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## **Introduction:**

Drought is a frequent and not unusual feature of California. It has implications for public health, the economy, the environment, and more (California Department of Water Resources, 2021). The state of California is experiencing a severe water shortage and the people who live in the state suffer from this during their daily lives and this is what made them criticize everyone who considers them to be using water in commercial ways for their own benefit, especially the companies that use this water. Life Water is a company that provides water to the consumer in a healthy way, and it is one of the companies that has been sharply criticized for its water-related business, so the company introduced its new products with plastic bottles made of eco-friendly bioplastic. In this marketing proposal, we will conduct internal analyzes related to the materials used in the final product in the company, as well as an external analysis of the market in which the company operates, its needs and opinions, as well as the competing companies in this market, and the purpose of this marketing scheme will be to increase customer satisfaction and the feasibility of using bioplastics in that And looking and researching the problems that occurred as a result of the water shortage in the state and developing appropriate solutions to them, and all this is done through conducting advertising campaigns for new products packed in bioplastics. These campaigns were through a public relations campaign through social networking sites and through a new logo to help in the new idea will be presented, and a timetable will be made for each and a budget will be allocated for it, taking into account the limited budget of the company.

## **Marketing analysis:**

### **a- Internal analysis:**

Life Water is a leading company in its field that provides potable water in the easiest and healthiest way. This company employs experts in the field of detecting the most effective water resources to reduce waste, and also employs experts to research in the field of Sanitary packaging and bioplastics to conserve water in healthy ways, as well as to eliminate waste. This team of experts is keen to follow up on international conferences and meetings that are concerned with the correct water extraction mechanisms and methods of canning, and to keep abreast of everything new in this field. One of the most important goals of the company is to be the leading company in the field of potable water and works on using environmentally friendly methods to emphasize the importance of environmental security.

One of the most important ways to communicate with customers and put forward new ideas and new products for the company is through social networking sites and the company's website.

## **b- External analysis:**

### 1- PESTEL Analysis

I will use PESTEL analysis which is a strategic framework that is often used in order to assess the external environment of companies and businesses. This is done by dividing risks and opportunities into a set of factors (political, social, economic, technological, environmental, legal) (CFI, n.d.).

- **Political factors:** The country is now going through an economic setback caused by the Corona pandemic, and this is what makes the market go through a state of instability in the current period. However, the US economy in general is characterized by resilience and innovation, and in general it is able to withstand economic setbacks (Britannica, n.d.).
- **Economic factors:** Although it has endured a great deal of economic setbacks caused by the Corona pandemic. California is one of the largest states in the USA and ranks first in terms of population, and local production is estimated at nearly 4 trillion dollars. Therefore, many of the largest banks and corporations in the United States of America are based in this state. In addition, the state produces more than half of the country's vegetables and fruits (Britannica, n.d.).
- **Social factors:** The population of the state is 39.5 million in 2019, and the largest city is Los Angeles, with a population of nearly 4 million, and it is the largest market and the rate of trade exchange in the state (Associated Press, 2021).
- **Technological factors:** companies at the present time rely heavily on the Internet to obtain customer opinions and to communicate with beneficiaries and study the situation of competitors. From specialists in the field of technology to study the easiest and fastest ways

to obtain comprehensive information. The state is also ranked second among the 50 states in terms of the percentage of companies experiencing high growth in revenues (California State Assembly, n.d).

- **Environmental factors:** At this point, we are concerned with the rate of rainfall in the region, and we find through the annual rates that the rainfall in the northern part is higher than in the southern part. Therefore, the company's new project must be conducted in the northern region to provide more water resources. In addition to that, the state's residents are aware of climate changes and increased drought (Lawler & Rosser & Sencan, 2021).
- **Legal factors:** State laws greatly support investors (Sustainable Economies Law Center, n.d).

## 2- SWOT analysis:

We will use SWOT analysis in order to assess the competitive position of the company and to develop and develop strategic planning (Kenton, 2021).



Figure 1: *SWOT analysis, (Shewan, 2022)*

In this analysis, the company's situation is studied from several aspects (strengths and weaknesses - opportunities and threats) we will study them separately:

### **A. Strength:**

The company has many strengths, which are:

- a) Long experience in the field and a very wide client base
- b) High quality products produced with the latest means and equipment
- c) Using environmentally friendly means, which enhances the moral foundations of the company's image.

- d) A large number of the company's followers through the means of communication and through the website, which increases the effectiveness of any advertising plan through these platforms.

**B. Weakness:**

- a) Unthoughtful posts on social media by Zara Leono, these posts are currently considered a weakness that must be overcome
- b) The company's refusal to deal with any non-environmentally friendly materials, which will narrow the circles of work and earn profit.
- c) The products are limited and there are few options. They are only bottled water

**C. Opportunities:**

- a) The state is one of the largest states in the USA in terms of geographical area and in terms of population (Associated Press, 2021).
- b) The market in the state is very large, and the demand for water is increasing due to its scarcity in the recent period (California Department of Water Resources, 2021).
- c) Adopting environmentally friendly products increases the size of the customer base and their confidence in the company.
- d) The existence of laws and legislation that support investment (Sustainable Economies Law Center, n.d).



#### **D. Threats:**

- a) Complaining by people about the consumption of water in large quantities during the drought period (Lawler & Rosser & Sencan, 2021)
- b) The presence of competitors for the company in the region and in the USA in general.
- c) The economic instability caused by the Corona virus in the region and the world at large (Britannica, n.d.).
- d) The recent era of the government in the USA and the large number of decisions made in the labor market that try to correct the mistakes of the economy in the country. (Beverage Marketing Corporation,2018).
- e) Drought and climate change increase (California Department of Water Resources, 2021).

#### 3- STP Analysis:

We will use STP analysis. This analysis is very common in modern marketing. This analysis focuses on business effectiveness and the selection of sectors that are most important, effective or valuable to business (Hanlon, 2022).

##### 1- Segmentation:

The market is divided according to several variables, namely:

- Geographical variables: the state is one of the largest states in the USA of America in terms of geographical area and in terms of population
- Behavioral variables: Among the most important customers targeted by the company are the customers who care about the environment and are interested in using environmentally friendly and healthy things, and they are a large number in the state.

- Demographic variables: As the groups targeted by them are of all age groups, as well as when dividing customers in terms of income, all California residents are able to buy bottled water when they need it

- Geographical psycho-variables: Here, customers can be divided into two parts. The first section is the customers who have ethical principles that they abide by, where they care about preserving the environment and are interested in using environmentally friendly materials without looking at the additional costs involved. Here the company can target them through its principles in the use of materials Environmentally friendly, as well as following the mechanisms of environmentally friendly work.

As for the second section of customers, they are the section who care about price and cost and do not care much about matters related to preserving the environment. (Camilleri, 2017).

## 2- Targeting:

Here we have to define the target groups that the product is suitable for. In our case, the bottled water is suitable for all residents and all groups and is not restricted to a particular group. This marketing scheme will expand the customer base by selling bottled water in bulk, namely restaurants, hotels, sports houses and cinemas Theaters and other events and entities that provide bottled water.

## 3- Positioning:

Our customers are of all categories, and we have to provide them with bottled water in a healthy and environmentally friendly way through the use of bioplastics and through work

mechanisms during manufacturing, as sterilization is permanent, to keep the water always clean and to emphasize health conditions.

## Marketing Objectives:

Here, we must define the objectives for each plan that we put into this marketing scheme. We will set a set of marketing objectives. They are specific goals, define the intentions of the marketing team, set a clear direction for team members, and provide information to managers.

Therefore, a set of marketing objectives has been carefully determined after analyzing the current location of the company and competitors, determining the market and the target group, and knowing the opportunities, threats, weaknesses, and strengths.

That is why SMART goals are set.



Figure 2: *SMART Goal, (Indeed Editorial Team, 2021)*

- a) The objectives of marketing activities are:
  - increase sales by 10% over the next six months.
  - Gaining a high market share around the world within a year and a half.
- b) Objectives of commercial public relations:
  - Increasing likes to the company's social media platforms by 50% during the next six months.
  - increasing the number of customers' visits to the company's website by 90% within the next six months.
- c) The financial objectives of the marketing plan are:
  - increase profits by 25% during the next six months.
  - Covering the capital over a period of time ranging from two to three years.

### **Marketing strategy:**

A marketing strategy can be defined as a comprehensive business plan that is developed in order to reach potential consumers and convert them into customers for the company's products or services. The marketing strategy usually includes both the company's value, the company's messages, and others, and it must cover the four elements of the marketing mix "product, price, place, and promotion." The main objective of the marketing strategy is to obtain a sustainable and long-term competitive advantage over competing companies (Barone, 2021).

Through the study (Ansoff, 1965), I find that we must follow the growth strategy as the company is in the process of launching a new production line based on environmentally friendly bioplastics,

so we have to constantly search for new manufacturing methods as well as product development in the latest methods.

We will also overcome current and future challenges and work to increase sales, revenues, market share and increase competitors.

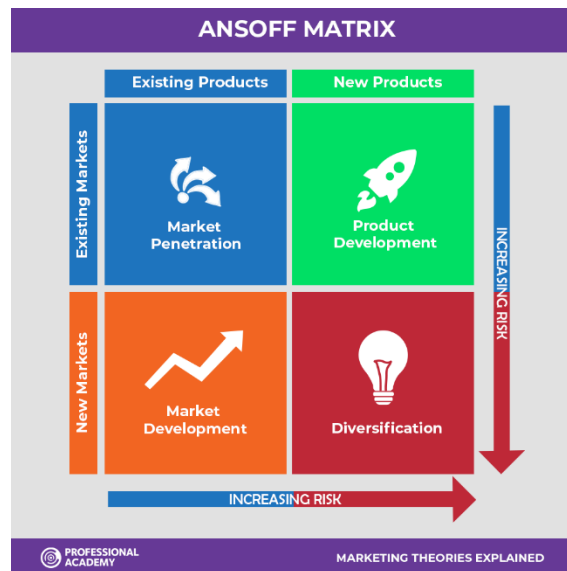


Figure 3: *Ansoff Matrix*, (21. professional academy, n.d)

## Marketing Mix:

### A. Product:

#### The first step:

- developing the production process by launching a new production line that fills water with bioplastic containers, and it aims to:
  - Increase customer satisfaction with products
  - Increased sales by 10% over the next six months

- On the other hand, the approach of spreading and penetrating the market will be used while maintaining the quality of the product. This will also encourage consumers and customers to try the product. The product is also manufactured in several sizes and dimensions. The children segment will be targeted by manufacturing a small size for them.
- A new production line will be manufactured for bio-plastic products that reduce environmental pollution and contribute to preserving nature. This will encourage safe and healthy use

## B. Prices:

### The second step:

- studying the cost again and setting competitive prices, and this is very necessary because there are many companies offering products at different prices, and here the company has the advantage of bioplastics, but it must be offered at a reasonable price, (Wofford, 2015) with the aim of:
  - Increased sales by 10% over the next six months
  - Increasing profits by 25% during the next six months
- Use a flexible approach to pricing.
- Adopting the approach of spreading and penetrating the market while maintaining the quality of the product.

### C. Place

- Comprehensive distribution channels will be established. The product will be distributed over a large geographical area. This will be done through agents, distributors and wholesalers.
- The product will be distributed to all shops and public places, and all places where there are large numbers of people, such as train stations, airports, and so on.

### D. Promotion

- Several methods will be used in order to reach the largest segment of people. Such as direct selling, the use of advertisements, offers, billboards, public relations, campaigns of all kinds.
- The company used social media, print and TV ads to reach the largest segment of society, as well as holding conferences to market products.

#### The third step:

Create an account for the company on the Facebook website, where this account ensures ease of communication with the customer base and receiving comments and complaints in a quick way. The company also enables the company to quickly poll customers when needed and also enables the company to put forward and advertise its offers through this account.

#### Objectives:

- Increase website visits by 90% over the next six months
- Increased likes on social networking sites by 50%

Budget: \$180 / \$30 per month/

Through the life water company's website on Facebook, we can share with people who object to Ms. Leono's comment or have any complaints and explain to them the nature of the company's work and its goals, in addition to listening to their views and discussing their opinions with the aim of approaching them and integrating life water into society. Thus, we can promote our distinctive product "Quiet Water" made of bioplastic that decomposes in the soil and gives plants food and water, thus reducing the damage resulting from the use of plastic containers harmful to the environment and living organisms.

We can also publish several articles in this context, such as the article published on the site. . (What are bioplastics, n.d.)

In it, he stated that: a large number of marine organisms and birds die due to the plastic waste that they ingest (such as sea turtles, albatrosses, etc.) and that the plastic remains form islands of waste, where every year 200 million tons are thrown away.

Of the plastics used on Earth that are manufactured from a non-renewable source/oil/pollutant, non-biodegradable, and so on.

We will also create a campaign on the Facebook, YouTube, Instagram, and Twitter platforms. We will be able to publish our ads and promote our new product to the largest number of people in the community, as the application is suitable for launching advertising campaigns on the one hand. And because the vast majority of targeted people use these apps on the other hand.



Fourth step:

Praising the benefits of bioplastics through billboard posters on the roads and at the headquarters of the Life Water Company:

It was suggested that a poster be designed to define the importance of bioplastics as a package for calm water, provided that this poster should contain all the company's social sites and how to communicate by customers to facilitate the sales process, and that this poster be hung on billboards on the roads and at the company's headquarters.

The objectives resulting from the application of this proposal:

- Increasing the number of customers by 20% during the next six months
- Increasing the number of people visiting the company by 30% during the next six months

Implementation period is a week

Budget 600 USD

Fifth step:

Strengthening the relationship of the Life Water Company with the community and gaining its trust. This proposal is based on distributing samples of water to orphanages, the elderly, and support centers for people with special needs, and allocating an amount from the company's profits to finance the California street cleaning initiative.

The aim of this proposal

- Increasing the company's profits by 20% during the next six months
- Gain 90% satisfaction from customers within the next six months
- Increase the company's sales 20% during the next six months

Implementation period one month

Budget 500 USD

Sixth step:

Organizing monthly competitions on social media: This proposal helps to integrate the company with its customers more and increase the feeling of dependence on this company with an atmosphere of respect and love and working as a team by holding competitions for the company's page followers and providing symbolic, simple and inexpensive prizes such as a wristwatch or a bag bearing the company's logo or a voucher from the company. ...etc./

The intended objective of this procedure:

- Increasing visits to the company by 25% during the next six months
- Increasing interaction on Hayat Water Company websites by 30% during the next six months
- Increasing sales and, accordingly, profits by 20% over the next six months
- Gain 90% customer satisfaction over the next 6 months

Implementation period and starting work 4 days

Budget 120 USD / 20 USD per month /

Seventh step:

Publishing advertisement articles in newspapers and magazines in California and renewing the company's blog post on social networking sites every month. Since Al-Hayat Water Company's website has a section for blogs on social networking sites, the

blogs must be renewed every month to serve the company's interest in introducing the modern machines and tools used and increasing customer awareness About bioplastics and its clear impact on preserving their health and the environment.

For example, the following blog:

"Some chemists were able to manufacture organic plastic or bioplastic from raw and renewable plant materials such as potatoes, corn or wheat, through biological and chemical treatments through which sugars, cellulose and starch are obtained to produce a type of plastic that is quickly and completely degradable, which makes it environmentally friendly because it is free of harmful and dangerous substances that negatively affect our environment at the present time."

The objectives of this proposal

- Increase customer awareness about bioplastics by 40% during the next six months
- Increased sales by 20% over the next six months
- Increasing profits by 20% during the next six months

The period for implementing the proposal is six months

Required budget: 240 USD/month 40 USD/

#### Eighth step:

A new logo for the company: Through this logo, people will learn about the company's new product, which is water bottled in bioplastics, and people will see the company's new vision, which is to preserve health and environmental security, deal with environmentally friendly materials and reject everything that is harmful to it.



Objectives of this proposal:

- Increase sales by 25% over the next six months
- Increasing profits by 25% over the next six months
- Make the company's image to customers more committed to its ethical principles

Budget: Free

Ninth Step:

Putting a welcome device at the entrance to each sales center of the “Life Water” company, as each person entering the company gets a note paper on which is written “Welcome” in addition to writing information about bioplastics and instructions to preserve the environment and public health, such as/bioplastics from Nature to nature - keep your country clean - no to cutting trees .... etc /, and this device also helps us in the process of measuring the impact of the number of visits to the company through the counter of this machine and increases the friendly relationship between customers and the company and enhances the company's credibility and moral image customers have

Objectives of this procedure:

Increasing visitor information about bioplastics by 50% during the next six months

Increase the number of visits by 20% over the next six months

Increase customers as well as sales by 20% over the next six months

Get 90% customer satisfaction within the next 6 months

Implementation period: one week

Budget: 200 USD

## Budget:

The first step: developing the production process by launching a new production line	1000 dollars
Step Two: Study the cost again and set competitive prices	for free
Step Three: Create an account for the company on Facebook	\$240/\$10 per weekly post/
Step Four: Praising the benefits of bioplastics through billboard posters	600 dollars
Fifth step: Strengthening the relationship of the Life Water Company with the community	500 dollars
Step Six: Hold monthly competitions on social media	120 USD / 20 USD per month /
Seventh step: Publish advertising articles in newspapers and magazines	\$240
<u>Eighth step</u> : A new logo for the company	For Free
<u>Ninth Step</u> : Putting a welcome device at the entrance to each sales center	200 dollars
<b>The total budget is \$2900</b>	

## Implementation

The plan will be implemented through a number of steps:

- 1) Securing, identifying, selecting and training a work team.
- 2) Securing all resources
- 3) Create the plan, review it accurately, hold a meeting with the teams and managers, explain the plan and approve it.
- 4) Divide tasks among team members and coordinate roles.
- 5) Build a daily, weekly, monthly, semi-annual and annual work schedule and plan
- 6) Create tools to track the work plan and know any changes or deviations in the plan, and create a control panel to track success.
- 7) Develop a set of backup steps in the event of any obstacle.
- 8) Monitor and evaluate periodically.

## Evaluate the results:

For the plan to be successful, there must be tools for monitoring, control, and follow-up.

As an example:

- a) Determining performance indicators.
- b) Create alternate plans
- c) Monitoring the financial position of the company and the financial budget.
- d) Monitoring the worker's performance.
- e) Monitoring the daily and monthly plans and any other plans and noting deviations or changes in them.

Therefore, the following will also be done:

After six months, we will have to measure the effect resulting from the implementation of this marketing plan, and this will be very necessary to ensure that the goals we mentioned in the marketing objectives paragraph are achieved, and this will be done according to the following:

First: Relying on the financial department by conducting a semi-annual inventory through which the sales value and the percentage of profits are known, and then compared to the last budget conducted and to know the percentage of increase in sales and profits.

Second: Reviewing the media department responsible for managing the website and social media, and taking a report from them on the percentage of increase in website visits and page likes, and asking them to conduct a questionnaire through the website and social media, through which we can measure customer satisfaction about the new product.

Third: Through the welcome device counter, we can measure the increase in the number of customers' visits to the company's sales centers.

## **conclusion**

In conclusion, despite the economic decline that California suffers from as a result of the Corona crisis, the phenomenon of drought and the environmental changes taking place. However, these threats may be a good opportunity for many companies to invest, expand and exploit the geographic area of the state and its population and diversity.



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