



COVER PAGE AND DECLARATION

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1- Introduction:

Through the adoption of marketing management strategies, companies seek for feasibility to use new business opportunities and reach new target markets. Marketing management is the nomenclature attributed to the processes of promoting a business which includes strategies tools and analyses. It integrates all promotional activities from various media to achieve it's aim of enhancing a brand name with the maximum possible customer base. It involves reviewing previous marketing and customer service campaigns of the company, obtaining clients' evaluation and analyses of sales and developing other strategies relative to general marketing. It aims at optimizing the process of managing business interactions with customers and the way the company's goods and services are delivered to the target consumers. At first, Cristalline was sold in pharmacies and clinics, like an answer to a health problem. Then it ceased to be a very niche product and became widespread in all markets – shops, places of food outlets, etc.

Such a systematic approach to the preparation of the marking plan should begin with the analysis of the situation in the market and in the country, the consumer, and even the product. Life Water is a water bottling company making millions of revenues whose brand has worked out in this market, however, there are problems related to allegations of the company's excessive water consumption during the ongoing drought in the state of California. Besides, the organization is at a challenging period after Ms Leono's comment on her private social media provoked divergent views. A well – written marketing strategy does not help repair Life Water`s image but also helps retain growth and living standards.

2- Executive Summary:

The core objective of this thesis is to assist Life Water in repositioning its public image in order to advance as a business enterprise that is keen on environmental issues. In this paper, I conducted an industry analysis for the bottled water market which showed that there was a need for bottled waters as a result of the Covid-19 Pandemic. Availability of resources is top of the agenda which forced the company to bring back the upper class brand “Tranquil Waters” in a bioplastic container.

The company has made 5 million dollars of investment in its transition to green company but encounters some problem because of being blamed for excessive water use in the period of California droughts. In reaction to these accusations, Miss Leono the plant manager however complicated issues by her utterances on her facebook page. Covid-19 led to increased demand, but there has also been a slump in global economy.

My proposal was to reduce cost of operations through establishing a bottle manufacturing factory. Thus, the company becomes its own supplier the thing which will help the company weaken the power of supplier, reduce cost of production, and make offers on its product especially that most people are suffering economically nowadays. Based on the STEPEL analysis and competitor’s analysis, and SWOT analysis the company is located in such an area which is very much advantageous as it is within the water regions and the prosperous areas of California.

Moreover, a distinctive and currently needed competitive advantage of Life Water is the bioplastic utilization. Bioplastic is an environmentally friendly, or rather waste surrendering material which is biodegradable. With this understanding and company strategy and internal environment, I focus on marketing goals. Following this, I have defined geographic and demographic market parameters namely the South, West and North of California plus Silicon

Valley and San Diego. The target customers will be upper and middle classes, particularly those who care for the environment.

However, the greatest concern of the corporation is to spread the awareness that each and every detail at every stage from the making of the product to its disposal, selling in this case, and even post sale servicing is critical towards achieving environmental sustainability.

Consequently, a brand was developed to reflect the conservation of the water resource and close the loop. The slogan also stresses on this problem and proves Life Water's endless will to please the customer with the product of divine quality. These strategies have helped to achieve set targets for Market Penetration; in South, West and North California., Product Development; utilizing the bioplastic bottles and Focus; the community prefers the upper class especially the green consumers. However, the marketing mix in terms of the product, price, place and promotion of the product was also more of the imitative approach standard of competition of the selected products. Indeed, Public Relation crisis gives rise to a particular opportunity to help in retrieving the lost faith of the customers. I recommended radio and social media ads, billboards, and advertisement on Orange Line Transit. The allocation of the maximum budget would be broken down in order to accommodate the costs of the promotion mix, public relations, and advertising, increasing the market share, enhancing public relations, and stimulating demand. Therefore, an efficiently and effectively communicating strategy has to be utilized in order to forward the companies greener agenda and counter the back lash from Miss Leono's remarks.

Sponsoring environment conferences, donating 5% off the revenue to support water treatment projects, about enlisting a special social media team, all these are some examples of how we do good PR. Also, effective advertisements are another critical determinant of success. Preparing and supporting a conference of environmental nature, bringing about 5% of

the revenue for water treatment related causes, about employing a particular team for social media, all these are some examples of how we do good PR. Also, effective advertisements are another critical determinant of success.

3- Situational Analysis:

1- Industry analysis:

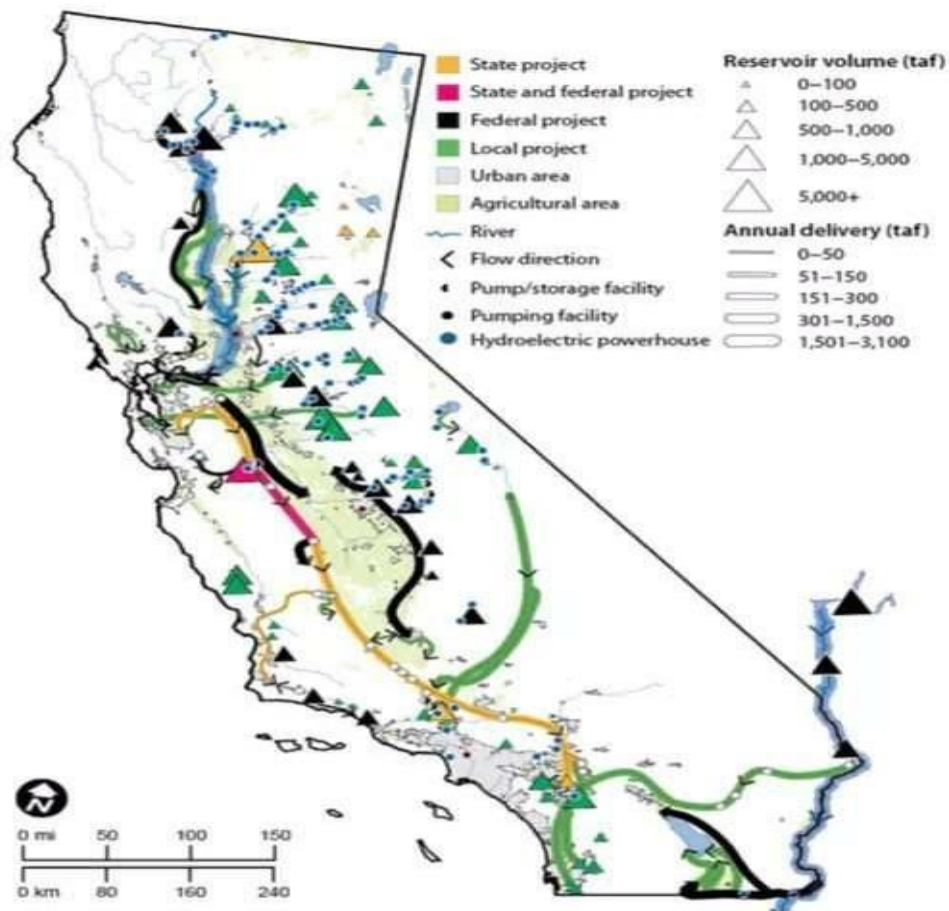
Firstly, consumers are more aware of the health effects such as the diseases caused by polluted water in comparison to what used to be before. Secondly, the tendency towards a certain life style led to increase the demand for bottled water because of its portable convenient nature. Moreover, people in the present and at such a fast pace have health aspirations and clean water for the most part caters to hydration needs of the body well. There are various divisions for global market by both the type and geography. The most notable categories of bottled waters are Still Water (39%) which accounts for two thirds of the market share carbonated water and flavored water. “Region-wise, the market is covered in North America, Europe, Asia-Pacific, and LAMEA”.! (Valuates Reports) USA stands second as a consumed market for bottled water across the globe.

Bottled water consumption reached 14 billion gallons in 2018, which is reported as a growth of 5.8% as compared to 2017 when consumption was at twelve gallons. (Bottled Water In Beverage Marketing Corporation. 2018) Bottled Water market is projected to grow from US\$216 billion in 2015 to US\$307.6 billion in 2025 due to a need to feed the growing world populations thirst.

World population is projected to rise from 7.8 billion in 2019 to over 9.8 billion by 2050. As tribe's pursue greater prepared food security as this growth occurs, there will also be a corresponding increase in the requirement for safe drinking water. The report: Linker. 2020. California is a 3rd most populous state in the US. Despite the current and persisting drought

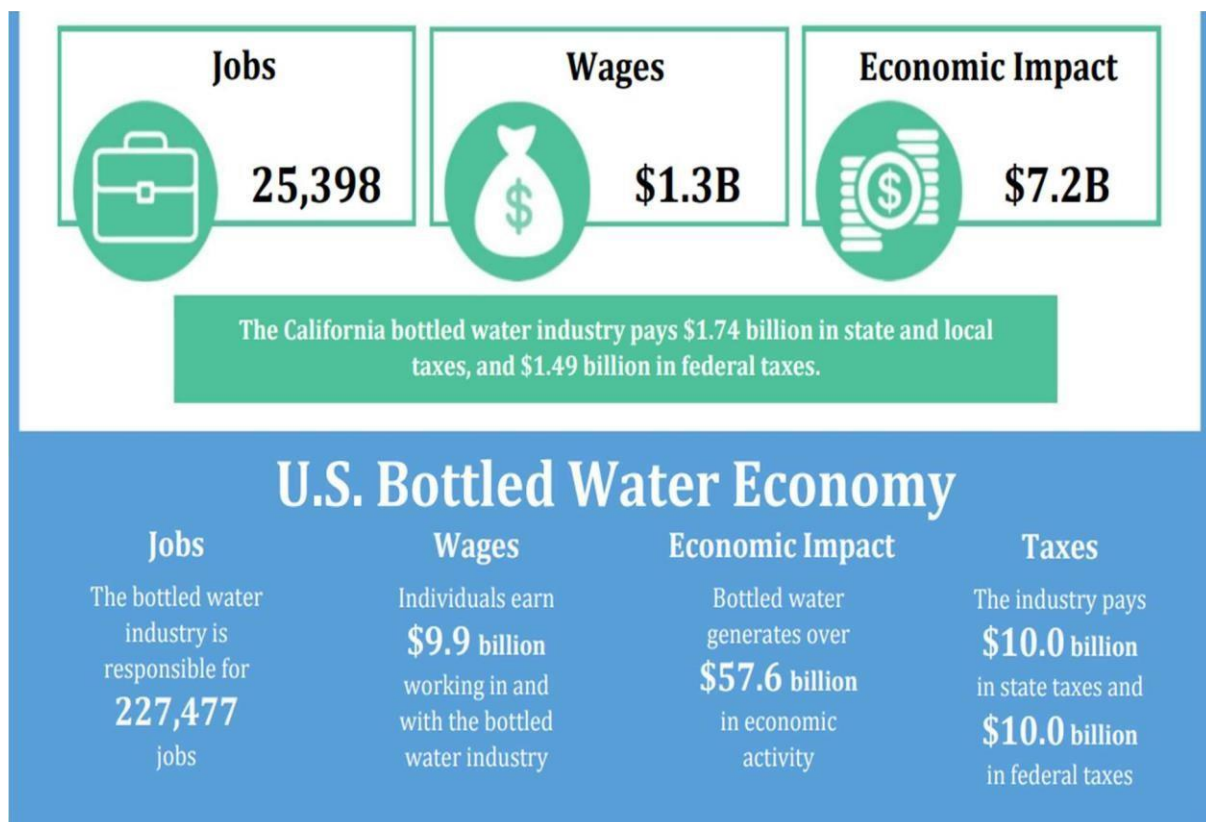
problems it suffers, the state of California has a water supply and irrigation system infrastructure that is quite impressive allowing for the transfer and distribution of water even to the most distant parts of the state.

FIGURE 1
California's extensive infrastructure network facilitates water marketing



SOURCE: Hanak et al., 2011.

In addition, every year California uses 3.09 billion gallons of water that is packaged for bottled water. The City of Los Angeles consumes 3.4 gallons of tap water every week. Bottled waters industry uses only 0.04% proportion of bottled water among all water used in California. (Also the California bottled water companies help their citizens by contributing \$1.74 billion worth of taxes on State and local governments; and \$1.49 billion on federal tax.) (IBWA)



In short, Market analysis shows an increasing demand for all types of bottled water especially Still Water. However, there is a global tendency to preserve natural resources and to use recycled containers. Therefore, I do encourage the company`s decision to create a greener company and to use bioplastic containers in its elite product line.

2- Environmental analysis:

Establish your Valley of Silicon in California has Promotional burgeoning over Indo-warder part. This region has many of the top high-tech companies in the world, (Silicon Valley. Wikipedia) The capital city of California is Los Angeles with population of 4,015,940 as at March 2000 (50.44% females and 49.56% Males.) An estimated growth rate of 0.32%. Los Angeles is extremely multicultural with residents from more than 140 countries and 224 linguistic languages documented. Los Angeles is ethnically adjusted. White, about few

percent of the general population has attained bachelor degree is 55.17% while twinkling apple farm vice estimation of expected wasow earning gemstone is \$34,681. Economic factors; California's economy ranks 5th in the world in terms of GDP which is \$ 3.1 trillion (here 2019). GDP growth rate is recorded at 2.6% (2019). Unemployment rate statistics speak a percentage of 3.9 (2020). There is a good economy in California and it is receptive to work and investment. Unemployment and depression are indeed not seen at all.

Political Factors: California is a cosmopolitan state that is democratic. The state hopes in 2030 to Lower climate pollution by 40% Compared to the others, Los Angeles is very special geographically for water investment safety criteria. Bottled Waters are subject not only to the FDA Cosmetics but also to the Federal Food, Drug and Cosmetic Act as well as the Regulations both Global and Local. Since this particular law has been enacted in England, granting due protection to the rewriting, environmentally-friendly advertisements of the consumers, plastic bags, and bottles can only be marketed as compostable and only if they conform to certain requirements, other non-advertised uses are subject to severe bans to market them as eco-friendly. Hence it was most sought after by developed economies to pour in fortunes especially after the government it was easy with too many hurdles was for investments. Environmental Factors: There has been drought in California for four years already. California is ahead in the global competition trying to reduce the greenhouse gas emissions.

SWOT Analysis:

Strengths:

- 1- Large budget
- 2- Bottles made from bio plastic
- 3- Company is more greener
- 4- Location of the company such as water resources location

Weaknesses:

- 1- Maritime Public relations are crucial
- 2- Harsh and unreasonable environmental concern about using water

Opportunities:

- 1- Raising need as a result of declination in resources due to the pandemic
- 2- More commitments to health by people raising requires the importance of water
- 3- Some public organizations are reconsidering the dulcifying soft drinks consumption policy

Threats:

- 1- Environmental issues
- 2- Strikes related to politics
- 3- Analysis of Competition: The information indicates that among the top ten bottled water companies in US the leaders are: Nestle, Niagara, coke, Ds Waters, Crystal Geyser, Aquafina, Premium Water In conclusion, depending on the Swot analysis of the company and taking into consideration the STEPEL analysis and the competitor's analysis the following can be done in order to recover the weak points and exploit the threats:

- 1- To hurt one of these THREE bottlenecks which we have identified. -We should start construction of more plants that manufacture PET bottles which we can incorporate biopolymers such as Pens, Very Handy holders that apply to the Callus line in addition to olefins that are used for injected molding. This step is going to blunt the power of supplier and decrease on the cost of production.
- 2- Take advantage of geography to minimize expenses as the company is in close proximity to majority of targeted markets and water sources.
- 3- Work with the top distributors in California.
- 4- Competitors can be toppled by making use of our formidable strength (the bioplastic use).
- 5- Production would be increased in response to the rising scarcities caused by the Covid-19 pandemic.
- 6- We will lower the production cost meaning that we will be able to give offers and advertisements since a majority of the consumers are economically distressed due to the Covid-19 pandemic.
- 7- It is proposed to earmark a part of the income for the construction and renovation of government-led water purification facilities as well as for the provision of clean drinking water and sanitation infrastructure in the third world.
- 8- An advertising campaign about the usage of bottled waters and especially bioplastic water bottles in regards to health in the community and development of Life Water as a greener company.

4- Marketing objectives: Having scanned the company's resources and capacities and the industry and environment status, the following goals are the best in marketing Life Water as a greener company while equally attends Managing Director Miss Leono's comments,

- 1- Earning of considerable market share over the period of three years.
- 2- Tranquil Water is expected to have a high market within a period of three years.
- 3- Maintaining our foothold in California. (Market penetration) For now and for Tomorrow.
- 4- Within two years planning a capacity of constructing a bottles manufacturing factory in California (Backward Integration).
- 5- It is necessary to reintroduce the premium line Tranquil Waters brand with bioplastic packaging. (Product Development)
- 6- Providing 5 percent of the company's revenue for the implementation of projects that are aimed to help the region in times of drought, for example, the construction of desalination plants.
- 7- Creating the Resource and Development (R&D) department, in order to monitor the market and the consumer's need and being in line with the recent changes.

STP:

Segmentation. The territorial distribution of the state of California can be summarised into the following regions Geographically:

- 1- North California
- 2- Central California
- 3- West California

4- South California

Fifth ranked territory by population is San Diego, which lies within South California. The cities of Los Angeles that have the throne in terms of population concentration. The residents of that region bear high income and it is located in West California. Geographically, California can be also classified in terms of demography by regards to median household income, into three main Divisions or Living status.

1- High income

2- Medium income

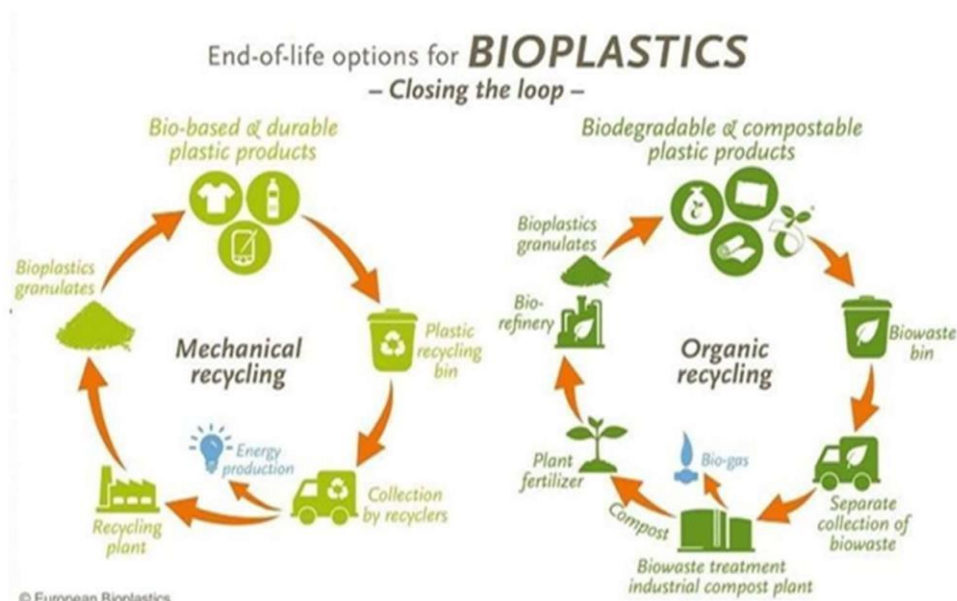
3- Low income: it 17% of California's People in the census survey in more than poverty line.

Targeting. Targeting there are a number of targeting approaches.

- Undifferentiated Targeting – which engages a whole market with the same offering (product) to all.
- Differentiated Targeting – which requires developing a specific product for each targeted segment.
- Concentrated Targeting – which narrows its focus to a single market segment and its customers.

Hence after segmenting California markets along the geographic and demographic factors, we will target West California, Silicon Valley, North California and south California. From my perspective, I advise employing Concentrated Targeting with elite line Tranquil water in these segments because of the standard of living that people enjoy in there.

Positioning: Tranquil Water focuses mainly on the average and upper class populations in particular the awareness of the environmental aspect. When it comes to Tranquil Waters, a customer should instantly generate an image of resource sustainment, calmness of spirit, and peacefulness on the earth.



There are numerous bioplastic types available but for bottle production, Starch based bioplastics are suitable because added with biodegradable polyester, they form the efficient polylactic acid (PLA) which is water evidence and environmentally friendly. It is different from the way people fill the earth with plastic bottles made from fossil fuel which after use is thrown away and piled up in the earth because bioplastic materials usually come from raw organic materials which can be easily degraded in nature. Therefore, conservation of resources and decreased degradation of the environment.

Promise:

Slogan: From Nature to Nature, we foresee Where Water Comes from Heavens.

Logo:



6- Marketing Strategies:

When defining the purposed strategies, there are three main matrixes used. What do you think?

Matrix:

Ansoff: (Growth strategies).

Porter: (Competitive strategies).

BCG: (Growth Market share).

Main strategies:

1- Market Development.

2- Product Development.

4- Market penetration.

Porter:

1- Cost leadership.

2- Differentiation.

4- Focus.

BCG:

1- Question Mark.

2- Star.

3- Cash Cow.

Based on environmental analysis and the industry analysis, and seeing as one of the product (Tranquil Waters) is in that stage of BCG called Question Mark the following strategies can mostly be used for Life Water goals and situations:

- 1- South, West and North California – Market Penetration; in South, West and North California.
- 2- Product Development; from the bioplastic bottles.
- 3- Focus; on the upper crust of the society especially the environment friendly ones.

7- Marketing Mix:

In order to achieve the only related objective, which is increasing the volume of Tranquil Water sales in the bottled water market, there are several ways to do that using different actions and tactics. This is usually called the 4Ps which are Product, Price, Promotion and Place. They make what is called the market mix.

1 – Product:

Our offering (Tranquil Waters) is found in the BCG question mark because this is an emerging product. The life cycle of the company is in growth. We wish to push it to star position by increasing great market share at the start with less profit margin.

2 – Price:

Following the situational analysis of the company and the markets, the first task related to pricing after all the research on the market has been done

1 - Product-Quality Leadership: Due to the fact that the product is a premium oriented product that has added value (bioplastic), it should be at par if not higher than the other competitors. Imagine that you will buy 1liter of the product for 3\$, and the financial department expects a 50% margin. However, owing to the global recession, we will take up Survival as well.

2- For the time being, the slaughter will be limited to 25%. Instead of decreasing the price by unit, decrease the package price (A package of three bottles for the price of two). This will be applicable on the three types of sizes. Hence, we will be able to reach a Product - Quality Leadership whereas, in parallel, we will be able to reach a Maximum Market Share. In the same way, owing to the eroding financial conditions globally, we will have a survival objective with a 5% profit.

After deducting 15% of tax and a further 5% which is made towards water treatment supporting projects. It is appropriate to bear in mind that these offers will be reduced hopes by hopes with the enhancement of the economy more particularly after the covid19 pandemic in which most likely the price will return back to its usual state and thereby earn more sales revenue. After setting the pricing objectives, we need to set the demand. Price perception is said to have an impact on the consumption of bottled water.

Our results indicate that households that consider tap water to be relatively expensive tend to use bottled water more than those of them who do not.

Since it has been proved. Therefore, the market is elastic and it's a good procedure to make offers the thing which will result in increasing demand. Next, we will try to make an estimate of the cost. We suppose that the total cost per liter is 1.50\$. Thus, for example, the half a liter bottle will cost 0.75\$, the liter bottle will cost 1.5\$ and the gallon bottle will cost 7.5\$. Next, arriving at the cost, Looking at the prices of the competitors and arriving at the pricing method to be the same rate of competitors (Going-rate pricing).

3- Place:

The place depends on the segments we target at. With tranquil waters, we target at middle and high classes especially who are interested in the environmental issues. The places that can suit our aim need to be able to persuade the Universities, train stations, airports, big companies mostly in the Silicon Valley like Microsoft, Supermarkets, mini markets, factories of beverages that require water in the process. Distribution Channels: We will adopt the traditional marketing channel which means we shall not sell directly to the consumers.

4- Promotion Mix:

1- Promotion Sales:

- Marketing the product to university students, graduates, environmental conference attendees, passengers at airports and Goldfields, as well as people on tennis playgrounds and at graduation parties through sample distribution.
- Offers to redeem coupons affixed on the bottles for free bottles (for every ten coupons, the customer will redeem one 0.5 litre bottle).

2- Packaging:

The products shall be packaged in Wrappers that are biodegradable and safe to the environment. This is due to the fact that the bottle will be made of bioplastic which is the nature safe after using the contents. Further Boxes will be packed as follows.

- Package of 250ml, 500ml and 1 liter will have six, twelve and twenty-four bottles made from ordinary degradable polymer bottles Favouredplast or Plascon venegno polymers inks logo and slogan text.
- Package of 1 litre bottle will have 12 'lt bottles and will be inserting corrugated recycles and print its type on it.

3- Public Relations (PR):

Because of Miss leono's remark and because of the allegations about the drought in California and consumption of too much water, the public relations need to enlarge very much in order to change the perception of the company into a greener company.

- Social media as brand ambassador should always be maintained with professionalism.
We must maintain some statistics regarding the bottled water business and our green

company too. In a natural disaster bottled water is a safe option for the population's requirement of clean drinking water. Libroiest Water is of such an importance to the society year in, year out. Bottled water therefore ought to be perceived as the savior of society. As such, there are opportunities in terms of environmental, social, and other interactions which lets one reach that goal and build the heroic image. While trust of a consumer puts the company on the path of success so, it is possible to reach out to experts authorities whom the market shades trust and busy them to promote the use of bioplastic bottles in their daily lives in such a way that the focus will be on the disposable aspect ie how the packaging can decompose. Employing a professional company to market our offline business targeting the social media where our consumers are making significant purchases. Educating the public by scoping for lining corporates who sponsor ecologically sensitive events. Conducting student not only to tell the people about the company engaged in water purification should not come fall short on the expectations of all the social networks.

This will also assist in alleviating the backlash emanating from the remarks made by Miss Leono.

4- Advertising:

When customers purchase bottled waters, it is usually because they appreciate the good taste, safety, convenience, and quality. All these reasons are present in our products with very competitive additional value world and even bioplastic. This is an extra advantage and consumers' reason for buying our products should be mentioned in our advertising complain in the following ways:

- Billboards & Transit

- Rubbish bins found in the main streets with the product logo and slogan in a bordered type. Sponsored campaigns on social platforms like Instagram, youtube and linkedIn all under the supervision of our social network professional team.

8 – Budgets:

On the other hand, after evaluating the market, the organisation and the product, I advise to adopt the ALL YOU CAN AFFORD method of budgeting.

9 – Control (KPIs):

Here are the metrics that will help in measuring the effectiveness of our marketing strategy. Good public Relations Pun becoming a household name in the next three years. Market share growth in the next three years.

10- Conclusion:

One positive consideration is that such accusations and critics shouldn't hinder the efforts of the organization in the future. It is a shared responsibility to guarantee the future of this planet and as such, the entire society should work together. Water is the best, the most natural and also the main source of all living things. Thus, education about its value is essential in its conservation. While this stream is common in new companies as they are aware of their target customers as well as selling experience, marketing management assists new companies in identifying a hole or diversifying into several areas with history selling to variety of customers. Customers are reached via advertising and engagement and brand reputation is built on those customers. As the marketing strategy progresses, it is possible to study such consumer behaviors and purchases and understand who is the most proper target and how to raise interests towards the offered goods and services. Life Water Company is among the best in putting emphasis on water conservation, as well strives to enhance the sustainability of the environment. Effective marketing management places businesses on the map by figuring out

how to attract and increase sales from customers. This is essential for businesses so as to become or remain relevant in their field of business, acquire new clients and also keep the existing clients.

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