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COVER PAGE AND DECLARATION

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MGT540:Marketing Management

Marketing Plan for Life Water Company

Introduction by the student

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The Summary

The study included the reality of marketing mineral water in the United States in general, and in California / Los Angeles in particular.

The results of the research showed that the problems and difficulties that the company suffers from are the distribution and geographical spread that is limited to one city.

In addition to the statements of Miss Leono's to the media and on social networking sites.

In addition to people's fear of drought. and the frequent malfunctions of the plant as a result of the old mechanisms used in it, and its frequent need for maintenance, and the high production and marketing costs that are higher than its price.

An introduction:

As a leading water brand in the USA since 1990, we have always put quality, innovation and community at the heart of our business.

We always adhere to the highest standards of safety and hygiene, advocate for environmentally conscious practices in all our operations and continue to enhance our customers' experience by improving levels of efficiency and responsiveness.

Through the study of the market and the company's work mechanism, from the process of filling water to its distribution, most of the problems that hinder the company's development are the large number of competitors, transportation and distribution

**Working on creating a new marketing plan to support the new production line
by issuing an environmentally friendly packaging made of bioplastics**

Research problem:

The recent problems and difficulties the company is facing are people's reactions to Miss Leono's statements.

Water scarcity in California. Poor distribution and non-proliferation in other states.

The importance and objectives of the research:

Proceeding from the importance of water and the global health situation, the current research focuses on identifying the current conditions of water marketing and distribution, identifying the problems and obstacles facing us, and finding appropriate solutions aimed at increasing the efficiency of marketing and distribution. Accordingly, the research aims to achieve the following:

- Studying the current reality of marketing and distributing water bottles in California and other states.
- Studying the problems facing the current marketing system for water distribution.
- Studying the production and marketing costs of distributing water bottles.

Research execution period:

The field study data was collected from its primary sources, by means of a personal interview with certain individuals, using questionnaire forms prepared to obtain the data necessary to achieve the objectives of the study.

Marketing Indicators:

These indicators were calculated by calculating the costs of producing new containers made of bioplastics, and the costs of their packaging and distribution.

Which was calculated by:

- ❖ Determine the production services represented by the following:
 1. working hours .
 2. The cost of manufacturing and filling a bioplastic bottle.
 3. Number of Workers.
 4. Hourly wages.
 5. The worker's wages per day.
- ❖ Determining the quantity of production requirements from raw materials...
- ❖ Determine the source of production requirements in order to determine their price.

The following mathematical relationships are used:

Final cost = full costs + marketing study.

Production value = production quantity by bottle x price per package, noting the difference between bottles sizes.

Profit = value of production in dollars - total final cost, including transportation and distribution.

Data sources and statistical analysis:

The data was obtained through questionnaire forms, collected through a random sample of people in the state of California. And medical and marketing centers that are directly related to the problems faced by the production and marketing of water bottles,

The number of sample members is 1550 individuals, 100 forms were distributed to medical centers, and 70 forms to major marketing centers such as malls. And 125 forms for companies of different specialties

Includes :

- their opinions of bioplastics
- Laboratory analysis of bottled water.
- The new name of the company (Al-Yanbua).

Conclusions and Recommendations:

Conclusions:

Low sales and distribution

Decreased production due to the current health situation related to Covid 19.

The lack of rain and drought that the country suffers from.

Recommendations And The marketing plan:

Create a new name and logo for the company **(The Spring)** and promote it in all media as an environmentally friendly company, using bioplastics in its manufacture.

- Moving the company to a place closer to the city to facilitate distribution to all of the state.
- Establishment of distribution warehouses throughout the city for ease of transportation and speed of distribution.
- Advertising campaign in all media.
- Allocating a percentage of the profits to support cancer patients.
- Distribution of water in new containers to hospitals and health laboratories.
- Coolers for selling mineral water bottles in commercial centers.
- Awareness brochures about the used bioplastic and its effects on the environment.
- Working to deliver the product to the largest percentage of people.
- Reducing production costs by using new machines that run on solar energy, and reducing the use of fuels.

Putting a suitable trade spring water name .. commensurate with the local and international markets:

I suggest that the name of the product be (spring water) and that it be a brand that has its value and reputation in the local and international market.

Spring Water

- **Promotional campaign:**

1. Dissemination of the Trade Mark brand in the local and global markets and promoting Customer loyalty to this brand (spring water).
 1. Achieving annual sales of \$30 million.
- The budget of the advertising and promotional campaign for the product (spring water)

Promotional mix	Budget	Period
Road advertising	350000	All year
Magazines	250000	All year
Newspapers	250000	All year
Social media Facebook Twitter,Google....etc	300000	All year
Exhibitions	400000	All year
Radio & Television	450000	All year
Direct marketing	800000	All year

Conclusion

Always adhering to the highest standards of safety and hygiene, championing environmentally conscious practices in all our operations and continuing to enhance our customers' experience by improving levels of efficiency and responsiveness.

Results

Reducing our energy consumption, our waste, and the use of non-renewable resources such as plastic .

Create a new marketing plan and logo for the company. Spring Water.

The use of bioplastics in our industries.

Recycling:

Dispose of non-recyclable products, such as Styrofoam cups, in order to ensure that all of our products and packaging are 100% recyclable.

We believe that as a leader in the community, it is our responsibility to work for a better world and therefore CSR activities are an important aspect of our journey as a company. Our activities always include the participation of communities, in order to advance our message “Together for a better world.

All of our products are packaged according to strict international quality guidelines, using the latest technology.

The spring water is certified by many international agencies and holds HACCP, IBWA and ISO certificates.

Addressing responses to Ms. Leono's comments and making people trust the product again.

Constant pursuit of industry excellence and our commitment to product quality and customer satisfaction.

References :

- Mai Dubai Co / Water Company
- [wikipedia.org/ wiki/Marketing_straegy](https://wikipedia.org/wiki/Marketing_strategy)