



**EUROPEAN
INTERNATIONAL
UNIVERSITY**



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	
Affiliated Center:	
Module Code & Module Title:	
Student's Full Name:	
Student ID:	
Word Count:	
Date of Submission:	

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE: _____

DATE: _____

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** info@eiu.ac

Table of Contents:

[Introduction 1.1 Purpose and Context 1.2 Background of Life Water](#) . **Error! Bookmark not defined.**

[Mission and Vision](#) 5

[Swot and Pestel analysis](#) 6

[Marketing Proposal for Tranquil Water 2.1 Target Market Analysis 2.2 Positioning of Tranquil Water 2.3 Unique Selling Proposition 2.4 Logo and Slogan Development 2.5 Benefits of Bioplastics](#)..... 16

[Public Relations Plan for Life Water 3.1 PR Objectives 3.2 Managing Backlash from Miss Leono's Comments 3.3 Social Media PR Campaign 3.4 Promoting Life Water as a Greener Company](#) 21

[Conclusion](#) 26

[References](#) 28

Introduction

Life Water believes a single drop of creativity can spread throughout culture and encourage millions of people to be creative.

Life water releases creativity floodgates for everyone with life unseen, and it is time to change.

Immune Support is a novel water beverage with a 10% daily zinc dose to support healthy immune function. Life Water immune support protects the body and delivers delicious hydration.

It is increasingly crucial to save our environment and resources; nevertheless, awareness does not always translate into action.

Life Water: The Art of Recycling emphasizes upcycling, environmentally friendly products, and green practices while also asking viewers to explain how they live and interact with their surroundings.

The series will spotlight artists who create work outside of conventional venues using neglected materials, subjects, and environments. This will help them connect with new viewers.

Digital technologies work to broaden the meaning of art by infiltrating our lives in all sectors and on all levels.

Life Water bottles embrace these new technologies through our Life Water line by cracking codes with both their left and right brains.

Life Water makes great-tasting bottled drinking water available to everyone through a quality process you can trust with every drop. You can refresh and rejuvenate your mind with this filtered water that is infused with electrolytes added to (such as magnesium sulfate and potassium bicarbonate).

The series will highlight artists using underutilized materials, subjects, and settings to create art outside of traditional venues. This will allow them to connect with new audiences.

Digital technologies work to broaden the meaning of art by infiltrating our lives in all sectors and on all levels.

Through our Life Water series, Life Water bottles embrace these new technologies by combining the left and right parts of their brains to figure out codes of their brains.

Life Water makes great-tasting bottled drinking water available to everyone through a quality process you can trust with every drop. To refresh and revive your mind, it contains electrolytes (including magnesium sulfate and potassium bicarbonate).

Life water bottles are produced from 100% recycled plastic and have recycling number 1 on the bottom (made of polyethylene terephthalate bottles). Considered BPA-free

They are lightweight, unbreakable, have low permeability, and lower carbon dioxide loss in beverages with carbonation that can be recycled.

California is the state with the largest population in the country.

California is the most populous state in the United States. Two seasons, dry and rainy, are present in the climate, and there is a natural water supply. a natural water resource.

California's most notable features are the valleys, lakes, and mountains, which increase tourism.

The Colorado River is the primary water supply. Three reasons—rising temperatures, groundwater depletion, and a dwindling Colorado River—led to the most populous U.S. state facing decades of water scarcity and having to adapt.

The Owens River, Mono Lake Basin, and Sierra Nevada reservoirs are all located in Los Angeles.

The COVID-19 outbreak negatively affected practically every area of the economy, including the packaging industry. Some of the biodegradable water bottle market issues faced by enterprises during the pandemic include supply-chain interruptions, raw material scarcity, increased prices, and manufacturing facility closure.

Biodegradable plastics are a type of plastic created largely or entirely from non-renewable petroleum and have chemical additives that make it break down faster in the presence of moisture, oxygen, light, and/or heat.

Tranquil Water states:

Water is crucial for our health because it allows every cell in our body to function properly. Because of this, it's imperative to stay hydrated throughout the day.

Contribute to environmental preservation and disease prevention for yourself and others.

The corporation will advertise on radio, social media, online, and television. Our plan will take four weeks.

The price that we will charge is going to be fair

Our mission

- We safeguard our client's health and well-being by providing safe, wholesome water everywhere in the world.

Finances by providing safe drinking water at a fraction of bottled water costs.

- Help the environment by providing environmentally friendly, biodegradable plastic water bottles.

Our vision

We want to reach everyone on the planet who needs pure water free of contamination to exist. Additionally, we wish to stop the harm that plastic waste causes to the environment.

SWOT and PESTEL analysis

This is a comprehensive PESTEL analysis of California. It plans to look into some of the state's legal, political, economic, social, technological, and environmental issues. The western side of the USA includes California. It is one of the largest and most populous states in the USA

California is a progressive state. People's political opinions vary, although many tend to favor the Democratic Party. Californians usually view immigrants favorably, believing they help the state. (Political)

Agriculture, tourism, technology, entertainment, and education are California's leading industries. Building and healthcare industries are also expanding significantly. (economic) (possibilities)

California has a high unemployment rate. Despite this, there are several employment openings at companies such as pubs, restaurants, and merchants that remain unfilled, producing personnel shortages (threats) for enterprises.

The aging population may be a problem for California due to increasing healthcare expenditures. People over 65 are expected to reach 8.4 million by 2030. (Social)

California is an attractive state with numerous tourist attractions. (Environmental) (Advantage)

Environmental and ecological concerns are the primary concerns. These include regulations governing trash disposal, environmental protection, and energy use.

Dry Periods: This category contains solutions for managing our complex water systems more flexibly and effectively in the face of climate change. (weakness)

The state has robust labor regulations that safeguard employee welfare and impose penalties on employers who violate the laws. (Opportunities and Legal)

Numerous high-tech companies, like as Apple, Google, and Facebook, are based in the Valley. Similarly, Los Angeles has approximately 500,000 IT jobs. Opportunities and technology

California's Los Angeles is regarded as the center of the film and entertainment industries and as the world's creative capital. However, the "City of Angels" is more than just a haven for Hollywood celebrities. Because California is a rock music classic, advertising through various means will be effective.

The West Coast's raw nature is limitless, with beaches, mountain ranges, and gorgeous woods. These are beautiful and often dangerous places that entice individuals who wish to coexist peacefully with nature. They also draw people who wish to get away from the bustle of big cities.

The culture represents openness to others, sharing time, relaxing, and eating. It's the pleasure of living and social contact.

Active, nutritious, and environmentally friendly lifestyles, as well as fresh fruits and vegetables, are particularly popular on the West Coast. The culture of healthy eating is an integral element of local culture. This is because of a range of factors that are as varied as California itself. This will allow us to reach out to people who consider what we need to convey.

Putting together a SWOT study for calm waters in California and Los Angeles

Strengths

Our employees' education, experience, and knowledge of the biodegradable packaging business are significant assets.

Another advantage is having patents for biodegradable packaging.

because we won't be required to pay the inventor a license fee to continue manufacturing your products.

Weaknesses

Researching and creating upgraded or better biodegradable packaging choices comes at a high expense.

Producing more packaging than we currently sell is negative because it impacts our cash flow.

Opportunities

As a remedy, biodegradable packaging offers more opportunities. As countries encourage biodegradable packaging, resources used to manufacture biodegradable packaging will become more freely available and less expensive.

Threats

Large stores may manufacture biodegradable packaging to save money, reducing the market and increasing your susceptibility. Another issue is competition from businesses that manufacture biodegradable packaging.

Market segmentation, positioning, targeting, R&D, and pricing

The market is anticipated to grow as a result of increased consumer awareness about environmental conservation and a consumer trend toward sustainable products, according to Market Research's most recent analysis of the biodegradable water bottles market for the forecast period of 2022-2030.

Our goal is to use market differentiation to reach everyone and position the firm for customers.

Water demand is highest during the dry summer months, so we will concentrate on sales during this time.

Monopolistic markets can be seen in basic public services.

Water pricing is based on average or marginal cost pricing in most nations and the United States. Customers are charged a fee per kiloliter of water used.

Over the next 20 years, 10% of California's water supply could be lost. The West is getting hotter and drier as a result of our changing climate. Less snowfall, greater evaporation, and increased water consumption by vegetation, soil, and the atmosphere itself will be the results.

Market Snapshot for Biodegradable Water Bottles

Attribute

Detail

Market Size and Value in 2021

US\$ 2.3 Bn

Market Forecast Value in 2030

US\$ 3.6 Bn

Growth rate (CAGR).

5.0% Year-to-Year

Forecast period

2022–2030

Quantitative units

US\$ 1 Mn in value.

Market analysis

There are both global and regional levels included. Also included in the qualitative study are significant trends, opportunities, drivers, and restrictions.

Analysis of the Competitive Environment

financial information.

Format

Electronic (PDF) + Excel

Market Segmentation

- **Capacity**
 - 15 ml–100 ml (Small)
 - 101 ml–500 ml (Medium)
 - 501 ml–1000 ml (Large)
 - Above 1000 ml
- **Material**
 - Organic Material
 - Paper
 - Sugarcane Pulp
 - Bamboo
 - Algae
 - Biodegradable Plastic
 - Polylactic Acid (PLA)
 - Starch-based Plastics
 - Poly-butylene Succinate (PBS)

- Others (PHA, PHB, etc.)
- **End Use**
 - Residential Use
 - Institutional Use
 - Specialty Purpose
 - Sports
 - Travel
 - Gym

Regions Covered

- North America
- Europe
- Asia Pacific
- Rest of the World

Countries Covered

- U.S.
- Canada
- Germany
- U.K.
- France
- Italy
- Spain
- China
- India

- Japan
- Australia and New Zealand

Customization Scope

Available upon request.

Pricing

Available upon request.

The most common plastic is polyether terephthalate.

Plastic number 1 also known as PETE or PET plastic is a used polymer resin called polyethylene terephthalate. In our lives, we encounter PET plastic, in forms such as water and beverage bottles, food jars and containers salad dressing and oil bottles, clothing fibers, and mouthwash bottles. Typically transparent in color plastic number 1 is designed for uses and is not suitable, for applications.

Plastic bottles are important, to recycle. The great thing is that PET plastic can be easily reused, which is why most recycling facilities accept it. Before being turned into bottles the plastic is shredded into pellets through the recycling process. Additionally, recycled PET bottles can also be transformed into polyester fiber. This type of fabric is commonly used to make fleece clothing, carpets, and even fillings for sleeping bags, coats, and pillows.

Bioplastics offer a solution to address the problem of waste that harms our environment and ecosystems. They are materials derived from sources.

Biodegradable polymers help to preserve our petroleum reserves. Unlike plastics that require heating and treating oil molecules until they polymerize bioplastics are made from materials, like corn and switchgrass. This allows us to conserve renewable energy sources, like petroleum...

There are various benefits of using bioplastics. They assist in lessening our dependency on fuels, which emit carbon dioxide and degrade more quickly. Bioplastics are also less harmful to the environment. They are free of bisphenol A (BPA), a hormone disruptor that is typically present in ordinary plastics.

Bio-based plastics include:

Starch-Based Bioplastics: A straightforward bioplastic made from corn starch.

Made from cellulose esters and derivatives, cellulose-based bioplastic.

Protein-Based Bioplastics: Made from proteins like wheat gluten, casein, and milk.

Plant sugar is transformed into plastic to make bioplastics. In the US, corn is used to make this sugar. In other nations, sugar is made from sugar cane, sugar beets, wheat, or potatoes.

Compared to conventional plastics, bioplastics are more environmentally benign and renewable.

Bioplastics produce fewer greenhouse gases than polymers made from petroleum.

When these plants are used to make bioplastics, CO₂ is taken from the environment and stored for the product's life. In addition, greenhouse emissions are reduced. Bioplastics outperform conventional plastics in environmental impact.

Tranquil Water now has a new logo.

TRANQUIL



Tranquil Water's new slogan

Conserve water. Save the planet.

-

The company will debut an innovative product line, the Tranquil Water Bottle. This is geared toward regular users such as commuters, gym goers, athletes, and anyone concerned about health. The challenge is to persuade people to use this product instead of regular plastic bottled water. This will bring more customers to our product and reduce the environmental damage caused by plastic bottles. More innovations and products are in the works for the future.

The corporation aspired to expand year after year and in a short period, not only by adding distributors and retailers around the world but also by establishing collaborations with a huge number of campaigning organizations, some of the most current of which ranged from the United States to other countries.

To keep thousands of people safe from dehydration and single-use plastic wherever they go, to realize our mission: to transform the world. To make it greener.

We will collaborate with hundreds of travel-related organizations worldwide to minimize their plastic impact across a wide range of industrial sectors, including travel, charity, health and fitness, and many others. Tranquil Water, in conjunction with strengthening our sustainability credentials, will ensure our clients are safe and travel ethically. This will enable them to enjoy their regular day, adventure, or spare time with our innovative bioplastic innovation to save the environment.

Stay healthy and go green

Healthy water, Healthy Body, Healthy planet

Tranquil water saves money.

Tranquil water protects the planet.

Tranquil water keeps you healthy.

As well as achieving sustainability goals at a variety of different levels

A healthy product for healthy people on an eco-friendly planet.

Unlike conventional petroleum-based plastics, plant-based materials used to make bottles and caps are better for the environment. They have enough rigidity to maintain their shape until municipal compost.

A chemical compound known as BPA (Bisphenol A) is frequently discovered in single-use water bottles. Medical reports suggest that LDPE and PET, which are FDA-approved materials for food and beverages, lose their effectiveness when exposed to sunlight or temperatures above 60°F (15°C). It is BPA-free and won't leak or taint the water. As a result, our products are recyclable, refillable, and reused.

The Health Advantages of Hydration information will be announced through our advertising media and address Miss Leono's concerns

Water makes up over 70% of our bodies. It aids in the functioning of the body and physical and mental wellness. Staying hydrated and drinking water are essential components of any effective health and fitness strategy.

Hydration keeps you moving.

Water is essential to our lives and required by our bodies. It can keep you energized for a long time without tiring you out.

Hydration aids detoxification.

Our body resembles a machine that continuously transforms complex chemical molecules into more manageable forms and produces energy.

Hydration decreases aging.

Drinking plenty of water benefits the skin, and healthy skin is a symbol of youth. When all components required for use are present, our bodies perform more efficiently.

Hydration regulates body temperature.

Thermoregulation is the process of maintaining the body's temperature within an appropriate range so that it is neither too hot nor too cold.

Hydration promotes digestion.

Nutrients nourish our bodies to function (digest) and use water at each stage.

Hydration boosts brain function.

Our brain functions by producing and repeating electrical impulses. This mechanism works by using electrolyte ions found in the body. Electrolyte ions are available in fluids that serve as water bases.

Water classifications

- The mineral. Extracting mineral water from underground sources. It has minerals from dissolved solids in at least 250 parts per million.

Water that spontaneously bubbles to the surface from an underground source is known as a spring. At the source, it needs to be bottled.

- distillation. Distilled water has been purified of all minerals. This happens as a result of the distillation process, which turns water from a vapor to a liquid and back again.

Clean water. Water that has undergone reverse osmosis, absolute one-micron filtration, ozonation, or distillation has been purified.

Water's mineral content has little effect on its safety, and there is not enough of any one mineral to dramatically increase our intake.

Creation of a social media PR effort to promote Tranquil Water as a more environmentally friendly corporation.

Increase brand awareness

- Boost website traffic.
- Obtain new consumers
- Increase sales and revenue
- Encourage customer participation.

- Establish or expand our brand's community.
- Collect consumer feedback.

Some of the most popular social media channels and platforms are the ones listed below:

• Instagram, Instagram Live, Instagram Stories, • Snapchat, TikTok, • YouTube, • Twitter, and Facebook (including Facebook Live).

Here are some examples of goals and content tactics:

- Expand our mailing audience by arranging a giveaway on a digital platform that collects entrants' email addresses.
- Increase the number of social media followers we have by arranging an Instagram giveaway in which contestants must follow our business and tag a friend.

Make an Instagram Stories poll to ask committed followers for their opinions.

- Making money through publicizing a sale, discount, or exclusive offer

One of the most appealing aspects of social media marketing strategies is that almost everything is trackable.

We might measure success by earning likes, comments, and shares if we use Facebook to encourage customer participation.

Today's web tools make it so simple to generate professional-level campaign banners, logos, articles, videos, and more that we don't need design expertise.

The ROI linked to our goals accounts for half the total cost of our social media campaign.

The other half is knowledge gained from experience. When our campaign is finished, assess what worked, what didn't, what we learned from our customers, and what we would do differently next time. This knowledge will assist us with our next social media campaign and any that follow!

All businesses must sell goods and services, which are both the outcome of and the basis for marketing efforts. Research and understanding are necessary for the development of goods and services, commonly referred to as Products, to suit customer needs. Each product can then be targeted at a particular market segment, with a marketing mix created to support the positioning that is sought.

Managers of products, brands, or marketing create promotional plans for their goods.

To secure the success of your brand, create successful consumer relationships.

Possibly the most important concept in business and the most powerful force today is marketing.

In culture. Today, the mass media encapsulates our lives. Satellite TV, broadband internet access, instant

Communications via web and mobile phone, all of which means messages can reach you virtually

Time and place. This means that marketing pervades society not daily but second by second

Basis.

STP is closely allied with the concept of branding, which is not

Just about logos and names. Brands are now about image – or more accurately, perception.

Branding

Is a link between the attributes customers associate with a brand and how the brand owner wants the

Brand identity determines how consumers perceive the brand. Over time, or through poorly executed marketing

Or through societal changes in markets, a brand's identity evolves gaining various attributes from the

Consumer's perspective.

Some of these will not be advantageous from the brand owner's point of view, and they will work to close the gap.

By attempting to bring the brand image and brand identity closer together through changing customer perceptions, brand re-launches may occasionally be necessary.

The brand's name is a crucial element. Effective brand names imply a connection between the actual good or service and the personality of the brand as perceived by the intended market.

The brand name should be on target with the brand demographic, i.e. based on the correct segment

And targeting. Level two of Marketing can thus be summarised as STP + Branding.

The day-to-day operational running of marketing, including the following:

The control of the Marketing Mix and the processes within a business that create and deliver that

Products and services offered by the company to customers. This level spans all aspects of a business across

All customer contact points include:

- A company's website;
- How they answer the phones;
- Their marketing and PR campaigns;
- Their sales process;
- How customers contact staff and present themselves (in person and on the phone);
- How a business delivers its services;
- How a business "manages" its clients

- How a business solicits feedback from its clients.

Conclusion

- A firm's marketers carefully study the needs and wants of individuals and businesses to assess

The potential of a market.

A market is made up of people who have the means, the desire, and the authority to make purchases.

- A target market is the demographic that an organization uses to promote its ideas or products.

This plan has been created to cater to the target audience's unique demands and preferences.

There are many different types of customer demands and wishes, and no one business has the resources to meet them all.

Businesses, therefore, have to create products that consumers want but also have to make

They are affordable enough to create profitable demand. Businesses do not create customer

Needs or social status that influences customer needs. It is not Burger King or KFC that

People cannot be made hungry, or Coca-Cola makes them thirsty.

While consumers position products based on their experience and information,

A marketing campaign can reinforce or change that positioning. The marketing mix (4Ps/7Ps),

Represent the marketing variables directly controlled by the organization.

By developing an appropriate balance between these elements an organization can tailor its value proposition

To meet the needs of its target market and achieve its own specified objectives.

contrast to the marketing mix, the marketing strategy (STP+ Branding) will seek to identify product positioning to make sure that the perceptions of the product and rival services are being continuously monitored by consumers,

Those positions must be established and maintained by the 4Ps/7Ps. Understanding the desired product position and how consumers are likely to react to each mix of materials is essential to creating a successful marketing mix. To guarantee that the marketing effort establishes and maintains the intended product position, it is necessary to continuously assess consumers' views of the product and rival offerings.

References:

Kang, I. (2019), The top issues and candidates for Californians in 2020, <https://www.nytimes.com/2019/10/03/us/2020-issues-candidates-california.html>. (as of 30 June 2021)

California's Political Geography 2020, E. McGhee,

<https://www.ppic.org/publication/californias-political-geography/> (retrieved on July 2, 2021)

Statista, U.S. Gross Domestic Product (GDP) by State 2020,

<https://www.statista.com/statistics/248023/us-gross-domestic-product-gdp-by-state/>.

(retrieved on July 2, 2021)

Khaled M. Bataineh. "Life-Cycle Assessment Of Recycling Post-consumer High-Density Plastic."

https://www.researchgate.net/publication/357437173_Eco-friendly_Redesign_of_the_PET_Water_Bottle