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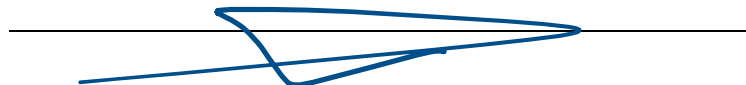


COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	General MBA
Affiliated Center:	CEO
Module Code & Module Title:	MGT540: Markting Management
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Student ID:	EIU2020792
Word Count:	4033
Date of Submission:	2023-11-25

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1- Executive Summary

Without marketing, most businesses will fail. Did you know that 9 out of 10 organizations fail?

The goal of marketing is to make customers know, like, and trust you.

Many small businesses do not take the time to prepare a comprehensive marketing plan. Marketing is the fuel without which your company will not move toward its customers.

Usually, the marketing plan is part of the company's general business model plan, but it is preferable for this plan to be separate.

Developing a marketing plan increases the chance of success for companies, because as is known, planning an hour saves 4 hours when implementing it. The plan will save companies money, time and effort and reduce errors. Also, there are many financial and governmental institutions that require this plan as a precondition for contracting.

Life Water is a multi-billion dollar bottled water company that addresses the most important issues in our lives.

It launched its exclusive brand "Tranquil Waters" with a new innovation that serves the environment and sustainability because it considers this its duty towards the planet and towards future generations by manufacturing containers made of biodegradable polypropylene plastic, which is a biodegradable plastic. Someone asked whether polypropylene is a biodegradable plastic. So let me first understand what is biodegradable plastic. Biodegradable plastic is a kind of product that meets various performance requirements, and its performance does not change during the storage period. After use, it can decompose in the natural environment into environmentally friendly materials. This plastic is biodegradable plastic.

Biodegradable plastics are divided into photodegradable plastics, biodegradable plastics, etc., common degradable plastics include PHA, APC, PCL, etc. Polypropylene does not belong to the category of biodegradable plastics. From the above description of degradable plastic, we know that the basic difference of degradable plastic is that it can be decomposed in the natural environment, and the degradable materials are harmless and do not cause any harm to the environment. Polypropylene particles are generally added with antioxidants and degraded materials, which is difficult to decompose. It takes 20 to 30 years to decompose, and in this process, it will release toxins, polluting the environment and soil. As for pure polypropylene, its products do not meet various performance requirements, and are very unstable, easily decomposed, and oxidized.

2- Introduction

Recently, water has become one of the biggest problems facing the world in terms of both water shortages and the quality of water that people consume, and this is the problem of the Life Water Company that we would like to address because of the sharp attack on it, that it wastes a lot of water, and according to World Health Organization statistics, every day a person dies. Nearly 10,000 people are due to consuming unsafe drinking water, in addition to 55% of health facilities around the world having people suffering from water-borne diseases, and more than half of them are children under the age of five.

In addition, the World Health Organization and the Environment always advise people around the world to use clean water and reduce plastic in glass containers, and although most people in many countries have access to clean water, millions prefer to use bottled mineral water. Bottles of different sizes; Due to its potential health benefits.

We must develop an integrated marketing plan for Life Water Company so that they can make their environmental project a success while at the same time addressing the accusations they are exposed to in the media.

1- Industry and environment analysis(Steps that must be followed in making marketing economic feasibility)

In fact, the global bottled mineral water market is witnessing promising growth due to increasing consumer awareness regarding the importance of consuming clean drinking water while recognizing the importance of environmental concern so that plastic is environmentally friendly, not to mention that the thriving tourism sector plays an important role in the growth of the market as well, and is expected to lead Easy availability of bottled mineral water in stores and supermarkets will propel the global bottled water market during the forecast period.

According to global statistics, the size of the bottled mineral water market in the world is estimated at approximately 318.42 billion US dollars in 2021, and the total size of this market is expected to reach 458.65 billion dollars by 2025, with a compound annual growth rate of 3.6% during the period from 2021 to 2025. .

Increasing concerns about various health problems, such as: gastrointestinal diseases resulting from consumption of contaminated water, lead to an increase in demand for clean and healthy bottled mineral water. The scarcity of drinking water in many areas also necessitates the demand for safe drinking water. Which leads to increased product sales, and thus increased market growth.

In addition, consumers increasingly prioritize their health and well-being, which increases the demand for high-purity bottled mineral water; Consumers choose these bottles on the go; Because they are a healthy option for high-calorie, carbonated and sugary drinks, packaging also plays an important role in the increasing popularity of bottled water products; Most of the leading brands are introducing new packaging for plastic bottles, and the product is available in 1 litre, 23.7 oz and 16.9 oz containers.

The global bottled mineral water market is often segmented by type and geography, and based on type it is classified into still water, carbonated water, flavored water, and functional water. In 2018, the still water segment accounted for the largest market share; It represents three-fifths of the total market share, and is expected to maintain this trend during the forecast period.

In terms of geographical analysis in 2019, the Asia-Pacific region dominated the market; It occupied a share of 35.6%, followed by Europe with 27.1%. Geographically, the market is analyzed across North America, Europe, and Asia Pacific.

To enhance competition, the main players in the market are investing huge capital in research and development activities to develop bottled mineral water products and meet the ever-increasing current demand. The main players operating in the bottled water industry include companies: Nestle Waters, Hangzhou Wahaha Group Co., Ltd., and

Coca-Cola. “Danone”, “PepsiCo Inc”, “Natural Waters of Vitality” Ltd and other brands.

To further highlight the problem we would like to highlight, Californians were in for a shock last April when, for the first time, they were ordered to reduce urban water use by 25 percent to help address the ongoing drought in their state. Announcing the restrictions, Governor Jerry Brown said: “It’s a different world, and we have to act differently.”

It was a tall order to achieve, but cities and towns throughout the Golden State rushed to rise to the challenge. Thanks to water conservation measures, including potential penalties, the state exceeded the mandated level and reduced its overall water consumption by 27.3 percent.

Agriculture is adapting

However, despite the decline in urban water consumption, farmers face having to dig deeper for water as the drought continues into its fourth year. Water shortages are pushing them to adopt new, more efficient technologies and practices.

Some have begun investing in different types of irrigation systems. For example, farmers in central California joined with their local water agency to build a wastewater treatment plant that recycles wastewater and pumps it to agricultural fields.

Elsewhere in the state, farmers have begun shifting to growing crops that require less water. In an interview with National Public Radio, Eric Larson of the San Diego County Farm Bureau pointed to dragonfruit — which “uses very little water” — as one alternative for water-hungry crops.

First: Market and competitor research

If you are looking to achieve success in your water bottling business then you need to study the market and competitors, increasing demand will give growth to your mineral water business.

Market analysis includes: a review of the economic, political and market factors that influence the way the mineral water bottling industry develops. Key factors can include the power exercised by suppliers and buyers, the status of competitors, and the potential for entering a new market.

It is essential that the water products you provide are completely free of any contamination; You can rely on springs, protected wells, or modern refining and processing techniques to provide bottled mineral water according to health standards. Once you study the market and competitors, you will need to determine your demand for the amount of water you plan to sell.

Second: Determine the target audience

According to statistics, more than 67% of the population in the MENA region drinks bottled mineral water, and although the income of most families from Arab countries is generally lower than average, these groups are more likely to buy bottled mineral water.

Simply put, target market analysis is an essential component of the marketing approach for a bottled water bottling business; The objectives of determining the target market are to collect, analyze and process information about objects and consumers of mineral water, and when it comes to selling bottled water there is actually a wide range of customers available. It is not limited to a group of people only, but also includes

cafes, cafes, hotels, malls, supermarkets and retailers. etc.

Third: Formulate a business plan

If you are implementing a project to manufacture and produce bottled water of various sizes, you need a strong and effective business plan that includes all the details that outline the features of your project, and your executive summary provides an introduction to your business plan.

In your business plan, explain the type of bottled water production and manufacturing line you operate and its status, for example: Are you a start-up? Do you have a bottled water business that you want to grow, or do you run a bottled water company in multiple markets? Then provide an overview of each of the following sections in your plan, for example: Provide a brief overview of the bottled water industry, and discuss the type of bottled water business you operate.

You must specify in detail who your direct competitors are, give an overview of your target customers as well as provide a brief overview of your marketing plan, identify the key members of your team, and provide an overview of your financial plan.

Fourth: Brand design

Starting your own name brand is very important when it comes to starting a bottled water production and manufacturing business, and when developing a brand name there are several key factors to doing so; Product quality is one of the most important issues that needs to be addressed and must be consistent. If you are starting a packaging plant, everything must be uniform in design and shape.

When you have a big brand and there is a problem with one product it will likely put you out of business; Therefore, it is best to keep the quality at a very high level for the market, and one of the most important things to do is to put the name of your product in front of the public, and this must be done in as many ways as possible; By having a storefront with logos, logos on clothing for employees and delivery trucks if you are delivering.

Even for your wholesale accounts, logos should be on all your advertising materials and you need to keep your name at the top. When expanding your brand name, it is best to focus on a larger market of more than 100,000 people, so you can expand from one point to cover more territory. Local waterworks, and remember that advertising an area with a larger market costs the same as if you used media such as newspapers or radio to promote one plant versus five plants.

Fifth: Establishing a legal entity

The next step in preparing to launch a mineral water bottling business includes establishing a legal entity for your business. In fact, you can easily start your own bottled water manufacturing and production business by registering a property or partnership. If you are starting alone without any partners, move to a proprietorship company, but if you are starting With two or more partners, register a partnership company.

You can also register an LLC or a private limited company, but managing them is very difficult and expensive. Moreover, only register an LLC or a private limited company if you plan to raise money from an investor. You can also convert your company type later.

Depending on the type of entity that you consider appropriate for your business, you can submit a formal request to the relevant authorities in your state to obtain an EIN. Although an EIN is not required for every business, obtaining one can help you file your taxes. Regularly, apply for a business bank account, as well as access business financing.

Sixth: Permits and licenses

There are a variety of registration processes that you need to go through before finally starting your business. Remember that all registrations are mandatory without which your business will be illegal and punishable by law. This business requires obtaining a business license issued by the local authority. In cities, the municipal authority issues a license. Commercial, and in rural areas local units may provide a commercial license.

The procedures also include going to the competent authorities in the state in which the project is being held to obtain a certificate after inspecting your factory. Of course, rules, regulations and standards vary from one state to another, and it is also necessary to obtain FSSAI registration from the Food Safety and Standards Authority after inspecting your factory and the water products it provides. Your project, and the FSSAI license number must be printed on every water bottle you manufacture.

Seventh: Choosing the ideal location

As a novice entrepreneur in the bottled water industry, you need to understand the space required to establish your project. However, the minimum space required to build a mineral water production and bottling plant of various sizes may be around 1,500 square meters.

The area can be divided for machinery, processing, storage and processed mineral bottles; So choose a strategic location by considering factors such as: water source, transportation distance to market, affordability of a space large enough to set up huge water tanks, and most importantly provide a continuous power supply, and ensure that the selected location has enough space to transport water tankers.

Bioplastic bottled water production line:

The 500 bottles per hour bottled water production line includes a set of interconnected machines that transform raw water (tap water, deep ground water or well water) into pure mineral water that complies with the latest global standards; The final products are produced in environmentally friendly bottles using processing units and automatic equipment.

Tenth: Finding a good source of water

It is no exaggeration to say that the success of your water bottling project depends on how well you choose the water source; A good water source is essential to the success of the project and can be well water, surface water, seawater, local supply or other sources where treatment can be done.

Eleventh: Identifying suppliers for bottles is necessary to be environmentally friendly

The cost of empty bottles that you can get for bottling water is undoubtedly one of the major costs incurred in the bottled water business, and to achieve good profit margins, reduce your spending on bottles; By searching for a permanent supplier that provides bottles of different sizes at an acceptable price with satisfactory quality.

Twelfth: Manpower

Of course, the mineral water bottling business involves many activities and may have complex processes

depending on the method used to purify the water. The minimum staff for the bottled water business includes: “a trained professional to test the water, 25 workers who have experience in handling water production and bottling lines, and a manager.” Sales, production assistants, supervisors, drivers, and cleaners.”

As for managing the mineral water bottling plant, it is preferable for the project owner to assume responsibility for managing the factory and managing the accounts and books. When it comes to choosing the work team, the availability of a number of main qualities in the employees and workers must be taken into account, such as: experience, activity, love of work, good behavior, and the ability to withstand work pressures. .

Thirteenth: Marketing products

Your success criteria in a bottled water manufacturing and production project depend on the quality of the product you sell. Moreover, marketing strategies are related to selling. So identify your target market and build a strong distribution network.

To spread your products among all consumers, you can place advertisements in newspapers and print magazines. You can also target your audience through the Internet, especially social networking sites, such as: Facebook, Twitter, Instagram, Snapchat, LinkedIn, and other platforms. You create a profile across all these platforms and start advertising your water bottles.

In addition, you can distribute a lot of flyers in targeted areas, and place many banners in strategic locations in the place where you intend to attract customers to start patronizing your products. However, do not forget to make sure that your bottled water is well branded, and that all your official cars and vans are Your distribution is customized and well branded.

Important tips for project success:

- It is necessary to constantly monitor the market and competitors; To keep pace with developments taking place in the bottled mineral water market.
- Quality standards must be adhered to in the production and bottling processes of mineral water provided through the project.
- Make sure to pay attention to general hygiene inside the mineral water production and bottling plant and dispose of waste daily.
- It is a good idea to answer all questions from customers and work to solve their problems in the shortest possible time.
- Make sure to clean and sterilize all equipment and machines used in the manufacturing and production of mineral water.
- It is important to focus on the quality of raw materials to ensure that water is manufactured and packaged in a way that satisfies consumers.
- It is necessary to select employees and workers who have sufficient experience in the field of filling and packaging mineral water bottles.

1- Marketing objectives

You must realize that any marketing process you undertake must be linked to a marketing goal that you want to achieve, and achieve the most important marketing goals and the marketing process. If the marketing goal for the planned campaign is not set and defined, then you are wasting money.

It is important for the marketing manager and the marketing team to determine the goal of conducting the marketing campaign, whether the marketing campaign is electronic or traditional (direct marketing).

The general goals of marketing differ from the goals of marketing campaigns, because the general goal of marketing is to achieve profit and achieve growth for the institution and the company, but the goal of the marketing campaign may relate to the intensity of competition, enhancing awareness and status, penetrating the market, or other things.

- 1- Reaching a larger market share with a growth rate of 20% more than the previous year.
- 2- Tranquil Water Company must become a recognized brand and be an icon in the field of sustainability and the environment.
- 3- Expanding the successes until reaching the rest of the states other than California.
- 4- Establishing a factory specialized in bioplastics instead of relying on suppliers.
- 5- Use bio-plastic packaging to launch the Tranquil Waters Elite range (product development)
- 6- Community participation in helping California confront drought and finding solutions, as well as financial aid
- 7- Increase the list of clients until it doubles over the next three years

Slogan: From cradle to cradle ,.

Logo:



From cradle to cradle ,



we look forward to a heavenly water

-Control (KPIs)

The following will be markers of our marketing plan's success.

1. Net revenues

Revenue directly reflects the degree of growth a company is experiencing, making it the most visible KPI. It's easy to measure revenue because you know exactly what it's worth. Your accountant, payment systems, and any financial systems you use will help with this. Some digital tools such as Google Analytics also provide a more personalized view of the share of sales contributed by specific marketing channels.

Measurement method:

You'll need to calculate revenue according to logical financial metrics aligned with your business model. For example, the revenue calculation for companies that provide a balancing service and those that sell a product differs as follows:

Service revenue = number of customers x average price of services.

Product revenue = number of units sold x average price.

To get net revenue, you subtract sales costs from total revenue. Costs may include: production expenses, shipping and storage fees, marketing campaign costs, as well as any discounts, allowances and returns.

2. The number and quality of potential customers:

This KPI is especially important for subscription businesses, as it reflects how effective your marketing efforts are in attracting the target audience who are likely to become an actual customer and pay money to sign up. The importance of the number and quality of potential customers is due to its contribution to building a larger customer base and achieving an increase in sales.

- **Marketing via social media**

Marketing via social media has become a necessity and not an additional option for marketing activities for projects and commercial activities.

3.5 billion active users of social media sites daily, out of 4 billion Internet users, spend an average of 116 minutes daily on various social media sites. This is the best opportunity currently to target different categories of customers through social media networks that witness the most activity and that suit the type of content for marketing campaigns for your business. .

Not exploiting social media sites in the e-marketing plan is an unforgivable mistake, as it negatively affects achieving the desired results from online marketing campaigns, which have become an effective solution to increase the market share of potential customers and enhance the connection between the brand and current customers by providing channels to communicate quickly and effectively with customers of your company or business and provide distinctive content that provides an opportunity to increase customers' confidence in you as an expert in your field of activity who answers their common questions and inquiries.

The conclusion about the green investment pursued by Life Water, specifically in bioplastics:

- Climate change represents an existential threat to human civilization, with many countries striving to reach net-zero carbon emissions by 2050.
- As the world transitions away from fossil fuels, there is a market opportunity for companies investing in clean or renewable energy sources.
- Global investment in green investment reached \$755 billion in 2021.
- Wind, solar and hydropower represent promising technologies in the green energy market.
- Investments in renewables must triple in the coming years, to reach net zero carbon emissions.

- Some energy companies stand out from their peers as some of the best renewable and clean energy stocks to invest in.

6- Conclusion

Finally We expect prosperity for Life Water as long as it wants to move forward with its projects that serve the environment and sustainability. The problem of drought is a problem of an entire society that is not only borne by Life Water but rather requires cooperation and solidarity from everyone to solve this challenge in California.,

Module Assignment: Marketing Management

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