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COVER PAGE AND DECLARATION

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Marketing Plan for (Tranquil Water)
New product for Life Water Company.



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1.Introduction

At the request of Life Water company, a marketing study was conducted for its new product (Tranquil Water), which uses 100% bioplastic bottles which 100% compassed to reduce the environmental problems of PET plastic bottles California suffers from this problem, so the product was studied to find out the following:

1-Further, some scientists estimate that while regular plastics will linger in landfills for hundreds of years, bioplastics will break down in weeks or months under certain conditions. These plastics are often labeled “compostable” or “biodegradable” – There are two terms that promise to dissolve your takeout lunch container and any guilt you may be feeling.

2-Bioplastic has become a refuge and trend as an alternative to PET plastic, as it gives the same solid shapes required, but is made of renewable Various materials, such as sugarcane and scorn starch, instead of petrochemicals in PET plastic.

3- “Bio-based” plastics, on the other hand, are not biodegradable and behave just as regular plastics. Plant matter can even be fermented into ethylene to create “bio” alternatives to common plastics, such as bio-PET in place of PET. The only distinguishing factor is how they’re made – not how they perform or how long they last in the environment.

Bioplastic can be disposed of through anaerobic digestion, home composting, and industrial composting.

For decades, the public has been enamored with the idea of recycling, but the reality is far from what’s promised. As we’ve covered in other parts of this series, 91% of plastic waste has been landfilled or burned, or found its way into our seas. Only 9% has been recycled (Susan Fresnel’s book Plastic: A Toxic Love Story).

However, as awareness spreads among consumers and recycling becomes a less convincing guilt eraser, new ones have emerged. Bioplastics are among them, and like regular plastics, they come with a big catch.

Take “biopolymers” for example. These naturally derived materials are biodegradable, but they typically require the searing heat of A factory equipped to decompose bioplastic products into composting. In many U.S. cities, these facilities do not exist – and placing them in the recycling bin isn’t the solution, either. When these materials end up in the same sorting stream as regular plastics, they can do more harm than good by contaminating petroleum-based plastics like PET (the kind of plastic used in most beverage bottles).

To place bioplastics in a landfill is to miss out on the opportunity to dispose of bioplastics in a way that is useful to the earth and society.

Landfills Biodegradable plastics, even fossil and bio-based ones, can result in higher methane emissions, which increase a negative climate impact. (bio, 2020)

Studying the desired market with a good scientific study of the marketing plan is the first element of success in the new product or the development of an existing product or service. Therefore, the study of marketing is one of the basic pillars of any business plan.

2.Situational Analysis

A- PAESTLE Analysis

1- Politic:

- California is widely understood to be a solidly Democratic state.

Los Angeles and supports the residents of the coast according to democracy while other states went far more Republican.

-Sixty-seven percent of Democrats and Democratic-leaning independents said dealing with global climate change should be a top priority compared to 21% of Republicans and Republican-leaning independents a 46-point gap.

The increase in taxes collected by the Los Angeles government in the year 2020 relative to the previous years, and this shows the increase in investments and gains in the market in the city. (Eric, Ghee Mc, 2020)

(Bowman, 2019)

2- Economic:

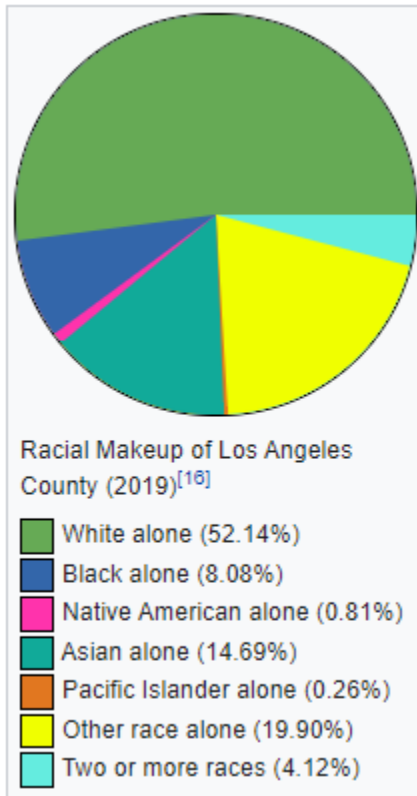
Startups saw an annual growth rate of 25.3%, with a total of \$9.580 billion invested in 1,754 firms in the city alone.

CUTTING TAXES FOR L.A. BUSINESSES. Mayor Garcetti enacted the City's largest-ever business tax cut, delivering \$90 million in tax relief to L.A. businesses which has put L.A. in a position for historic growth in the years to come. This has helped drive business registration in the city with more than 212,000 new businesses licensed in Los Angeles. (Stateme, 2021) , (Mayor , 2021).

3- Social

We can see racial makeup of Los Angeles country; It controls more than half white racial

The average income of a citizen in Los Angeles is higher compared to the rest of the states which As of Oct 18, 2021, the average annual pay for the Average jobs category in Los Angeles is \$68,118 a year. Just in case you need a simple salary calculator, that works out to be approximately \$32.75 an hour. This is the equivalent of \$1,310/week or \$5,677/month. (wikipedia, 2019) , (ADP data, 2021) .



4- Technologic

LA is this city one of the top start-up friendly ecosystems in the world. We have a great opportunity to further support technology investment in the region

LA Tech is Vibrant & Growing

There are an estimated 800 startups in L.A. and some \$500 million in Funds have been raised in 2013, according to the LA Startup Industry Report. Just this week there are reports of a large round of funding for Snapchat (based in Venice, CA) that would drive the mobile messaging company's value over \$3.5 billion.

La had bigger Silicon Valley in USA, and we've got better weather, cheaper rents, and more space than our neighbors to the north.

5- Environment

Water in The Los Angeles area and California is main life item, and all be care in this issue which Recycled water is wastewater that is purified through multiple levels of treatment.

Water treatment is carried out under a strict system and reviewed by the Health Services Administration, and this system is not without monitoring and inspection from local agencies to ensure the quality and required standards. Recycled water is safe using in Irrigation of ornamental trees, tourist resorts and golf courses, industrial.

A. County creates about 28 million Emissions of tons of solid waste each year, with the majority headed to our already taxed landfills. That's enough trash to fill the Rose Bowl week in and week out for the entire year.

Plastic accounts for 20% of garbage, but only Products made of single-use plastic are recycled 10% of total plastic, and 80% is considered difficult to recycle, so there are thousands of tons of unusable plastic in Los Angeles. (Gary , 2020) , (dpw, 2020)

6- Legal

At the conclusion of last year, the safety of California tap water made headlines when the Environmental Working Group published a study linking California tap water to thousands of cancer cases. Scary.

Bottled water sales amounted to \$218 billion in 2020 and an yearly increment of 11% is anticipated until 2028. (Eric, Ghee Mc, 2020)

B- SWOT Analysis

1- STRENGTHS:

- Long experience in los Angeles's market.
- High quality for new product matching with Los Angeles people incoming average.
- Perfect logistic and delivery network.
- Long Relationship with the bigger buyers
- Recyclable bottles (Eco- Friendly).
- The average income of a citizen in Los Angeles is higher.
- CUTTING TAXES FOR L.A. BUSINESSES.
- This city one of the top start-up friendly ecosystems in the world.
- One of social media big company in los Angeles.
- Bigger Software Company with low prices.
- No trust on tap water (Whitney, 2019).

2- WEAKNESSES:

- Many competitors in the field of bottled water.
- tap water Used by a large group of Los Angeles residents.
- No brand loyalty.
- Selling Price will more than other competitors.

3- OPPORTUNITIES:

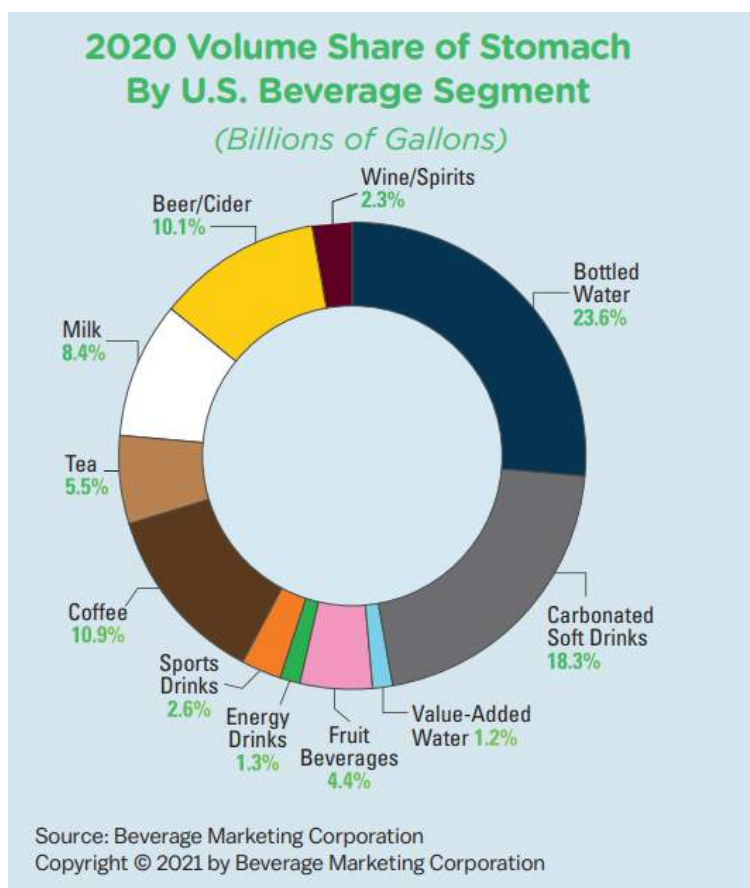
- Sales is annual increase of 11% is expected until 2028.
- Environmental awareness is more respectful in Los Angeles.
- Healthy food and drink have become more demanded in the global market and California, especially due to the high average income of the citizen.
- Fast technology in US with large companies in California.

4- THREATS:

- Negative propaganda and backlash, comments alongside the company in social media.
- The very important element of water in California in general that could threaten the company's production.
- The occurrence of natural disasters in the state that can affect production and sales.
- The stability of costs for competitors, which may lead to the depletion of more funds until the awareness of the brand reaches the consumers .

3-Market Analysis:

It enlarged its lead over carbonated soft drinks, the erstwhile top category, which once again decreased in size. Bottled water sales increased 4.2% in 2020, compared to 2019's 3.7 percent growth. Bottled water sales advanced from 14.4 billion gallons in 2019 to 15 billion gallons in 2020. While in 2016, there was a sudden jump in sales by 8%, 2020's growth was signified for a beverage of such substantial size (below chart).



America consumes about 15,000,000,000 gallons of bottled water, with an average using increase of 1.5% annually, according to the statistics of the year 2020, and this volume of money in this market only, about \$ 20 billion annually (Below table). (Jan , 2019)

U.S. BOTTLED WATER MARKET

Volume, Producer Revenues, and Retail Sales
2017 - 2020

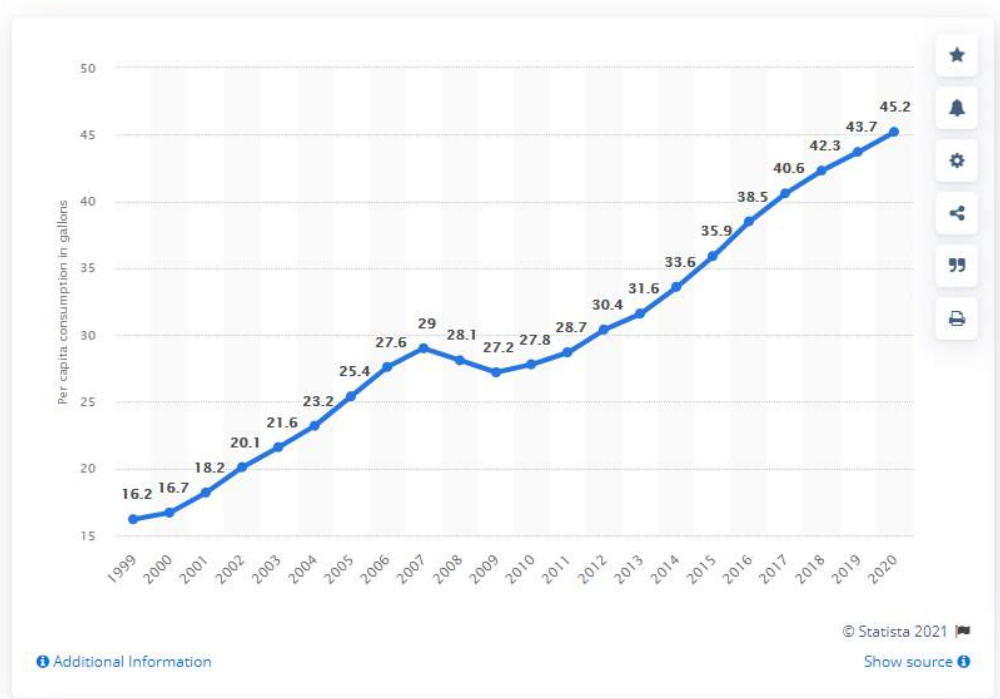
Year	Millions of Gallons	Annual % Change	Millions of Wholesale Dollars	Annual % Change	Millions of Retail Dollars	Annual % Change
2017	13,195.1	6.1%	\$17,116.2	6.9%	\$30,698.4	5.5%
2018	13,846.8	4.9%	18,356.0	7.2%	32,930.8	7.3%
2019	14,354.8	3.7%	19,406.4	5.7%	34,631.4	5.2%
2020	14,957.8	4.2%	20,150.3	3.8%	36,257.7	4.7%

Source: Beverage Marketing Corporation
Copyright © 2021 by Beverage Marketing Corporation

- 2020 In America, the normal per capita utilization of water was 45 gallons, including bottled water.

In the past two decades, per capita consumption in America has increased from the consumption of water, soft drinks, and juices.

- Regarding above information, we found that annual demand for it is increasing, as it allows new companies to find a place for them in the market, as well as the increase in investments and production, as in the last five years the rate of personal consumption has increased by 20%.



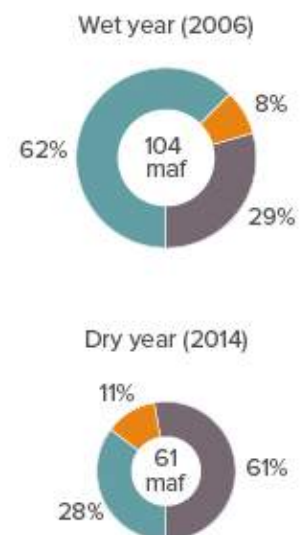
Overview for water amount in California

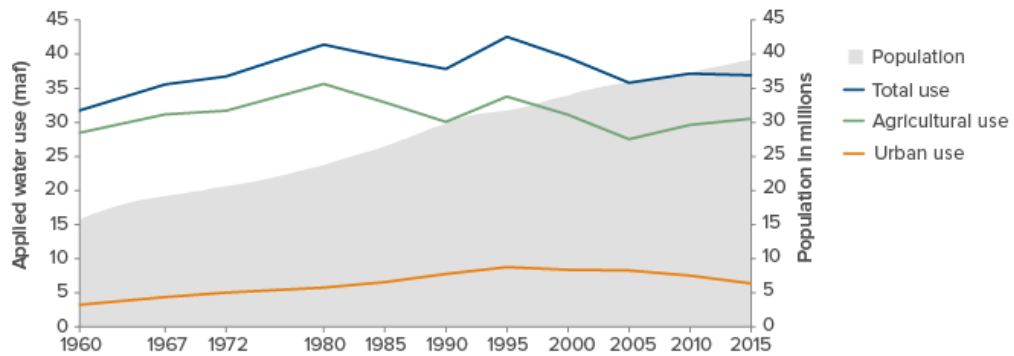
- 1- The average percentage of water consumption in Los Angeles was 40% for agriculture, 50% was lost in nature, lakes, and waterfalls, and 10% was consumed in residential areas.
- 2- The proportion of residential areas in drought years is negatively affected, A few of the water utilized by each of these segments returns to waterways and groundwater.
- 3- Natural water utilize falls into four categories: water in rivers required for keeping up living space inside streams, water that bolsters wetlands within natural life jam, and water required to preserve coast. These waters are largely confined from major rural and urban zones, and their wild and scenic status secures them from noteworthy future advancement. In dry years, the state administration is trying to control water, reduce natural water and divert it to agricultural areas and residential consumption, and in general, Los Angeles suffers from the problem of desertification.

Average annual applied water use
(1998–2015)



Statewide applied water use,
millions of acre-feet (maf)



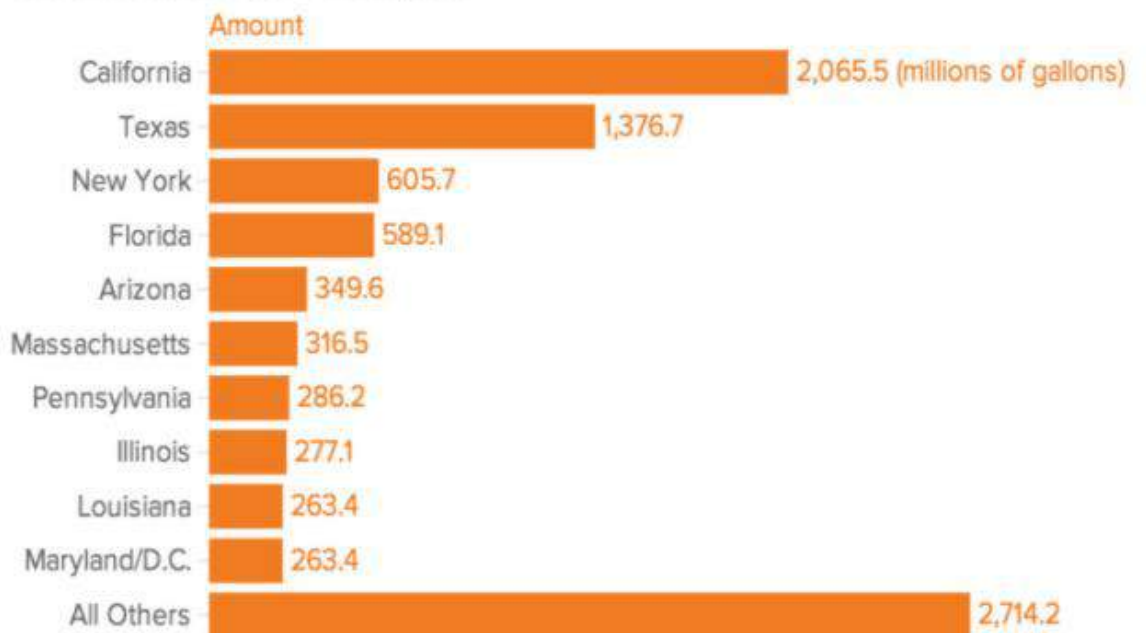


(Ellen , 2018)

Our result for above information & data, element of water is a very rare element in California for personal use and suffers from a lack of quartz, especially in dry years.

- California is the biggest state within the Joined together States in utilization of bottled water, concurring to the foot table.

2011 U.S. Bottled Water Consumption



KPCC using Quartz's Chartbuilder

Data: Beverage Marketing Corporation

(Brian , 2020)

Competitors in California

The water bottling advertise in California is one of the biggest markets within the Joined together States and the lack of water in US It is a big challenge, especially in the years of drought, so that one or two companies cannot control this large market and the expected challenges. Therefore, we will introduce the expected competitors that affect the volume of distribution, production, or the selling element.

In California, I will mention the 4 largest existing companies, and the challenges faced by any competitor to them:

- 1- Aquafina using Tap water source (no recycling material using consider in its marketing).
- 2- Dasani using Tap water source (using recycled PET plastic up to 50 %. they are using this information in its marketing show).
- 3- ARROWHEAD using underground water sources (using some words for recycling inducement same as **(we're rescuing millions of pounds of plastic and transforming it into new bottles. And when you pledge to recycle your bottle of Arrowhead)**).
- 4- Crystal Geyser using underground water sources, **(Crystal Geyser® Alpine Spring Water's San Bernardino plant (established in November 2019) It works to recycle PET plastic bottles and remanufacture them into new bottles for filling. The company is one of the primary producers fascinated by reusing PET plastic. The volume of recycled PET plastic materials at the factory is 35 million pounds, equivalent to one billion plastic packages).** (Christopher , 2020)

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

4. Consumer Analysis:

People are seeking healthy options, especially that water is the healthiest drink in commercial markets, and this becomes the trend of customers, especially with the rise in the average citizen's income, This can be accessible in Los Angeles and California in common.

5. Market Segmentation

The customer segmentation strategy for the product must be defined, as per (Martin 2013)

No company can be all things to all people and win so where-to-play choices need to focus on which markets, which customer segments, which channels are the play to win for you.

The bottled water product is needed by all people, as well as for all ages, as well as athletes and non-athletes, as well as manufacturers of ready-made hot and cold drinks and restaurants.

6. Market Targeting

We'll target a few advertise portions with differentiated showcasing custom fitted offers for each section:

- Big Hypers & big markets.
- Coffee stalls scattered in the streets.
- Factories scattered in more than one city in California.
- Organizers of water sports competitions honorable in Los Angeles.
- Los Angeles has 5 used airports, including international and domestic.
 - 1- Los-Angeles Airport (88 million passengers and 2 million tons of cargo yearly).
 - 2- John Wayne Airport (10.7 million passengers in 2019).
 - 3- Hollywood Burbank Airport (dealing with 6 million travelers in 2019).
 - 4- Ontario International Airport (5.6 million passengers in 2019).
 - 5- Long Beach Airport (It served 3.6 million passengers in 2019). (RocknRoll, 2021)
- Night and party places.
- Schools, during the 2020–2021 school years, served 664K students, (Jurassic, 2020) (univstats, 2020)

- 737 colleges and universities are active in California, Total 2,773,814 students. (Melanie, 2020)
- Home user (end user 3 million people). (census, 2020)
- Hospital (more than 100 hospital in Los Angeles. (Largest Acute Care, 2021)
- Institutional buyers like metros.

7. Market Positioning

The company will make a unused position for itself within the showcase for bottled water based on certainty in a unadulterated and, quality item in ecologically neighborly holders (bottle) that can be utilized once more, and the selection of the showcasing campaign is to wellbeing body, green environment and is subordinate on the unused sort of plastic utilized in this brand.

8. Marketing Objectives

Tranquil Water goal is to be the leading bottled water company in Los Angeles and one of the largest distributors of water in California.

The set plan is to reach the goal within 5 years and to review each year the position of the brand in the market periodically with the development of the required adjustments in the different case

- Making community mindfulness in the use of biodegradable plastic holders and utilizing them in composting, especially since California is one of the expansive agrarian states, so promoting gets to be on urban and country communities to reach by the conclusion of 2022 on around 20% of the water showcase in California as a entire, and up to 30% of the Los Angeles market due to its vicinity to the production line.

- The utilize of dependability to the brand to existing clients to showcase thenewenvironmentally neighborly item and decrease contamination, and can utilize social media to clarify the item, how it is manufactured and how to collect it, and how the company will publish

collection baskets on the streets dedicated only to environmentally friendly packages so that it is easy to convert them into natural fertilizer and not mixed with ordinary plastic and all A collection baskets will have the company's logo , as all people will be watch logo in all the streets and become imprinted when buying and may be brand loyal creative (use 2 social medial manger & 4 person to make market movie sharing in social media).

- Expanding its showcase share from 5% to 10% development each year, and it helps to achieve this goal by making an application on smart phones, one for the markets or wholesalers, and the other for the End user , as merchants application is to review the inventory in markets and support it quickly Using the company's logistic network and the other application for the final consumer, it shows the offers and the nearest places of purchase to the consumer.
- Establish a partnership with 10 airlines that using Los Angeles airports which they get discounts and use in media marketing ECO-environment water bottles and collect it and logo appearance on their tickets.
- Establish a partnership with the organizers of various math competitions in Los Angeles, use in the media marketing ECO-Environmental Water Bottles, assembling and displaying the logo on the advertising brochure.

9.Competitive Advantage

- Regarding to The Ansoff Growth Matrix, (Ansoff, 1965) , "Tranquil Water" strategy will develop product & using diversification of package sizes handsome marketing plan .
- Life water current distribution outlets and logistic network main role to earn the trust of major distributors in brand.
- Regarding to (Porter, 1985) strong relationships with consumers, the biggest factor for the company's continuation in the market and achieving the main goal.

10. Marketing Mix

marketing proposal mix for "Tranquil Water" based on the product, Place (Distribution), Promotion, online application, (Body Healthy – Healthy Envir) and same of Competitors Pricing.

11. Product Strategy.

"Tranquil Water" introducing product high-quality purified drinking bottled water within 100% compostable bioplastic bottles and strives to preserve the natural environment,

I design logo for present the high quality and main role to help the environment.



12.Distribution Strategy

The utilize of the Life water dissemination arrange with the Smart phones
Application of the wholesalers and the Conclusion clients.

Pricing Strategy

A proposal has been made for prices to be very close to competitors to help spread quickly, which creates loyalty to the product – with free delivery for big bottles.

Size	Price
5 Gallon - Bottle- Case of 1	\$7.50
3 Gallon - Bottle - Case of 1	\$6.50
.5 Liter (16.9 oz.) - Bottle - Case of 24	\$12.50
12 oz. - Bottle - Case of 12	\$4.99

(arrowhead, 2021)

13.Promotional Strategy:

The work of different advertising systems based on diversity and on creating loyalty to the product based on the quality of bottled water and on helping and preserving the environment, indicating the responsibility of the citizen towards the environment

-Use a You Tuber and make an agreement with them to show Tranquil Water in their videos .

- Social media short video highlights the advantages of water and bottles to the environment and how the bottles decompose.

-Advertising in supermarkets and sports competitions .

- Conducting field and promotional visits in schools and universities, explaining the advantages of Tranquil Water to the citizen and to the environment.

- Advertising with airlines, trains, and fast coffee shops. Logo can be printed on the back of tickets and invoices.

Show Tranquil Water logo on the bio-plastic collection baskets scattered in Los Angeles.

Using the application for evaluations for customers and merchants and dealing with all problems seriously.

Budgets:

The proposed annual cost of advertising is in the range of \$180 K includes the following:

The advertising cost on social media is \$4,000 monthly.

The advertising cost with YouTube is \$2500 monthly.

The distributed publications cost is \$2000 monthly.

The fetched of the wicker container for amassing little bundles is 1500 month to month.

The cost of promotion in schools and universities is \$5,000 monthly.

Implementation plan

- Define the responsibility of everyone in the team and follow it up periodically in a weekly meeting.
- All Life Water advertising team used to visit retailers and follow up on sales.
- Smart phone application connect channel with all End users.
- Social media Manger, they bear the greatest responsibility in delivering all the parameters to the largest possible number of residents of Los Angeles.

Monitor and Control plan

- Changes are inescapable. No execution ever goes a hundred per cent as planned. Observing and controlling handle offer assistance stay proactive to see for potential issues. The early distinguishing proof will offer assistance the group to require appropriate corrective activity. Ceaseless checking and control will guarantee that the planning was done palatably, and

nothing is cleared out. These forms make beyond any doubt that in case the showcase arrange isn't going concurring to plan, they are brought back on track.

Conclusions:

- A marketing plan has been made for Life Water Company for its new product (Tranquil Water), in which it has invested 5.00 million dollars, based on ECO- friendly bottles that degraded in a short time and convert a natural fertilizer, unlike normal PET plastic.
- The company has endured from the impacts of a few unsuccessful explanations, and the new Tranquil Water manufactured specifically to protect the environment and reused in fertilizing trees, increasing the agricultural area, and reducing desertification in California.
- The marketing plan depends on the appointment of social media managers and 4 employees specialized in making a short film period on the advantages of using environmentally friendly containers and on water quality, and on a distribution plan for specialized collection baskets for this type of packaging only with the company's logo on it.
- Making agreements with many airlines & Train stations in Los Angeles to use Tranquil Water and display its advantages in the background of airline tickets with Tranquil Water logo and encourage travelers to use these lines because they are concerned with the environment.
- Sales and promotion activities will be conducted in parallel with sports festivals and competitions under the slogan) Healthy Body Clean Environment. (Kevin, 2019)
- Relying on the distributors of Life Water and making their application to observe and review the stock in the warehouses. If there is a decrease in the sales of one of them, study and replan for this case.
- In the event of an increment in deals at the hottest distributors, it must be supported their stores.
- Making an application for end user to get their feedback and improve the product and improve the sales plan according to it (free delivery also for above 20\$).
- All plans are flexible and must be reviewed periodically monthly at the most and re-track in any cases of deviations from the plan or unexpected errors that occur.

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