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## COVER PAGE AND DECLARATION

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Contents

- INTRODUCTION: ..... 4
- MARKETING PROPOSAL: ..... 4
- EXCUTIVE SUMMARY: ..... 4
- SITUATIONAL ANALYSIS: ..... 5
- PESTEL ANALYSIS ..... 5
  - POLITICAL FACTORS ..... 6
  - ECONOMIC FACTORS ..... 6
  - SOCIAL FACTOR..... 7
  - TECHNOLOGICAL FACTORS..... 7
  - LEGAL FACTORS ..... 7
  - ENVIROMENTAL FACTORS ..... 8
- SWOT ANALYSIS ..... 8
  - Strengths: ..... 8
  - Weaknesses:..... 9
  - Opportunities ..... 9
  - Threats ..... 10
- Cost leader ship ..... 11
  - Differentiation ..... 11
- MARKETING OBJECTIVES ..... 11
- Market-STP..... 12
  - Segment Market ..... 12
  - Target Market ..... 12
- MARKET POSITIONING..... 13
- MARKETING MIX ..... 13
  - PRODUCT ..... 13
  - PLACE ..... 13
  - PROMOTIONS..... 13
  - PRICING..... 14
- LOGO & SLOGAN ..... 14
- SCHDUEL AND BUDGET ..... 15
  - Advertising Period ..... 16
- DESTRIIBUTION CHANNEL..... 16

|  |    |
|--|----|
| EVALUATION AND CONTROL .....           | 16 |
| SOCIAL MEDIA PR CAMPAIGN.....          | 17 |
| SOCIAL MEDIA CAMPAIGN MANAGEMENT ..... | 18 |
| SOCIAL MEDIA CAMPAIGN APPROACHES ..... | 18 |
| CONCLUSION.....                        | 21 |
| References.....                        | 22 |

## **INTRODUCTION:**

One of the most crucial tools in an organization, marketing management provides guidance for achieving the organization's vision, mission, and goals. Typically, marketing management strategy includes more analytical procedures for assessing the company's current market situation and taking into account a variety of factors (PESTEL&SWAT). Based on this analysis, the company can define its strategy.

Additionally, according to Philip Kotler, Suzan Burton, Kenneth Deans, Linen Brown, and Gary Armstrong (2015), "Marketing management is the art and science of choosing target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value."

## **MARKETING PROPOSAL:**

### **EXCUTIVE SUMMARY:**

By comprehending the state of the market, recognizing our rivals, and researching all of our advantages, disadvantages, opportunities, and threats. We may encounter problems related to societal responses to the water-bottling industry due to our weaknesses in the PR system, but we have a great opportunity because we have a healthy alternative that we can introduce to society as a replacement for soft drinks. We have a major advantage in using new technology such as bioplastic and switching to a greener business during the drought season.

We will rely on the cost leadership strategy by offering products at reasonable rates with size differential, launching our campaign with an appealing logo through various channels of marketing, and reaching all of our customers in whatever manner possible.

By utilizing the impact of social influencers, social events, engaging with customers, and gaining insight from their feedback, we will be able to strengthen our public relations through social media platforms.

## **SITUATIONAL ANALYSIS:**

The bottle-water industry in Cairo has a long tradition of successfully and dependably protecting and managing vital resources. The demand for bottled water rises in Cairo, especially during the dry season. However, from a business perspective, bottled water accounts for less than 0.01% of the water used in the Egypt annually. But if we travel to Cairo, we will see that bottled water utilizes only 0.02% of the water consumed there annually. Also revenue in the Bottled Water segment amounts to US\$1.65bn in 2023. The market is expected to grow annually by 5.83% (CAGR 2023-2027). The average volume per person in the Bottled Water segment is expected to amount to 45.66L in 2023.

Base in studying market we found Our Competitors are ;

| <b>Brand name</b>     | <b>Company name</b> | <b>Location</b> |
|-----------------------|---------------------|-----------------|
| <b>HAYAT water</b>    | Danone              | Cairo Egypt     |
| <b>DASANI water</b>   | Coca-Cola           | Cairo - Egypt   |
| <b>Aquafina water</b> | PepsiCo group       | Cairo - Egypt   |
| <b>Nestlé water</b>   | Nestlé Group        | Cairo - Egypt   |

We will conduct a more thorough analysis using the PESTEL and SWAT methods in order to take into account all variables and elements that have previously had an impact on our product marketing.

## **PESTEL ANALYSIS**

## **POLITICAL FACTORS**

Cairo Local Government typically supports industry and economic development, particularly when businesses switch to greener products, which means we will have an excellent chance to enter the market with our new product Tranquil Water. According to the most recent amendment released on October 19, 2015, the government will implement new rules to protect nature and against other industries which have a bad influence on nature. This is in accordance with Law No. 4 of 1994 respecting the environment.

The usage of bioplastic packaging will be advantageous for our new product, Tranquil Water, as the world is moving against any industry that increases carbon emissions in the atmosphere.

## **ECONOMIC FACTORS**

For the use of the natural resource of water, all water-bottling businesses in Cairo pay fees to the government. However, some of these businesses generate significant profits in the local economy, such as Nestlé Waters, which had sales of \$2.1 billion in 2018 and \$1.8 billion for nine selling months in 2019.

Egyptian government, plus more Limiting the ability of local groundwater to be tapped by bottling companies will give us the chance to examine how all competitors produce their products and determine whether they have any potential to develop new ones.

Local governments have imposed taxes on all water users to pay for water projects in water-scarce areas. This means that water bottling companies may eventually be subject to higher taxes or restrictions on their use of water resources, which will increase costs. However, because bottling water can be seen as a healthier alternative to soft drinks, consumers will be more likely to use it.

## **SOCIAL FACTOR**

Cairo society's situation is very critical. Against water bottling companies Particularly during the dry, hot season, society believed that the bottled water industry had an adverse impact on natural water resources and might have a detrimental impact on the sale of calm water.

After consuming soft drinks for years, Egyptians are beginning to prefer bottled water as a healthier beverage. We will have the opportunity to join the market with our product as a healthy product because people today consume a great deal more water than soft drinks. Health products also often have a good reputation in society.

## **TECHNOLOGICAL FACTORS**

Technological advancements have a profound impact on the bottled water industry in Egypt. The company should leverage technology to enhance production processes, improve efficiency, and ensure consistent quality control. Automation and innovative packaging solutions can streamline operations and reduce costs. Additionally, digital marketing and e-commerce platforms offer opportunities to reach a wider consumer base and engage with customers effectively. Monitoring and data analytics technologies can help track water sources, manage inventory, and optimize supply chain operations. Staying abreast of emerging technologies and investing in research and development will be key to maintaining a competitive edge in the technologically evolving market.

## **LEGAL FACTORS**

Operating a bottled water company in Egypt requires compliance with various legal and regulatory frameworks. This includes licensing and permits for water extraction, production, and distribution, as well as adherence to food safety and labeling regulations. Intellectual property protection is crucial for branding and marketing efforts. The company must also consider labor laws, employment regulations, and health and safety standards to ensure a fair and ethical working environment. Keeping up with evolving legal requirements and maintaining strong relationships

with regulatory authorities will be essential to mitigate legal risks and maintain a positive reputation in the market.

## **ENVIROMENTAL FACTORS**

The environmental aspect of a bottled water company in Egypt involves careful consideration of water resources management and sustainability practices. The company needs to assess the availability and sustainability of water sources, implement efficient water usage and purification methods, and minimize the environmental impact of its operations. Additionally, addressing plastic waste and promoting recycling initiatives through responsible packaging choices is crucial. Collaborating with local communities and environmental organizations can contribute to the company's corporate social responsibility efforts and improve its reputation. Adopting environmentally friendly practices not only aligns with consumer preferences but also helps mitigate long-term risks associated with water scarcity and climate change.

## **SWOT ANALYSIS**

In a SWOT analysis, we will look more closely at our strengths, weaknesses, opportunities, and threats. Because these factors have a direct impact on our products, we will analyze and research each one in the paragraphs that follow.

### **Strengths:**

- **High-Quality Water:** Tranquil Water can differentiate itself by offering premium-quality water sourced from pristine locations, ensuring purity and taste that meets consumer expectations.
- **Strategic Location:** Cairo's large population and growing urbanization provide a vast consumer base for Tranquil Water, offering significant market potential and opportunities for expansion.



- **Branding and Packaging:** Tranquil Water can invest in strong branding and attractive packaging designs, creating a distinctive brand identity that resonates with consumers and enhances shelf appeal.
- **Distribution Network:** Leveraging Cairo's well-developed transportation infrastructure, Tranquil Water can establish an efficient distribution network to reach a wide range of retailers, hotels, and restaurants, ensuring broad market coverage.
- **Sustainability Focus:** By adopting sustainable practices in water sourcing, packaging, and production, Tranquil Water can appeal to environmentally conscious consumers and gain a competitive edge.

### **Weaknesses:**

- **Limited Brand Recognition:** As a new entrant, Tranquil Water may face challenges in establishing brand awareness and gaining consumer trust, especially in a market with established competitors.
- **Pricing Pressures:** Intense competition in the bottled water industry may lead to price wars, forcing Tranquil Water to balance competitive pricing while ensuring profitability.
- **Operational Scalability:** Rapidly scaling up production and distribution capabilities to meet increasing demand may strain resources and require significant investments in infrastructure and logistics.
- **Dependence on Water Sources:** Any disruption in water supply due to environmental factors or regulatory changes can pose a risk to Tranquil Water's operations, highlighting the vulnerability of relying on specific water sources.
- **Evolving Consumer Preferences:** Shifts in consumer preferences towards alternative beverages or reusable water bottles may impact the demand for bottled water, requiring flexibility in product offerings.

### **Opportunities**

- **Growing Health Consciousness:** The increasing focus on health and wellness in Egypt presents an opportunity for Tranquil Water to position itself as a preferred choice for health-conscious consumers seeking safe and pure drinking water.
- **Export Potential:** Expanding into international markets beyond Cairo can tap into the export potential of Tranquil Water, leveraging its premium brand image and high-quality water to cater to the global demand for bottled water.

- **Innovative Packaging:** Introducing innovative and eco-friendly packaging options, such as biodegradable materials or refillable containers, can attract environmentally conscious consumers and align with sustainability trends.
- **Partnerships and Collaborations:** Collaborating with fitness centers, hotels, or restaurants to offer Tranquil Water as their exclusive bottled water brand can boost visibility, create strategic alliances, and drive sales.
- **Online Sales and Delivery:** Capitalizing on the increasing popularity of e-commerce and home delivery services, Tranquil Water can establish an online presence, providing convenient access to its products and reaching a broader customer base.

### **Threats**

- **Intense Competition:** The bottled water industry in Cairo is highly competitive, with several established domestic and international players vying for market share, making it challenging for Tranquil Water to gain a significant foothold.
- **Water Quality Regulations:** Stringent regulations related to water quality and safety may require Tranquil Water to invest heavily in compliance measures, certifications, and regular testing, increasing operational costs.
- **Political and Regulatory Instability:** Changes in government policies, regulations, or geopolitical factors can create uncertainties and disrupt business operations, potentially affecting Tranquil Water's growth plans and profitability.
- **Water Scarcity and Climate Change:** The impact of climate change and water scarcity can lead to potential water source limitations, increased production costs, and reputational risks, necessitating proactive water resource management strategies.
- **Shifting Consumer Preferences:** Changing consumer preferences, such as a shift towards tap water or alternative beverages, can reduce demand for bottled water and pose a challenge to Tranquil Water's market positioning and sales growth.

### **Marketing Strategy**

Based on prior research and analysis, life water must enter the Egyptian market with a unique marketing approach in order to reach all customer segments. To accomplish this goal, we will adhere to all categories of Porter's strategies, including differentiation and cost leadership.

## **Cost leadership**

A suitable product size for personal usage will be prepared as part of our cost leadership strategy. For instance, we will offer 0.3-liter bottles of peaceful water at a fair price. This size is appropriate for one person's use, and the low cost will enable everyone to purchase it.

## **Differentiation**

Differentiation here means that we will make our product peaceful water available to every category, including personal use, restaurants, businesses, and official categories like schools.

All of our sincere customers should try to access this serene water.

## **MARKETING OBJECTIVES**

- Within the next three years, Life Water must rank among the top 10 greenest businesses in Egypt.
- Within the next three years, our product peaceful water should have a significant market share with 20% of the market being made up of water packaged in bioplastic bottles.
- Within the following three years, increase the percentage of distribution channels in Egypt by 25%.
- Raise customer awareness of the value of utilizing bioplastic when bottling water.
- Boost the impact of our society during the next three years.
- We must take the customer's lifetime into account when setting our marketing goals. Tranquil should lengthen the customer lifecycle and broaden the consumer base.
- Boost consumer awareness of our new product, a calm water that stands out from other water bottles.
- boosting the market share of our product, peaceful water, to increase profitability.

## **Market-STP**

To aid us and direct us in achieving the marketing objectives, the STP model includes three steps of analysis. STP stands for:

### **Segment Market**

Here, market segmentation refers to the process of classifying clients into various groups based on their needs and preferences, such as segmentation based on size:

1. 1501 ml and above
2. 501 ml - 1000 ml
3. 331 ml - 500ml
4. 1001 ml - 1500 ml
5. 330 ml

Segmentation base on Customer Category such as:

1. Individuals.
2. Restaurant, Schools and shops.

Segmentation base in customer location Category:

1. Inside Cairo.
2. Outside Cairo.

## **Target Market**

Prior to entering the market, Life Water should have a complete understanding of the target market for this product, calm water, as well as the competitive landscape. Effective planning is based on thorough and precise research of the peculiarities of the Egyptian market where life water enters external elements and internal factors.

1. Geographic: Egypt market.
2. Demographic: Men and women of all ages and marital status; with average income.

3. Psychographic: most of families who are concerned about their health and them children's health.
4. Behavior: All of those clients that wish to replace all soft drinks and bad drinks with other healthy ones since they require healthier options.
5. Due to current health trends, everyone needs to lead a healthy lifestyle.

## **MARKET POSITIONING**

Life water will compete as a healthier alternative to all other unhealthy drinks, while Tranquil Water will enter the market as a greener firm using bioplastic bottling for their products. Life water will view the Cairo market as the starting point for all other Egypt markets.

## **MARKETING MIX**

### **PRODUCT**

Our product, tranquil water bottles made of bioplastic, is a healthy and safe option that can be used in a variety of settings throughout daily life.

### **PLACE**

Life Water will expand its distribution channels in the Egyptian market, making our product available in all markets, shops, and straight from our distributors.

### **PROMOTIONS**

We'll advertise online, in publications, on television, radio, and on billboards to reach our target demographic.

We can use the social media platforms at our disposal to connect with more customers and influence their perceptions of the water bottling industry.

## **PRICING**

Market penetration should be the goal of pricing; the cost of Tranquil water will represent the value of the product to the user. Additionally, we will take into account the prices of our rivals as well as the quality of our bottling (Bioplastic bottles).

We'll make sure that the amount we charge for the calm water is reasonable and well-received by our customers. When we set the price of our product, we'll adhere to the Cost Plus pricing policy. For our company's life water, all direct and indirect costs will be added together to determine a net profit of 15%.

## **LOGO & SLOGAN**



In our logo we chose two colors, Blue and orange that reflect the following:

Blue is often associated with water, purity, and tranquility. By incorporating blue into your logo, you can convey a sense of cleanliness, freshness, and trustworthiness. This color choice can help consumers perceive your product as being refreshing and reliable.

Orange: Orange is a vibrant and energetic color that can evoke feelings of enthusiasm, vitality, and warmth. By using orange in your logo, you can create a visual contrast with the blue color and elicit a sense of excitement and positivity. This can help your product stand out and create a memorable brand identity.

Harmonious Combination: The combination of blue and orange can create a visually appealing and harmonious contrast. The complementary nature of these colors can create a sense of balance and harmony, reflecting the idea of a well-rounded and enjoyable drinking experience.

## **SCHDUEL AND BUDGET**

Because it's a new product and new investment as a Greener company investment, the marketing budget for our new plan will be based on the plan of All you can afford. Additionally, we will continue our marketing through a variety of channels, including the press, on TV, on radio, billboards and social media, and marketing stands at general events.

We can also used Reference for distribution the budget from our competitors as following Examples (Laura Allen, 2018)

| <b>Company</b>            | <b>TV.caple</b> | <b>Internet</b> | <b>Radi<br/>o</b> | <b>Magazine</b> | <b>Tv.network</b> | <b>outdoo<br/>r</b> | <b>spot</b> | <b>Syndicatio<br/>n</b> |
|---------------------------|-----------------|-----------------|-------------------|-----------------|-------------------|---------------------|-------------|-------------------------|
| <b>HAYAT<br/>water</b>    | 3,227.8         | 6.2             | 12.7              | 0               | 645.1             | 0                   | 3.6         | 0                       |
| <b>DASANI<br/>water</b>   | 0               | 0               | 0                 | 0               | 0                 | 0                   | 2,971       | 0                       |
| <b>Aquafina<br/>water</b> | 36.8            | 0.5             | 0.7               | 0               | 218.4             | 0                   | 0           | 0                       |
| <b>Nestlé<br/>water</b>   | 5,560           | 102             | 0                 | 3,485.1         | 1,114             | 56,1                | 4.9         | 576.3                   |

(Note: This budget during year of 2020 and Amounts in thousands)

So, in conclusion, our plan will cost around 5 million Egyptian pounds each year, albeit this figure may change depending on how it performs.

### **Advertising Period**

The advertising term for our media plan will run from January 2024 to March 2024. If the Tranquil Water brand has found success with a push media approach, it signifies that their customers have responded well to their extensive advertising and messaging. A strategy for the further increase in marketing spending for additional years will be in place, or we will reexamine the marketing plan to address the deviation.

## **DESTRIBUTION CHANNEL**

“Distribution Channels Can be Defined as an organize network of organizations, which, in combination perform all of the activities required to link producers and manufactures with consumers ,purchaser, objectives.” (Paul Baines, 2013)

Life water should be distributed through a variety of channels. Calm water will rely on the distribution area and the local canals that are accessible.

1. Retailers
2. Wholesalers
3. Direct to Consumer
4. Mail Order
5. Online

## **EVALUATION AND CONTROL**

The purpose of this campaign is to shift attention to tranquil water as a healthier alternative to other soft drinks and to highlight the benefits of using plastic bottles to protect the environment. We



believe that the current state of the bottling water industry makes it difficult to introduce new products to the market, so we are going to carefully execute our marketing plan and monitor every stage to see if the campaign is succeeding in achieving its goals. To do this, we should adhere to the following guidelines when conducting marketing operations.

- The success rate of our marketing as measured by consumer feedback about their knowledge of our product.
- feedback on the new product from vendors.
- In order to determine which marketing tool has the greatest social impact, we must look at the Most Effective category.
- Demand and purchase rates during the marketing period.
- The competitor's action must fall within the parameters.
- The link between product demand and marketing expenditures.
- Quarterly and monthly reports on the market, our product's impact on it, and the product's life cycle.
- The success rate in keeping customers and suppliers.

## **SOCIAL MEDIA PR CAMPAIGN**

A Facebook campaign can be described as a series of actions taken to complete a certain task in a specific amount of time, with measurable results. Our campaign can run on a single network or on a variety of platforms.

Our campaign will rely on a few supporters who will aid in enhancing our reputation and growing our social media PR.

## **SOCIAL MEDIA CAMPAIGN MANAGEMENT**

Establish connections with social media influencers. Employees in public relations will play a key part in the company's media interactions. through participating on social media with all journalists, media organizations, and influencers.

In order to boost public relations goals and raise brand awareness, PR staff members will be in charge of selecting content for brand social media accounts. They will also make sure that content is consistent with company values.

Making hashtags for social media campaigns, keeping an eye on social media trends and attempting to use them, keeping an eye on consumer problems and conversations, and attempting to generate opportunity or represent our value.

Public relations for life water Employees are in charge of handling and resolving any online crises that could harm the reputation of the company. In order to respond in real time to circumstances or customer dialogues, our staff must be prepared.

## **SOCIAL MEDIA CAMPAIGN APPROACHES**

### 1. BE BLOGGER GUEST

Health Water Can be a guest on the blogs of the most influential bloggers in Cairo. We need to find these bloggers and communicate our idea for our new investment in a greener company with them in order to highlight the value of green investments.

According to (FEED SPOT, 2020), the following bloggers are regarded as being the finest in Egypt.

- Cairo Spots - Run by Noha Serageldin, Cairo Spots is a popular food blog that explores the diverse culinary scene in Cairo, featuring restaurant reviews, food recommendations, and recipes.

- Cleobuttera - Cleobuttera, founded by Amira Ibrahim, focuses on baking and desserts. Amira shares delicious recipes, baking tips, and step-by-step tutorials for creating beautiful and indulgent treats.
- Chef Osama - Chef Osama El Sayed is a renowned Egyptian chef and food blogger. His blog features a wide range of recipes inspired by Egyptian and international cuisines, along with cooking tips and techniques.

We may exploit the popularity of the blogs mentioned above to spread everything we need.

## 2. CEO POSTING IN SOCIAL MEDIA

The CEO is viewed as the public face of the business. The CEO serves as the organization's leader by articulating the company's vision through the company's brand. The CEO's social media presence is a powerful tool for improving the company's business.

According to ongoing studies, CEOs who use social media are more productive and prosperous than those who do not, for the following reasons:

Customers typically like using all items that they have learned about from company CEOs of those products Executives on Social Media own a variety of techniques to influence more consumers

on social media Give the CEO a chance to develop better rapport with investors and staff

Every customer is active on social media platforms.

## 3. USING INFLUNCER MARKETING

There are many influencers in California society who are well-known on social media platforms like Facebook, LinkedIn, Instagram, and others. Living water We can send free samples of calm water to those influencers while explaining how our investment will be more environmentally friendly. We can also concentrate more on influencers in the sport or fashion industries to promote our product as a healthy option.

#### 4. INTERACT WITH SOCIETY

Through various social media platforms, Life Water should develop and construct a vision for societal responsibility and communicate this vision to customers. We can arrange events or participate in public events like,

- Create events that highlight the effects of our goods and overall wellness.
- Participate at government events and provide free samples to all attendees.
- Participate in charitable activities and support them by becoming a sponsor.
- As we give our goods to students in schools, we take pictures and videos to post on our social media channels.
- Share this at all sporting events, secure a sponsor, and post on all social media platforms.
- Use every opportunity to talk about our goods and our switch to greener investments.
- Share the product's details and video content.

Life Water must regularly post videos of its products being made, from conception to completion, on all social media platforms. Additionally, Life Water must highlight the benefits of these products and their features to ensure that our customers are fully informed about our company and its offerings.

#### 5. Using power of Specialists

Consumers frequently place their trust in experts in any field. Life Water can set up video conferences through social media platforms with all of the experts in general health, environmentally friendly businesses, water bottling, and natural resources to discuss key points. This will allow us to better project the benefits of our product and learn more about consumers.

## **CONCLUSION**

The lifeboat in times of crisis, marketing management is typically based on a deep understanding of internal and external conditions. A successful market plan serves as a link between your products and customers. Additionally, marketing management is a control and monitoring tool for keeping an eye on our business and correcting any deviations from a successful course.

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