary Reference Intakes for total water.  
 \*\*These numbers are estimates based on DRI for total water (80% fluid from beverages and 20% moisture from food) derived from generally healthy individuals who are adequately hydrated. Individual fluid needs are based on a number of different factors including body weight, age, gender, level of activity, overall health, climate/elevation, etc.

It splits the market into smaller groups based on demographics such as age, gender, and income after researching the market in California.

Instead of reaching out to the whole market, a brand utilizes this technique to concentrate resources on a subset of that market.

A firm may spend its time and resources more efficiently by segmenting the market into smaller groups, each having a common variable. They may have a deeper understanding of your target market and employ ad customization to guarantee that the demands of the target group are met.

### 4-2-Targeting:

Targeting entails determining which segments are the most appealing. Basically, you're attempting to figure out how commercially appealing each part is.

Based on the above, the ideal plan is to segment the market with a focus on those aged 19 and up, who use an average of 13 cups of water per day and will be the target of advertising efforts.

Calculate the volume of the product (0.200-0.500-1-2-5) liters.

Sort the product into categories:

Mineral water, sodium-free mineral water, and carbonated mineral water are all types of mineral water.

### 4-3- Positioning:

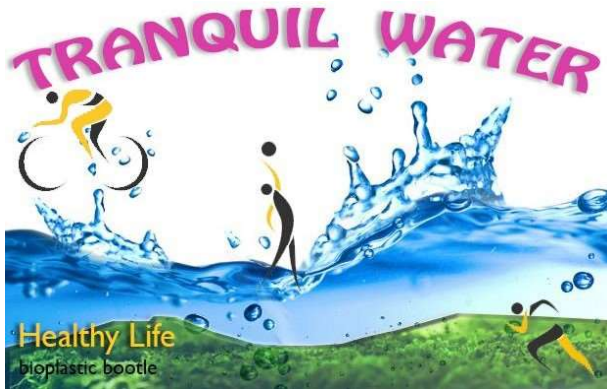
In the minds of customers, the many elements examined in the previous two phases may be recognized and life water put in place differently than rivals.

Where we aim to carve out a niche in the market. From the standpoint of marketing,

## Our company promises

( healthily life )

## Logo



## 5- Marketing objective:

**Mission statement:** To create and build Life Water, the community must be educated and assisted about the benefits of using water by utilizing contemporary technology to collect water from wells and take use of the state's weather conditions. In addition, to guarantee that staff believe in the benefits of drinking mineral water.

- 1- Gain a 20% market share in the first year, then a 25% market share in the next two years.
- 2- Expanding the geographical market by 30% and initially focused on the state of California.
- 3- Having rented four separate apartments in California (Los Angeles, San Francisco, Sacramento and San Jose).
- 4- Using social media to build a reputation: Start a dialogue about the benefits of water on people's health in various media outlets.
- 5- Interacting with local business organizations (inside the leadership area for water refilling works). You may grow your business through recommendations and relationships with prominent people in the state by networking.
- 6- Raising public knowledge of the environmental benefits of replenishing water dispensers rather than purchasing individual water bottles (for large dispensers).
- 7- Raising public knowledge of the health advantages of drinking water and embedding this concept in customers' brains.
- 8- Activate and pay attention to the company's research department, allot a particular budget for it, and pay attention to package form and size diversification.
- 9- Keeping quarterly sales growth good and consistent.
- 10- Establish trademark ownership rights so that life water becomes a household name for all customers.

## 6- Marketing Strategy:

The LIFE WATER marketing department is responsible for establishing the marketing mix as well as designing a marketing strategy for each target market for the product or service. The marketing mix is made up of numerous features of the following four elements: the product, its pricing, its location, and how the firm will promote it. These four aspects are intended to fulfill the demands of the target market, but the organization's marketing objectives are also significant.

- Several fundamental concepts govern business strategy. LIFE WATER will continue to expand via constant creativity, innovation, and invention while preserving balance throughout the company's different geographical events and product lines.
- LIFE WATER follows the following business objectives in all nations, according to local laws, cultural customs, and religious beliefs:
- LIFE WATER's business goal is to manufacture and market the company's products in a way that creates long-term value for shareholders, employees, consumers, and business partners.
- LIFE WATER continues to adhere to and obey all relevant state and local laws in California.

The LIFE WATER approach may be summarized as follows across the four aspects of people, goods, science, and communication:

## **Differentiated Marketing Strategy**

The differentiated marketing approach, according to Porter, is illustrated by splitting the aforementioned market sectors into six age groups and delivering the product in various sizes and kinds to address all of the target market sectors, as shown in the table below.

### **7- Marketing mix :**

The marketing mix for Life Water examines the brand / company in terms of the 4Ps (product, pricing, location, and promotion) and describes the firm's marketing approach. Various marketing techniques, such as product/service innovation, marketing investment, customer experience, and so on, have been implemented from the company's inception to aid brand growth.

The Marketing Mix (4Ps) is commonly used frameworks for finding marketing tactics that assist organizations accomplish their business goals and objectives. Clarify Life Water's product, price, promotion, and distribution strategy.

Let's get started with the Life Water marketing mix and approach.

**7-1- Life water Product Strategy:** In Life Water's marketing strategy, the product and mix strategy are as follows:

#### **A-core product:**

Life Water employs ecologically friendly bioplastic bottles with Hydro 7 filtration technology, which filters water and offers customers with the highest quality drinking water possible. Clean water comes in a variety of sizes and kinds, which is the emphasis of the company's product strategy in its marketing mix. Mineral, sodium-free, and carbonated water are also available from Life Water. Bottled water comes in a variety of sizes. The volume of water used by consumer's ranges from 0.200-0.500-1.00-2.000 liters. Aquafina is Life Water's main rival. -Dasani-Arrowhead-Athena

#### **b- Expected products:**

Using new product Sparkling comes in the following flavors:

- Mango Pineapple
- Black Cherry Dragon Fruit
- Lemon Lime
- Orange Grapefruit

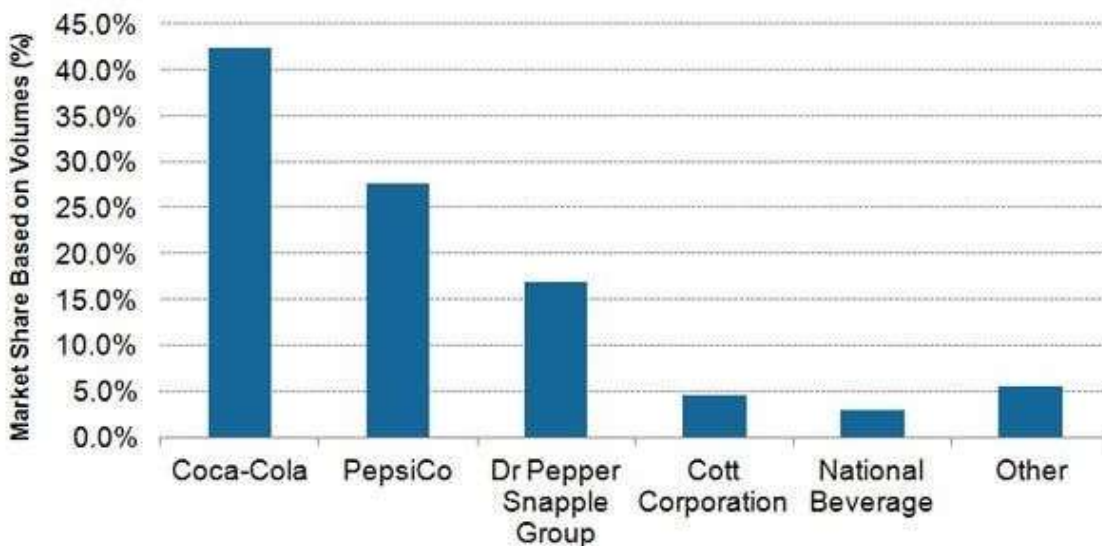
## 7-2- Life Water Pricing / Pricing Strategy:

The pricing plan for Life Water's marketing approach is as follows:

Because there is no product distinction in the bottled water industry, pricing becomes the competitive element. When it comes to product price, Life Water is quite picky. Despite the notion that water is a freely available resource, bottled water is an exception, and pricing is a key revenue-generating element for customers. Because it delivers high product quality and ecologically friendly bottles, Life Water uses a competitive price approach in its marketing mix, providing it an advantage over rival brands. Depending on the consumer market, Life Water charges various rates in different countries. However, because they are more health concerned, the product is marketed towards the middle-income group and those aged 20-50.

Water Type	Product	Average Size / Retail Price	Water Price Per Gallon	Annual Water Cost	15 Year Total Cost
Kangen™ Water		\$3980.00	\$ .002	\$417.79	\$6,266.90
Dasani		24 / 16.9 fl oz \$5.99	\$1.89	\$1,379.70	\$20,695.50
Aquafina		24 / 16.9 fl oz \$4.99	\$1.59	\$1,160.70	\$17,410.50
Fiji		6 / 16.9 fl oz \$6.99	\$8.82	\$6,438.60	\$96,579.00
Evian		6 / 16.9 fl oz \$5.99	\$7.49	\$5,467.70	\$82,015.50
Arrowhead Home Delivery		20 gallons \$29.96	\$1.49	\$1,087.70	\$16,315.50
Sparkletts Home Delivery		20 gallons \$27.99	\$1.39	\$1,014.70	\$15,220.50

**US Carbonated Soft Drink Market Share (2013)**



Market Realist

Source: Beverage Digest

### **7-3-Life water Place & Distribution Strategy:**

Here is the life water distribution strategy:

Life Water is available in bottles in all large supermarkets and medical shops, as well as most small local businesses, and is an important item. To market its products, the business will build partnerships with distributors in all California towns. They have a large number of brokers. Consumers consider availability to be the most essential aspect. If bottled water is sold in the shop, the success of the business is primarily determined by distribution. Another clever technique employed by Life Water is to make the product available in a variety of fast food restaurants and food chains, as the chance of customers purchasing a bottle of water with their meal is quite high.

### **A-location**

Life Water Company is located 150 kilometers outside of the state of California, and it houses the company's



headquarters as well as four stores in Los Angeles, San Francisco, San Jose, and San Diego, where products are easily accessible to areas that use the most water and distributors can easily obtain products.

**B-image:**

- The primary colors: green, white, and blue are appropriate colors for the product since they convey a new and clean image to buyers while also conveying a feeling of the environment.
- Posters and banners will be put in public locations where clients may see them, so they can learn more about the company.
- All items will be stored in easily accessible shelves and chilled as needed.


**7- 4-Life water Promotion & Advertising Strategy:**

To advertise its products, Life Water will employ a variety of conventional and traditional methods. To market their products, they use print media, television commercials, celebrity endorsements, and other methods. The brand is used to make hydration that is bacteria-free and safe to consume. From time to time, Life Water will provide clever marketing offerings such as promotions and discounts. The firm will also market itself by holding contests and often providing discounts and prizes.



**A- Website**

- At the start of 2020, <http://www.LIFEWATER.com.us> was developed to assist the company's #lfewater campaign and kick off the awareness campaign, and it will also be utilized to drive the target audience into the purchase funnel. The site will serve as the #lifewater campaign's primary internet platform.

## B-SOCIAL MEDIA STRATEGY:

SOCIAL MEDIA CALENDAR 2020				
Social Media Tool	1 <sup>ST</sup> Quarter	2 <sup>ND</sup> Quarter	3 <sup>rd</sup> . Quarter	4 <sup>th</sup> e Quarter
	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips</li> <li>• Advantages of drinking clean water</li> <li>• Daily download of quotes or tips on the advantages of using clean water using #lifewater</li> <li>• Blog sharing</li> <li>• What do you think of our new website, a new Facebook Page.</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips</li> <li>• Advantages of drinking clean water</li> <li>• Daily download of quotes or tips on the advantages of using clean water using #lifewater</li> <li>• Blog sharing</li> <li>• What do you think of our new Website, a new</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips</li> <li>• Advantages of drinking clean water</li> <li>• Daily download of quotes or tips on the advantages of using clean water using #lifewater</li> <li>• Blog sharing</li> <li>• What do you think of our new Website, a new Facebook page.</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips</li> <li>• Advantages of drinking clean water</li> <li>• Daily download of quotes or tips on the advantages of using clean water using #lifewater</li> <li>• Blog sharing</li> <li>• What do you think of our new Website, a new Facebook page.</li> </ul>

		Facebook page.		
--	--	-------------------	--	--

	<ul style="list-style-type: none"> <li>• Quotations or tips about water features and green-friendly bioplastic bottles with #lifewater</li> </ul>	<ul style="list-style-type: none"> <li>• Sports and athletes support</li> <li>• Celebrities used to publicize the Product.</li> </ul>	<ul style="list-style-type: none"> <li>• Life water with different size</li> <li>• Life water environment friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• Life water athletes friendly</li> </ul>
	<ul style="list-style-type: none"> <li>• Life water company environment friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Testimony also from plan holder</li> <li>• How to keep your health by drink water life</li> </ul>	<ul style="list-style-type: none"> <li>• Life water support athletes</li> </ul>	<ul style="list-style-type: none"> <li>• Life water Sponsoring beach ball competitor the beaches of California</li> </ul>

## C-Advertising:

### 1-Billboard Advertising:

Along road axes, billboards with the #lifewater banner will be visible to vehicles. The billboard ad is put in a suitable location on the site to increase exposure and awareness among the target population.



**2-Local News Ad Prints:** To increase customer awareness, lifewater will publish an article in the Los Angeles Times, which is California's most widely read newspaper. This will include a half-page color banner for the #lifewater campaign to raise awareness and direct people to the group's website for additional information. In July and August, the printed advertising will be published weekly.

**3-Transit Advertising:** A banner will be placed on city buses as another promotional action.

The goal of this strategy is to raise awareness and reach out to the target demographic across California. This transportation announcement has a one-year duration.



**8- Schedule and Budget:**

**8- 1- Budget:**

Our media strategy has a budget of \$ 920,000, with over \$ 400,000 going to digital media in the coming calendar year (about 40 percent of our budget).

**8-2 -Implementation Schedule:**

The implementation timeline, activities, responsible individuals, and budget are all listed in the table below.

Acti vities	Implementation		Responsible Person	Budget	Control Measure s
	Start	End			
<b>Awareness</b>					
Billboard Ad	1-jun- 20	1-Dec- 20	c/o Steel Art Billboard	120000	
Local News Ad Prints	1-jun- 20	1-Dec-20	c/o los Angelo's times	150000	



Transit Advertising				50000	
Sponsoring beach ball competitions in the beaches of California	1-Jul-20	1-Dec-20	c/o advertising department	200000	
<b>Social Media Campaign</b>					
Life water's website www.lifewater.com.us	1-Mar-20	1-Dec-20	c/o Mktg. Dept.	10000	no.of visits
Leaflets and Flyers	1-Jan-20	31-Dec-20	c/o Mktg. Dept.	15000	
<b>Liking</b>					
intensive social media campaign	Jun-20	Dec-20	c/o We Protect website	25000	
YouTube testimonials from plan holders	Apr-20	Dec -20	c/o Mktg./IT Dept.	15000	no. of YouTube hits
"Best selfie photo with life water" using #life water.campaign	Feb-20	Dec -20	c/o Mktg. Dept.	30000	no. of likes

Mall Exhibit (one week)	15-Jun-20	15-sep-20	c/o SM	5000	no. of applicants/ referrals
<b>Conviction</b>					

Personal selling (Rewards/Incentives)	1-Jan- 20	31-Dec- 20	Marketing depart.	100000	no. of customers
Purchase					
Personal selling (Rewards/Incentives)	1-Jan- 15	1-Dec- 15	distributions	50000	no. of customers
Increasing Positive Post Purchase Behavior				50000	
After sales service			Customer service department	100000	no. of feedbacks
			Total	<u>920000.0</u> <u>0 USD</u>	

## 9- CONTROLS

It is critical to continually monitor and analyses Life Water's real performance versus marketing and financial goals in order to maximize the return on marketing efforts.

A monthly analysis should be conducted to track the firm's performance and identify the present state of the company in relation to the goals set at each stage of the marketing activities. Control measures should aid this firm in making judgments about what activities it has to take to meet its target goals or make changes to its plans and objectives If, for example, the results are gathered in the marketing dashboard. They proved the necessity to do so in terms of website traffic, YouTube subscribers, number of views, Facebook likes, Twitter followers, and other metrics.

## 10- Conclusion:

The increase in population density of California as the third largest state in America in terms of census and tropical weather for the state is one of the most important factors in the success of lifwater and media promotion in different media, one of the most important factors for increasing the company's distribution. The progress of research in the field of water and its extraction is one of the company's development and growth goals. At the outset of the company, a distribution plan was created, as well as the implementation of a comprehensive strategy.

## 11- References

(n.d.). Retrieved from <https://en.wikipedia.org/wiki/California>.

(n.d.). Retrieved from <https://www.bottledwater.org/california-drought>.

(n.d.). Retrieved from <https://www.statista.com/topics/1302/bottled-water-market/>.

(n.d.). Retrieved from <https://www.sunset.com/food-wine/bottled-water-companies-are-getting-rich-off-California-water>.

(n.d.). Retrieved from <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>.

(n.d.). Retrieved from

<https://microbialcellfactories.biomedcentral.com/articles/10.1186/1475-2859-10-81>.

(n.d.). Retrieved from

<https://www.jstor.org/stable/3702889>.(n.d.). Retrieved

from

[https://books.google.com.om/books?hl=en&lr=&id=x8jNKRs7MI4C&oi=fnd&pg=PR13&dq=bottled+water+industry+USA&ots=-NjF3JBN44&sig=gD4L1syhH1A7UuurrruSpk8xufQ&redir\\_esc=y#v=onepage&q=bottled%20water%20industry%20USA&f=false](https://books.google.com.om/books?hl=en&lr=&id=x8jNKRs7MI4C&oi=fnd&pg=PR13&dq=bottled+water+industry+USA&ots=-NjF3JBN44&sig=gD4L1syhH1A7UuurrruSpk8xufQ&redir_esc=y#v=onepage&q=bottled%20water%20industry%20USA&f=false)

3 &dq=bottled+water+industry+USA&ots=-

NjF3JBN44&sig=gD4L1syhH1A7UuurrruSpk8xufQ&redir\_esc=y#v=onepage&q=bottled%20water%20industry%20USA&f=false.

led%20water%20industry%20USA&f=false.

Kotler, P. (2000). *Marketing Management, Millenium Edition*.