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Introduction

The first step in finding the right market for your product is to perform a detailed analysis in order to determine the right target audience.

Before entering any field, the entire market should be broken down into various segments. Marketing strategies should be developed accordingly for each segment to increase the targeted market share.

Clearly, not every product will find its way into the hands of all consumers; each product has its own set of consumers who wish to buy the product, and so it becomes necessary to introduce a vital item to maximize the target share or luxury to the top.1.

Simply put, you should know how to attract buyers, how to enter new markets and attract interested buyers, and how to demonstrate your competitive advantage on time. In addition, you should know how to sell existing items in an innovative way.

Following are the steps involved in creating an effective marketing plan:

1. Describe the company and the key takeaways from the entire marketing plan in an executive summary.
2. Provide a brief summary of the values, mission, and vision of your company.
3. Understanding the strengths, weaknesses, opportunities, and threats of the market and competition.

Here are a few things you should research about your competitors:

- The marketing and leadership team of the company.
 - Financials and growth of the company.
 - Products or services that are most popular with their customers.
 - Their top-performing blog posts.
 - Their video marketing strategy.
 - Their social media marketing strategy.
4. Define in element your goal patron or perfect patron so the advertising techniques may be tailor-made to create your buyer.
 5. Outline your advertising desires that have to be specific, measurable, attainable, relevant, and time bound.
 6. Present your advertising approach which have to be actionable and detailed.

Marketing techniques and procedures must be written to execute for every one and make certain to include: What to do, a way to do it, and the channels to use.

7. Define your marketing budget.
 - A. The base for any powerful price range plan is the to be had fund.
 - B. Allocate the to be had fund to every degree and degree in detail.
 - C. Share the very last price range with executives.
 - D. Assign a budgetary controller.
 - E. Track the spending to keep away from as viable any variances.
 - F. Adjust the spending and take the right motion on time.
8. Put the timeline or the roadmap.
 - A. Define the timeline and undertaking phases.
 - B. List the tasks, milestones, and dependencies.
 - C. Break down the workstream the usage of logical packing containers like swim lanes.
 - D. Keep updating the roadmap with new developments.

A stable advertising plan can take your enterprise to new heights. It can assist flip your enterprise desires into truth with the aid of using supplying your crew with direction, deadlines, actionable methods, and more.

Once the plan, strategies, and methods are defined, shared with all associated parties, and authorized with the aid of using pinnacle venture management, paintings ought to start.

New Logo for (Tranquil Water)

Our product is not unique as it is just water for the normal audiences, it needs a different logo to be introduced into the market and gains a big share of the target level of audiences.

The best logo should be simple and memorable by creating a story to attract the viewer and stick in their mind.

Customer motivations are one of a kind from one to one, a few clients are going for luxurious or high-priced gadgets or well-known brands, and a few are following their favorite social idols or famous person and so our emblem tale have to cover the maximum viable variance that may be accumulated the use of the to be had date won from the marketplace study (example: soliciting for the referrer, direct contacting with the general public consumers, etc).

Brainstorming with the company staff will be very useful.

Our new brand will be named on the name of **(Blue Zone Water)**.

The logo design will be the main player in our customer's minds and to be a trademark.

Product Summary

Water is the most critical item in the world, 70% of the human body structure is made of water and all other living creatures as well.

That's why water is the maximum critical however these days located that the used water is useless of power and now no longer important because of the manufacturing and filtering system which can provide it withinside the very last degree useless product.

Scientific researchers discovered out that lifeless water is harming the human frame or now no longer supplying him with the total benefits, it could make him sense torpid and can not sleep deeply and so now no longer have the right wished rest, the stay water may be a herbal medicinal drug filling the frame with power.

Dr. Ashraf Al-Hanbali – Therapist & Blue Zone, limitless founder discovered a product that can convert dead water to live and have the full properties of the natural live water using the (blue zone) process.

The blue zone process does the following:

1. Covert the water from the dead to live with a high oxygen percentage which helps the body to perform all its vital functions efficiently.
2. Making water alkaline, which leads to reducing the ability of bacteria and viruses to grow in the human body.
3. Moisturizing the body is better than regular water because of the small mass of water, so it penetrates the cells of the body easily (small water cluster).
4. Contribute to the disposal of acidic waste and toxins accumulated in the body over time.
5. Enhancing the health of the body, activating its cells, and stimulating blood circulation.
6. Improving the digestion process by cleaning the colon of accumulated mucus and thus helping the body absorb important nutrients.
7. Eliminate the accumulated effects of pesticides on fruits and vegetables.
8. Increase the amount of dissolved oxygen in the blood by 200 times.
9. Delaying the onset of aging caused by hexagonal cluster water loss from organs, tissues, and cells and a general decrease in body water.
10. It strengthens the immune system in the body.
11. Increasing metabolic processes, which leads to faster fat burning and weight loss.

12. Reduce stress level
13. Increase mental awareness.
14. Increase the energy level in the body.
15. Increases the mind's ability to focus.
16. Helps speed wound healing.

This results in the product being very healthy and having many reasons to promote and introduce it to clients and gain more market share.

Additionally, another key benefit of our product is the emergence of bioplastic bottles as the latest trend.

Bioplastic is a substance crafted from natural biomass sources, not like traditional plastics which can be crafted from petroleum. Bioplastics are made by a variety of distinct processes. Some use a microorganism system to process base materials, including vegetable oils, cellulose, starches, acids, and alcohols.

Bioplastics make it possible to develop innovative, opportunity-based solutions as compared to traditional plastics. Even more, biobased plastics lessen dependence on fossil assets while enhancing a product's carbon footprint. Biodegradable plastics allow for easier end-of-life disposal and recycling.

The 5 Most Common Types of Bioplastics:

1. Starch-based. A simple bioplastic derived from corn starch.
2. Cellulose-based. Produced using cellulose esters and cellulose derivatives.
3. Protein-based. Produced using protein sources such as wheat gluten, casein, and milk.
4. Bio-derived polyethylene.
5. Aliphatic polyesters.

Advantages & Disadvantages - Bioplastics.

A metric ton of CO₂ is needed only to create one metric ton of bioplastic, which is 3.2 metric tons less than normal plastic. As oil prices rise, bioplastics are becoming increasingly affordable. Other products can be made from reclaimed raw materials.

Compared to popular plastic bottles containing petroleum and BPA, Green Planet's new water brand comes in an all-plant-based bottle that is toxins-free and carbon neutral. In addition to being reusable, recyclable, and compostable in 80 days, they are also biodegradable.

One gallon of oil is saved for every 72 plant-based bottles produced, according to the company. Additionally, 65 percent less fuel and energy are used to manufacture the bottles.

Plant-based plastic Ingeo from Nature Works is used to make the bottles. The plastic, additionally referred to as PLA or polylactide, emits fewer greenhouse gases and makes use of much less electricity than different plastic bottles, in line with Keystone. It's additionally recyclable and compostable.

The organization simply finished a a success pilot throughout the kingdom of Florida and the Southeast United States, in which the water is sourced and bottled. The organization attributes a part of the achievement to the kingdom's voluntary 'inexperienced lodging' application to assist organizations transition to a greater eco-green model.

Our desire after studies and research turned into to import the water bottles from Green Planet in Florida as a primary step.

The second is to paintings on a suggestion to have Green Planet as a associate in our new bottles manufacturing facility the usage of their emblem as an distinctive agent.

Our new manufacturing facility can be a supportive commercial enterprise for our water merchandise to lessen the value of bottles used for packed water and so growth the income and create a brand-new income middle from promoting the brand-new bottles throughout the world.

The third step is to apply Green Planet as an advertising and marketing device to announce our new product in USA markets and so put together the manner to assemble a brand-new collection of shops for (Tranquil Water).

The fifth step is to assemble a brand-new line for recycling the used bottles.

Each tool will be used to sell our product and can be used as well to be marketing for us, considering all available resources as a targeted marketing tool (direct users and indirect users).

Advertising and marketing plan a success comes out while each member is the entity believes that he's an essential energetic a part of the plan that are took place while additionally the control and proprietors have the equal perception with the right appreciation.

If the employee has felt disrespect, unappreciated, or no return for his efforts, he will lose the trust on his management and so his loyalty to the entity and start looking for a suitable chance outside.

So, the target must consider and take care of its main factors and resources before starting the work.

Company Vision, mission, and value

Our company aims to be number one in the market, the first brand to jump on mind when you feel thirsty when you like to improve your health when you decide to look better, to lose weight, to concentrate more to fly up more with no medicine.

Our product spread the live water to help everyone to live in a better healthy way at a proper price.

Marketing plan (How to create the needs)

As a market plan, we should consider all of the available resources and motivations (medical, healthy, lifestyle, etc.).

Brands that build strong customer loyalty always use all available purchasing methods to attract customers. So we must create and draw our upcoming brand very effectively so that it will catch the attention of our customers right away.

As well as maximizing the purchase for every targeted customer and making it a dream for those unable to afford it.

A strong brand is a living business asset, brought to life across all touchpoints which if properly managed creates identification, differentiation, and value.

Building trust makes choices easier.

The first step is to divide the market into sectors (health care, energy, fitness, attractions, events and conferences, food and beverage, tourism services, transportation, and travel trade).

The second step is to allocate the budget of each targeted sector and define each stage with the strategies and tactics.

For the medical sector, the campaign will start from our press conference to announce our new healthy product with all the medical benefits so it can be a key for making deals with hospitals, medical centers, and governmental health agencies.

All media must be invited to attend for broadcasting the news, doctors must be the models of the medical campaign so the audients will feel safe more for our product and the motivated to gain all benefits provided by Blue Zone water.

Private doctors and clinics should recommend to their patients to use Blue Zone water and our new healthy bottles for a percentage of sales come from their patients and other incentive promotions.

Blue zone water should be the dream of everyone like to change his life or look, as well as all fitness stars should come after the first campaign, to assure the benefits, our next stars will be the fitness coaches to attract a new layer of customers.

All Gym and fitness should be a critical part of the campaign by a special deal for all sports audients.

Blue Zone should be a strong competitor to all the food complementary and energy products, it is a natural product without any side effects and so many benefits.

Schools also should have a part in the campaign through official visits with a great promotion approved by the Ministry of Health.

Deals with food and catering companies to serve our product in their restaurants and agencies.

Being a sponsor for all healthy and sports activities such as marathons, football, ... etc.

All markets and grand hypens should participate in the campaign spreading the product everywhere, not only in the city but across the country.

All media as well as social media, influencers, others, ...etc should do advertisements.

Coming to the second part of our plan (the new Healthy Bioplastics Bottles).

Our company will not only sell the packed water, but it will supply also empty bottles to be used by the food and beverage companies.

It will be included in the first part of the marketing plan and having a separate part as an independent product to diversify the company's sources of income.

The target market share of the second part will be greater than the first as the customer who doesn't care about healthy life water, will fear the diseases caused by using normal plastic bottles.

So, the customers who are not pushed to buy with love will be pushed to buy with fear.

Psychological studies of clients should continuously be prepared during each step of our plan to control the customer's mind to the maximum level.

The good product sells itself, that's why huge efforts must be done at the beginning which is more costly to keep our product the first to jump in customer mind using the direct and indirect customers.

Creativity and differentiation are the keys to success in all the above-mentioned points to do, it should not be a traditional campaign.

Customer satisfaction must be measured continuously as he is the king getting his needs must be filled in the best way.

The above-mentioned will be first started on the local market and based on the results will be the decision to expand the business all over the country and then all over the world.

Evaluation of performance

10 Ways to evaluate a market using the below checklist that's helpful in identifying the overall attractiveness of a new market:

1. Urgency. How badly do people want or need this right now? (Renting an old movie is typically low urgency; seeing a new release on opening night is high urgency, since it only happens once.).

How is our product image being watched by customers' eyes, it must be first to come in his mind, customer mind must be targeted first.

2. Market size, how many people are actively purchasing things like this? (The market for underwater basket weaving courses is very small; the market for cancer cures is massive.)

Our market share should be grown to the maximum level.

Pricing potential: what is the highest average price a purchaser would be willing to spend on a solution? (Lollipops sell for \$0.05; aircraft carriers sell for billions.)

Besides being reasonable, prices also need to be competitive and kept to the bare minimum.

3. Cost of customer acquisition. How easy is it to acquire a new customer? On average, how much will it cost to generate a sale, both in money and effort? (Restaurants built on interstate highways spend little to bring in new customers. Government contractors can spend millions landing procurement deals.)

4. Cost of value delivery: how much would it cost to create and deliver the value offered, both in money and effort? (Delivering files via the Internet is almost free; inventing a product and building a factory cost million.)

To remain at the top of the market and to deliver the highest value, quality assurance must be continuously monitored.

5. Uniqueness of offer: how unique is your offer versus competing offerings in the market, and how easy is it for potential competitors to copy you? (There are many hair salons, but very few companies that offer private space travel.)
6. Speed to market: how quickly can you create something to sell? (You can offer to mow a neighbor's lawn in minutes; opening a bank can take years.)
Quality and value of the products introduced to the customer must not be affected by speed of production.
7. Upfront investment. How much will you have to invest before you're ready to sell? (To be a housekeeper, all you need is a set of inexpensive cleaning products. To mine for gold, you need millions to purchase land and excavating equipment.)
For any investor, controlling the initial cost paid before selling, reaching breakeven, covering all costs incurred, and making profits will lead to a high return on investment.
8. Upsell potential. Are there related secondary offers that you could also present to purchasing customers? (Customers who purchase razors need shaving cream and extra blades as well; buy a Frisbee, and you won't need another unless you lose it.)
Often, promotions and offers are used as games or tricks to entice consumers to buy more. (Tying the product to critical items, giving fake discounts, etc.).
Promotions and offers must be planned to be variable and meet customers' satisfaction.
9. Evergreen potential. Once the initial offer has been created, how much additional work will you have to put into it in order to continue selling? (Business consulting requires ongoing work to get paid; a book can be produced once, then sold over and over as-is.)

Our product plan should always look new shining to the customers and up to date and unique.

We should not only focus on production but also the marketing, selling, financing, risk, delivery, and relationship marketing which must be evaluated continuously for the following:

- Marketing actual cost should be compared with the budgeted cost and variance should be justified.
- Feedback should not stop, and customer satisfaction as well must be kept at the highest level because relationship with customers determine our firm's future.

Social media PR campaign

A social media marketing strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing.

The more specific your plan is, the more effective it will be. Keep it concise. Don't make it so lofty and broad that it's unattainable or impossible to measure.

Below are the steps to create a media campaign:

1. Choose social media marketing goals that align with business objectives.
Social media goals should align with your overall marketing objectives. This makes it easier to show the value of your work and secure buy-in from your boss.
2. Learn everything you can about your audience.
Get to know your fans, followers, and customers as real people with real wants and needs, and you will know how to target and engage them on social media.
3. Get to know your competition.
Odds are your competitors are already using social media, and that means you can learn from what they're doing.
4. Do a social media audit.
If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:
What's working, and what's not?
Who is engaging with you?
What are your most valuable partnerships?
Which networks does your target audience use?
How does your social media presence compare to the competition?
Once you collect that information, you'll be ready to start thinking about ways to improve.
5. Set up accounts and improve profiles.
As you decide which social networks to use, you will also need to define your strategy for each.
6. Find inspiration.
While it's important that your brand be unique, you can still draw inspiration from other businesses that are great on social.
7. Create a social media content calendar

Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact.

8. Create compelling content.

Remember those mission statements you created for each channel in Step 5? Well, it's time to go a bit deeper, a.k.a. provide some examples of the type of content you'll post to fulfill your mission on each network.

9. Track performance and adjust your social media strategy accordingly.

Your social media marketing strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

10. Re-evaluate, test, and do it all again.

Once this data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, social marketing campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your social media marketing strategy in real time.

Conclusion

Finally, in order for our product to occupy the market it must be carefully studied in every detail. There is no one or reason that should be overlooked, no matter how vital it is.

Every stage or level of the execution of the plan must be closely monitored and compared to what was originally planned. As a result, the expected results will be assured and confirmed.

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