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COVER PAGE AND DECLARATION

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1. Action Research Topic:

marketing & PR plans for Al Madinah water CO. as a sustainable company.

2. Abstract:

The main objective for conducting this research paper is to draw a Marketing plan for new product (RAYA Water) for Al MADINA bottled water company to focus on differentiation market as product development and achieve company goals also demonstrate new PR plan to promote AL MADINA bottled water company as greener company as part toward its social responsibility.

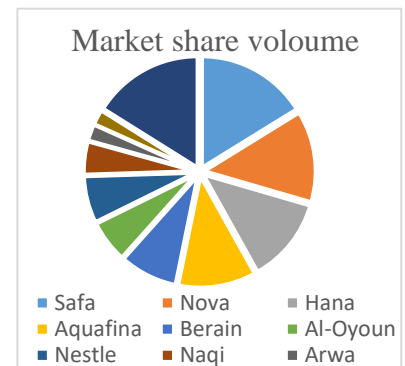
2.1 Research (Methodology/Design):

This research study will be depending on a data-driven approach while complete this research and project of marketing plan focuses on the research topic. So, we will present the results and findings of the research. By structured interviews we discovered this information. And based on the gathered data future decisions are proposed.

2.2 Findings:

Interview participants-maintained people in the bottled water industry market as customers, competitors, or retails centers, suppliers also from internet sites.

the number of companies licensed in the bottled water market in Saudi Arabia reached more than 200 companies in 2022 and according to the study of the market consultant "Euromonitor International" in the prospectus for the offering of shares of the "Naqi Water" company, most of these companies are small and their production does not exceed about 2000 bottles per day, While the large companies in the market acquire about 84% of the total market share in terms of value and volume, The "Safa" brand of Bin Zuma Group for Trade and Industry acquires the largest market share (in terms of value) by 16.9%, followed by the "Nova" brand owned by the "Healthy Water Bottling Company Limited" by 15.5%, then the "Hana" brand of the National Factory for Healthy Water. With a percentage of 12%, the "Aquafina" brand of the "PepsiCo" company and the "Berain" brand owned by the Berain Water and Beverages Factory amounted to 9.8% each.....



A recent survey proved that we have a gap in elite product which focus on differentiation in bottled water products which compatible with high economy in Saudi Arabia and this reflected by PESTEL and SWOT analysis from data which collecting from Saudi Market. By implement this marketing plan, we achieve a higher chance of success.

2.3 Key Words:

PR: Public Relation campaign & Marketing plan & Profitability & Sustainability.

Social responsibility & Data accuracy & SWOT analysis: Strength, Weakness, Opportunities, Threats.

PESTEL: Political, Economic, Social, Technological, Ethical, Legal factors + 5P 5 powers.

STP: Segmentation, Targeting, Positioning.

Generic Strategy & BCG matrix & 4Ps Product, Promotion, Place, Price.

Direct Marketing

Evaluation & Recommendations.

3. Introduction

Marketing planning is usually seen a methodical process that involves assessing marketing opportunities and resources, determining marketing objectives, and developing a plan of implementation and control (Ferrel, George and David, 1994).

In this research we will demonstrate marketing plan and draw the road map of this new product **Raya Water** and follow all steps during the business and this marketing plan will be include the bellow steps as following:

- The executive summary
- SOWT, PESTEL Situational analysis for the company and the target market
- Values, Marketing objectives and Goals
- Marketing strategies, Branding
- STP Segmentation, Targeting and Positioning
- Marketing mix 4Ps Vs 4Cs
- Schedules and budgets
- Implementation then Evaluation and Control

Based on the analysis for internal and external factors SWOT, PESTEEL analysis for the bottled water industry in Saudi Arabia we can achieve our vision which is exceed the expectations of our customer to protect their health by offering supreme pure healthy water and save our plant. Based on analysis, we select the Generic strategy of marketing and select the differentiation strategy special in the **RAYA water** which is elite water product that will be suitable strategy to target the market through the Class A segment of customers that interested in quality. So, we make attractive unique **logo** with special color and slogan (the DNA of life, the natural source of youth) to create our brand and achieve our objectives, goals, and values with profitability and consistency to our company.

The sales revenue for bottled water brands in Saudi Arabia around 6.7 billion liters with 8.8 billion SAR and expected to be 8.9 billion Liters with 12.2 billion SAR.

As part from role of marketing manager, He should identify and select their target market before deciding on specific strategies in the marketing area. If they know who their likely clients are, also will be in a much better position to provide the desired products and services to their market segments. In addition, promotion, pricing, and distribution strategies can be tailored to segment needs (Weinstein, A., 1987).

Also the Marketing mix using of various techniques to promote its product by engage in print media, television advertisements, celebrity endorsements etc. to promote the new product new elite product **Raya water**. Al Madina bottled Water company is seeking now to take the sponsorship of **Rally Race championship** next year through famous racers in this international race will hold in Jeddah and Riyadh this year and next year also seeking to take sponsorship of **RSL ROSHN** Saudi football league which having famous players like **CR7** Cristiano Ronaldo, and this will transfer this marketing plan from Saudi Arabia to Middle east and international market.

One of the most important and powerful tools to reach new audiences, increase sales, and diversify your marketing strategy is PR Public relations, So we demonstrate PR campaign in this research for Al Madina bottled water company to promote it as a greener company and this will reflect good to gain access to a wide variety of benefits and opportunities and boost the credibility to show and maintain the image of company and seeking to save our planet.

3.1 Background

The practical problem studied in this proposal is making Marketing plan for new product called **RAYA Water** in the bottled water industry sector of Saudi Arabia. This is due to draw an overview of what marketing means in the new business environment. It's not a "how to guide" it's more a background/reference data to help motivate some thinking and discussion about marketing.

In our case we aim to penetrate the market with elite product to target class A segment which having gap in competition in this part, so we need to be well understanding of competitive advantage, the mechanisms by which such advantage is created and communicated to the target audience. These are the objects of most corporate strategy: Competitive advantage grows out of value a firm can create for its buyers that exceeds the firm's cost of creating it.

Value is what buyers are willing to pay, and superior value stems from offering lower prices than competitors for equivalent benefits or providing unique benefits that more than offset a higher price. There are two basic types of competitive advantage: cost leadership and differentiation.

(Michael Porter, Competitive Advantage, 1985:3)

4. Research and Objectives

4.1 Research Questions

In this research, we addressed some questions that are answered further, the research questions are:

- What are the available opportunities in the market?
- What is the market growth rate? What are the apparent trends and their impact on the targeted business?
- Who are the key competitors and what are their competitive advantages?
- How has the competitive landscape changed? what new verticals, products and the messages are they focused on? What big milestones? How did that impact the overall market dynamic as well as your own business more specifically?
- How has your company grown and changed in the biggest milestones, customer growth, competitive wins, and the revenue during the last 3 years? Comparing with the actual flat growth of market size.
- What were the pros and cons of last year marketing plan?
- What are the goals of Raya water launch?
- What is the implementation plan to achieve the objectives of the new product Launch?
- What are the challenges of the new year after Launching the new product?
- What are the main threats to Al Madina Water company's success?
- How can Al Madina bottled water company identify the 5 Ps and what is the impact on the consistency with high performance?
- How can Al Madina Water company will implement and evaluate its status?
- How can Al Madina Water company will develop the plan if everything is ok and if not how will take a corrective action?

4.2 Purpose of Research

The main reason of this study is making marketing plan for new product Raya Water from Al Madina bottled water company in Saudi Arabia to achieve the goals of company in this market, So we need understand well the market of bottled water industry to penetrate new segment of the market with new elite product to achieve profitability and achieve market share based on accurate analysis and identify the opportunities in business and consumer services and the advantage of it. Especially the internal strengths will help to achieve the company goals and present value to customers based on well understand the market and how will penetrate it with suitable strategy and good implementation.

5. Literature Review

5.1 Executive summary

This marketing plan for differentiated RAYA *water* product from Al-MADINA water company in Saudi Arabia to penetrate the market of bottled water industry in Middle east and Saudi Arabia special the class A segment to take share from the major players in this market like Nova ,Hana, Safa and Aquafina with percentage 18.6%, 17% , 14.1% and 10.3% respectively based on our SOWT , PESTEEL +5 forces analysis we targeted to achieve 30% from this market share and used attractive LOGO , Slogan , and select the suitable strategy that focus on differentiation to provide our value chain to our customer and be market leader within 5 years.

5.2 Vision

Exceed our customer expectations and save their health by offering best pure healthy water and protect our plant by using friendly environmental alternative material bioplastic in water bottles industry.

5.3 Mission

We are working to present our product and service with excellence and superiority that is effective and exceed the customers' expectations. Our drive plans and programs aim to accomplish high quality and save environment through using bioplastic that satisfy the desire of our clients and aim to promote our products in the local and even global market using the latest processing technologies in Saudi Arabia.

5.4 Analysis for current situation

SWOT analysis

Internal Factors:

Strengths:

- High quality of natural pure water and minerals
- Bioplastic (Alternative material that environment friendly which encourage environmental conscious individuals to buy our products)
- Quality of branding and using the latest technology and Many branches' distributions and logistics capabilities in all over the Kingdom that help the product to spread easily.
- Good reputation of Al Madina bottled water company.

Weakness:

- Lack of information about the new segment class A customer.
- Shortage in Manpower
- High selling prices

External Factors:

Opportunities:

- High consumption of water because of geographic location in Saudi Arabia that good opportunity to raise the sales, so we were able to lead a thorough market survey and feasibility studies to position our business to take the benefit of the existing market for bottled water and to create our own new market. We know that it is going to requires challenging work, and we are determined to achieve it.
- There are many events for save the environment, and this will help us in our promotion plan.
- Class A clients' is big segment (Our target for our differentiated product RAYA water)
- Saudi consumption rate for water is the highest consumption rate comparing with world rate.

Threats:

- Drought, lack of rains and Climate Change worldwide.
- One of the major threats is other’s industries using lots of quantities of water and this will affect negatively on our production in the future.
- Economic downturn that affects purchasing power.
- New players where ours is located.

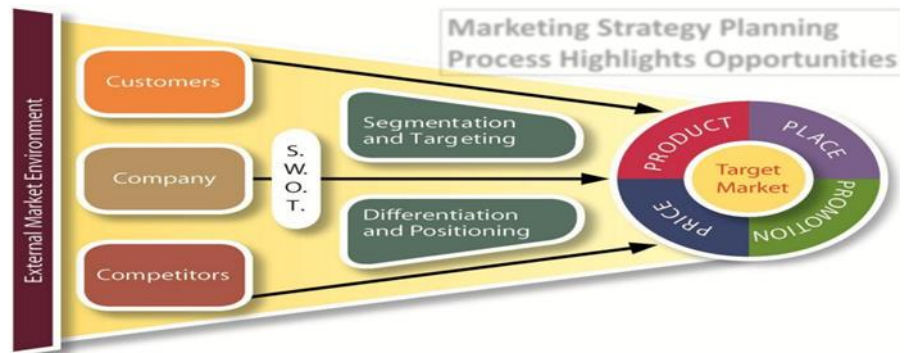
STEEPLE +5P

	Factors	Opportunities	Threats
Social	-Individual culture -Educated people, -Aging population, -Democratic district	- future interesting in serviceable and health products - positive mental attitude to imported products	Proper dilemma of imported water
Technological	Updated with latest technology	Qualified workforce	Strong competition
Economic	Saudi Arabia consider one of the large economic countries in the world	Riyal stability is high. -high domestic income	
Environmental	<ul style="list-style-type: none"> • Hot weather • Environment pollution laws • Air and water pollution regulations • Waste management in utilities sector • Attitudes toward “green” • Attitudes toward and support for renewable energy 	Good to use alternative material that environment positively bioplastic in our product and this will encourage environmental conscious individuals to buy our save products	Climate changed
Political	Saudi Arabia is not considered from high countries of liberty tax policy (VAT 15%)		Highly competitive
Legal	<ul style="list-style-type: none"> • Anti-trust law in water utilities industry and overall, in the country. • discrimination and harassment law • Consumer protection • Labor law compliance • Health and safety law • Data protection law 		

5Ps

we should consider these forces to make a balance and save the consistency:

- Power of clients
- Power of suppliers
- Power of competitors
- Power of new players
- Power of substitutes



6.5 Values:

- Because of the water is the DNA of life, we pleased to participate to provide high quality pure water for happy healthy life.
- Credibility.
- Customer confidence: We consolidate customer confidence through clarity, honesty, and transparency.
- Community Partnership: We recognize that a healthy environment and reliable water supply supports our community's economy and goals.
- Save our plant by using alternative material (Bioplastic) form our social responsibility.

Goals

- Supply to Saudi market a differentiated untouched elite water bottles with supreme purity and save the environment.
- Penetrate the market in class A segment by elite product (RAYA water) to achieve 30% of market share within 3 years (1.38 billion SAR)
- Being the market share leader in this segment within 5 years.

Objectives:

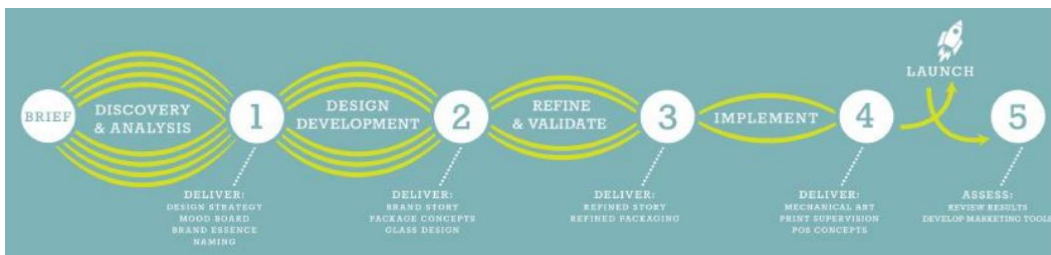
- Penetrate the market by launch for our differentiated product **RAYA water** in new segment.
- Achieve our target 500 M SAR as annual target in the first year.
- Earning 20% from VIP clients and maintain our relations with them within one year.
- Win by make good contracts with VIP restaurants, Clubs, Schools, Universities and Retails.
- Increase the quality and performance of our employee from training programs.
- Reinforce our relations with more than one supplier for all material.

6.7 Branding

- **The ID of brand.**

"Brand is a name, a term, a symbol that identifies the product from its competitors."

- **The Branding Process**



LOGO



RAYA WATER

*the Natural source of Youth,
the DNA of life*

RAYA WATER

Natural source of Youth,
The DNA of life



RAYA WATER

the Natural source of Youth,
the DNA of life



The brand word here is :the Natural source of youth



6.9 Market Strategy:

We will select Strategy that Focus on differentiation for our elite product (RAYA water) which we focus to promote high purity water with supreme quality of minerals let the customer renew their body by pure water in elegant bottles, you are different.

We will focus to penetrate to take form the market share of competitors like Safa and Nestles customers and target new VIP customers.

Once a marketing opportunity is defined then plan an appropriate strategy for taking advantage of it.

This process can be summarized in 3 interrelated tasks:

(a)establishing marketing objectives; (b) selecting the target market; and (c) developing the marketing mix (Gultinan and Paul, 1991).

a. Establishing marketing objectives.

Almost all firms measure the success of the marketing plan based on the achieved results, which should reflect the objectives of the marketing strategy and Marketing managers must have clear and realistic objectives to achieve the following:

- Determining what needs to be accomplished and motivating the staff to achieve it.
- Providing a timetable for implementing the marketing plan.
- Measuring marketing performance (goals are being reached or not)

b. Selecting the target market.

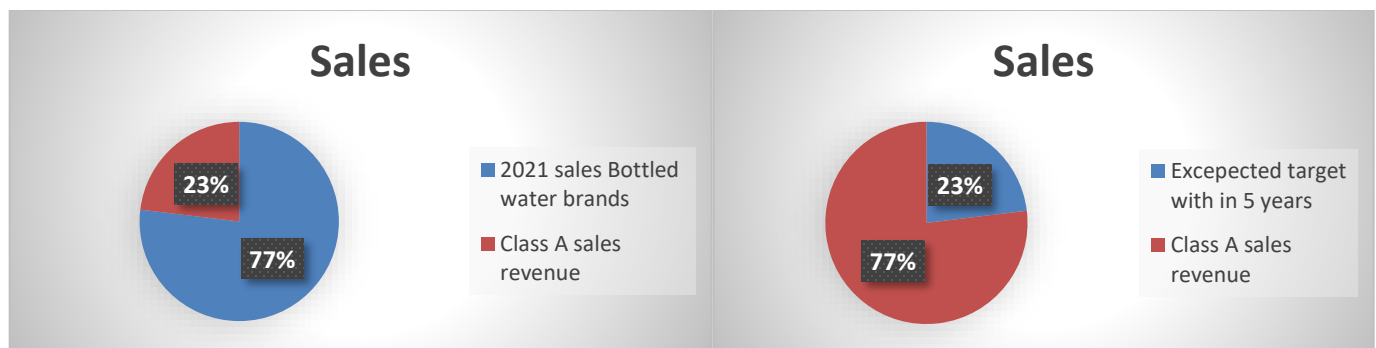
c. Developing the marketing mix.

Marketing managers are responsible for developing the marketing mix which is the set of controllable variables that must be managed to satisfy the target market and achieve organizational objectives.



Target Segmentation:

All Sales revenue for bottled water brands in Saudi Arabia around 8.8 billion SAR.



Penetrate the market in Class A segment by elite product (*RAYA water*) to achieve 30% of market share within 5 years (1.38 billion)

Based on the competitors' prices and based on the financial study for fixed and variant cost to reach the breaking point we decide to select the price to be 5 SAR for 1 litter

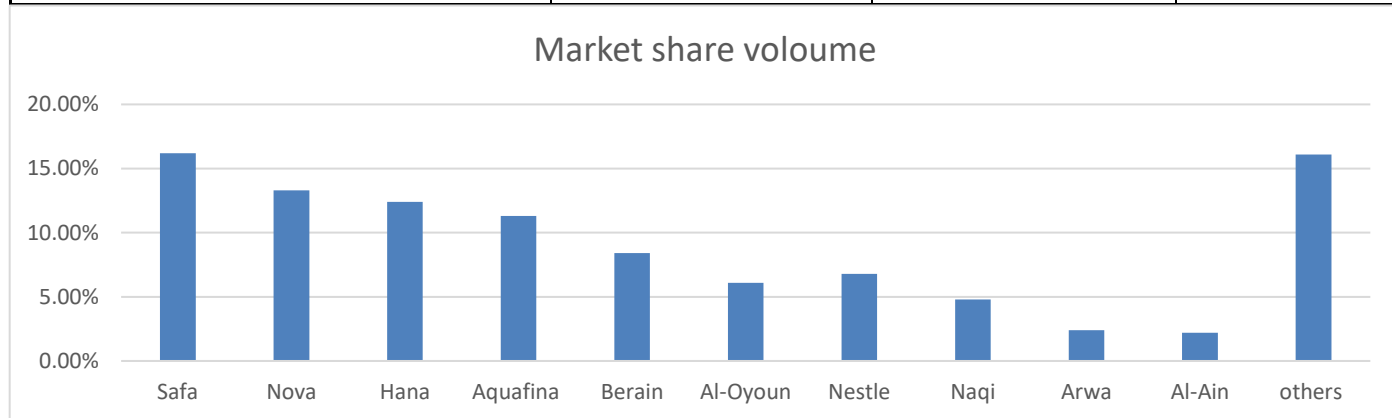
Positioning:

We are working on 4 steps to make good positioning as following:

- i. Identify Target customers: class A from customer data using bottled water like: VIP restaurants, retails, conference halls, beaches sales centers, make partnership with high brands like Starbucks ...etc.
- ii. Define the market of bottled water in Saudi Arabia and analysis the market for sales revenue, suppliers, materials, the share between the main players in this market like Nestle, Safa, Nova ,...etc
- iii. Make a promise: **RAYA WATER: The Natural Source of Youth**
- iv. Will presented good service like your feedback on another products, our customers are different and deserve to present this high service and supreme purity to renew their body any be usual youth.

According to the study of the market consultant "Euromonitor International" the market share volume of main players in Saudi Market as following;

Market Share Volume Saudi Arabia 2022 according to the study of the market consultant "Euromonitor International"			
Company Name	Marketing Trade Name	Market share volume	Market Share value
Bin Zuma Group for Trade and Industry	Safa	16.20%	16.90%
Healthy Water Bottling Co., Ltd	Nova	13.30%	15.50%
The National Factory for Healthy Water	Hana	12.40%	12.00%
PepsiCo	Aquafina	11.30%	9.80%
Berain Water and Beverages Factory	Berain	8.40%	9.80%
Al-Oyoun Water Factory	Al-Oyoun	6.10%	6.20%
Saudi Nestlé	Nestle	6.80%	5.60%
Naqi Water Company	Naqi	4.80%	4.20%
Coca-Cola company	Arwa	2.40%	2.30%
food group company	Al-Ain	2.20%	1.80%
others	others	16.10%	15.90%



The class A of customer which use the high level of bottled water around 30% from market share of bottled water in Saudi Arabia (Around 2.6 billion SAR)

Feature	Details
Base year	2023
Period of research	2019-2023
Future Forecast	2024-2029
Scope of research	Industry drivers and constraints, historical and forecast market analysis by segment: type, region Packaging size: (<330 ml, 301-500ml,501-1000ml, 1001-2000ml, 2001-5000ml) Distribution channels: (Retail channels, food service, home, and office delivery)
Market dynamics	SOWT analysis, PESTEL analysis, Porter's 5 forces, key indicators for demand, key indicators for price
Competitive landscape	Market structure, company profiles, overview, portfolio, demographic reach and achievements, certificates
Key players (competitors)	Safa, Nova, Hana, Aquafina, Nestle, Berain, Al-Oyoun, Naqi, Arwa

Marketing Mix 4Ps Vs 4Cs:

Product:
Price:
Place :
Promotion :

Customer Solution (value)
Customer Cost
Convenience
Communication

Form the responsibility of Marketing manager for developing the marketing mix which is the set of controllable variables that must be managed to satisfy the target market and achieve organizational objectives. These controllable variables are usual classified according to four major decision areas: 4Ps product, price, place, and promotion (**De Bruiker and Summe, 1985**)

Product: RAYA water from **Al Madina bottled water company**

Price Strategy:

Al Madina water is very selective during pricing its product (RAYA Water). Even though water is a freely gettable resource, bottled water is an exception, and the price is a significant factor that generates revenue and targets the clients. Al Madina-Water adopts a competitive pricing strategy in its marketing mix as it provides high quality and high purity of the **RAYA water** with low-calorie drinking water which gives it an advantage over other competing brands. **RAYA Water** prices targets the middle- and high-income group and people belonging between the age of 25-50 as they are more health aware.

Place:

Being an essential goods, Al Madina water bottled water company is available in all regional stores, medical stores as well as most small local stores. It has tie-ups with wholesalers and retailers in different districts in Saudi Arabia to sell their product and has strong distribution network so that its product is always available because for a product like bottled drinking water, the most important factor that consumers look at is availability. As a result, the success of a company depends on the distribution to a great share. Another good strategy that the company uses for new product **RAYA Water** to be available in different food chains special VIP to target the segment of this differentiated product and the probability that consumers will buy a bottle of water along with their food is quite high.

Promotion & Advertising Strategy:

The promotional and advertising strategy in Al Madina water company marketing strategy is as follows: The company prepared to use of various conventional and traditional practices to promote its product. It can use the tools like print media, television advertisements, celebrity endorsements etc. to promote their product new elite product **RAYA water**. and position this elite item as a pure water brand which is safe for drinking. And save the environment by using bioplastic that will encourage the environmental conscious persons to buy our save products.

Al Madina company is known as a smart marketer that comes out with promotional sale and discounts from time to time. it makes this new elite product to differentiates itself from other brands through its special purification technology.

It also promotes by conducting quiz, giving out coupons and give aways on an orderly basis.

Specially for a sports-related brand, sponsoring a team or league and giving custom bottled water to participants and attendees is consider also a great marketing opportunity too good to pass up.

Sporting events usually attract large crowds, and so you'll be assured brand promotion will be off the charts. So, it is seeking now to take the sponsorship of **Rally Jeddah for Cars Races** as bellow.



also make contract with famous player in this sport like **CR7** who joined to Al Nasr Football Club in Saudi Arabia which have high popularity, and this will help strongly in promotion strategy for this differentiated elite product **RAYA water**. This gives an insight in the marketing mix



6. Social media PR campaign that promotes Al Madina water company as a greener company

Public relations is an effective tool to reach new audiences, increase sales, and diversify your marketing strategy. What is the main objectives for making PR campaign?

- to gain access to a wide variety of benefits and opportunities.
- Enhance the Credibility: to promote Al Madina Co as a greener company and seeking to save our planet.
- Massive the brand of Al Madina water Exposure: Getting featured in a legitimate publication will expose you to tens of thousands of new potential customers, giving the brand awareness, you need to grow and attract new investors.
- Increase the sales and growth profitability.
- Rank higher on google these highly respected publications do wonders for your SEO.
- Get verified on social media and target to reach to blue checkmark and getting featured in a huge publication shows that will help us in getting loyalty for big segment from customers and boost our credibility and sequentially the sales will increase.

6.1 LOGO, Slogan



Al Madina WATER company

"Together we will save our plant!"

6.2 Exhibition

Here consumers come to see the supplier visitors are usually from the Water company in KSA. It will be good chance to increase our PR also for promotion, selling, networking, and evaluating the response.



Sponsorship

Al Madina water company planned to be sponsor for famous conferences of saving environment to expand our public relations also for promotion the company's greener company and focus on this great events.



6.3 Direct Marketing (TV, Outdoor, social media)

Now lots of tools we can use as a direct marketing like

- Social media
- Direct mail /e-mail
- Mobile phone text messaging (SMS)
- Catalogue marketing /brochures /website
- Call centers and telemarketing
- Door drops

social media is the most efficient tools to make fast promotion with a few clicks, you can run ads across Facebook, Instagram, Audience network and messenger. By making a single campaign, you can reach people on all their favorite apps and websites.

We have message want to deliver to most possible people (Al Madina Water is a greener company and seeking hardly with you to save our planet) must added in video to Tweeter, Facebook, YouTube, Instagram and TikTok offers your business different video ad types, placements, and platforms to reach your audience with content that matches the ways they spend their time online.



RAYA Water
Save our planet!



Also, in YouTube





6.4 4Cs Criteria of advertising:

- **Communications effectiveness.**
- We can develop this effectiveness of this communication by identify the target market by [Raya](#) water of Q? What will be said? When will be said? Who will be said? How will be said? and where will be said?
- **Credibility:** refer to the extent to which consumers perceive messages of advertising believable and to the extent to which consumers trust the source of advertisement.
- **Cost:** Optimize toward your goals to get more value from your campaigns with advertising solutions.
- **Control:** how and what will be presented to the people because a plan is nothing unless it degenerates into work. Not all marketing plans which are developed with great care can be executed with perfect timing (**Cook, V., 1983**).

6.5 Evaluation

Advertising Program Evaluation is very important process to evaluate the performance and the result of the advertising process, and we can make this evaluation by 2 methods.

- **Communication effects:** Is this Ad communicating well or not?
- **Sales effects:** Is this Ad increasing the sales or not?

must control marketing efforts. Controlling the execution of a marketing plan involves three basic steps (**Aaker, D. 1988**).

1. Measuring the results of the executed marketing plan.
2. Comparing these results with the objectives that are stated in the marketing plan.
3. If the plan is not achieving the objectives, modifications and adjustments are necessary if the firm wishes to achieve the planned objectives.

Furthermore, marketing managers should remember the importance of having good Marketing Management Information Systems (MMIS) in planning or modifying their marketing plans (**Yoram and Robertson, 1983**).

7 Research Methodology:

Qualitative and Quantitative

	Qualitative	Quantitative	Experimentation
 GOAL	Discover	Measure	Build
 SUBJECT	Customers	Markets	Products
 INSIGHTS	What, Why?	How Much?	How?
 TECHNIQUES	Focus Groups, Interviews	Conjoint Analysis, Attitude Study	Prototypes, Split Tests

7.1 Research Approach

Because of conducting qualitative research, they focus to collect accurate data from market because Al Madina water company often depend on market research for new product development Raya water to stay competitive within an industry. These guidelines concentrate on how people translate scientific research with the help of secondary and primary data. Since the conclusions drawn from my reasoning relied on convincing evidence, I employed a deductive approach.

7.2 Research Method

Interviews with five water company managers are used to gather data for this study. This is why traditional research methods rely on the inductive approach, which focuses on “how” and “why” aspects of a topic. Because qualitative research focuses on the “why” and “how” of phenomena, it allows for a deeper level of understanding about Saudi market of bottled water industry and subject matter.

Qualitative research provides answers that can't be answered using numbers.

Instead, this method is used to understand real experiences and ask questions that cannot be answered by numbers. Descriptive research examines a specific phenomenon or concept, looking for trends, categories, and frequencies in the data.

7.3 Research Strategy

The present study uses a qualitative approach. Its use makes the data easier to understand. Also, because this research takes an investigative approach, it incorporates aspects of exploration into its methodology. This research explores more closely to gain more understanding of the market and how can use this data and analyze it to use it in the marketing plan and PR campaign to achieve Al Madina water company objectives and goal to achieve the profitability and constancy.

The strategic nature of this research results in understanding this subject that are not explained clearly.

7.4 Data Collection

Different theories help gather the data in this research. We must advocate an appropriate mix of secondary and primary research to meet Saudi client objectives in bottled water market based on accurate translate to market insights (market dynamics, competition, varying consumer demands, and regulations) into actionable business insights.

Secondary research

This phase involves a thorough synthesis of existing publications across the web to gather meaningful insights on the current situation of the market, technology developments, and any other market related information. The sources include, but unlimited to:

- Scientific papers, newsletters, and publications and trade information to understand imports, exports, and average traded price of the commodity, if available.
- Industry and government internet websites for magazines, and other publications and conference proceedings and association publications.
- Investor presentations, technical brochures, annual reports, records of key personnel interviews, and other strategic publications by several competitors in the market and product information including technical specs, approvals, etc.
- Public sources such as SFDA.
- Paid sources (Factiva, Bloomberg, Seeking Alpha, etc.)
- Other sources, including journals, articles, etc. (for prices and usage designs)

Collecting and analyzing information are important to the process of developing strategic and analytical marketing plan for this new product of bottled water industry. There are many helpful public documents including business directories, market statistics and government publications.

Because of this, it is easier for me to avoid unnecessary expenses and time spent gathering data that can be obtained through other means.

Primary research

To cover the gap of data collection from secondary research, we make interviews with some industry experts across the value chain through telephonic interview, email interview, chat interview, virtual council, and surveys to gather firsthand insights on the market studied. Data gathered during the primary research phase are useful to arrive at critical insights, both qualitative and quantitative; these insights can be used to ascertain the following:

- Critical market dynamics (drivers, restraints, future, and regulations) and their impact.
- Market distribution across various segments.
- Market entry for new entries and insights on competitive landscape

9.1. Data Analysis

Interviews deliver data that require to be analyzed. This method includes the use of a grounded theory approach to analyze and study data gathered from interviews. Next, voice recording data needs to be translated into different texts. This is part of making consistency with the research strategy.

The Marketer should support an appropriate mix of secondary and primary research to meet client objectives and translates market insights (business dynamics, competition, demands, and regulations) into actionable business understandings. This Project initiation (new Raya water marketing plan) should include the following steps.

- Interpret customer requirements/ market to be studied.
- Tailormade research approach for customized reports.
- Effective use of Mordor's knowledge repository to gather relevant insights.
- Confirm the objectives of the assignment with the customer.

Also, for Saudi market analysis and Raya water as new project delivery will include the following important points.

- Extensive desk research to identify most relevant secondary information available.
- Contact Mordor's empaneled experts and identify industry experts across Saudi market.
- Conduct primaries and surveys to gather qualitative and quantitative insights.
- Triangulate and analyze data to finalize actionable business insights.

What are your goals? When considering textile designing as a career option, it's important to answer the following questions. This allows for the creation of a checklist and a coding system. Data analysis interviews continue with the axial coding, which studies the most relevant categories along a central axis. Questions that relate to higher and lower categories help participants narrow down the most applicable information in each category. During this process, participants select categories based on different ideas.

9.2 Data Analysis and Results

The Saudi Arabia Bottled Water market is valued at 8.8 billion SAR in the current year and is projected to register a CAGR of 8.90% over the next five years. The research investigates the macro and micro aspects of the market and give an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

Over the period, the market growth is augmented by high disposable income, growing urbanization, and increasing demand for sparkling water. Such factors provide growth opportunities to global and regional bottled water manufacturers, primarily to cater to the increasing demand from institutions such as hospitals.

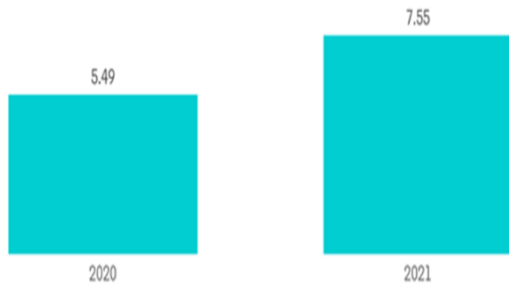
This increased bottled water sales, primarily in the home delivery channel. Furthermore, government initiatives for personal hygiene are expected to drive the demand for bottled water. The Saudi Arabian bottled water market seen significant growth because of the rising tourism industry. Also, the country's food service channels, such as hotels and restaurants, are also increasing. Therefore, to offer quality service to their tourists, they also contribute to a significant share of sales in the bottled water.

Saudi Arabia Bottled Water Market Trends

A. Growth in Tourism Drives the Sales of Bottled Water

Tourism is an essential component of Saudi Arabia's economic growth, where both religious like Al Haj & Al Ummrah season and non-religious activities like Al Ula, Tantora winter season and Riyadh Season have important potential for expansion. It is a good opportunity to raise the usage of bottled water in Saudi Arabia. Because of the increasing tourism in Saudi Arabia, the foodservice channels are increasing. Therefore, to offer quality service to their tourist, they are also taking a part of the high share of sales in bottled water, mainly from the still-bottled water segment. According to the Ministry of Tourism Saudi Arabia data from 2021, 1,532,000 tourists stayed in hotels. Based on this high growth in the tourism industry, companies manufacturing bottled water in Saudi Arabia are developing and marketing different sizes of bottled water, which can be easily carried by customers.

Bottled Water Market: International Tourist Arrivals, in million, Saudi Arabia, 2018-2021



Bottled Water Market: Distribution of Household Drinking Water, By Source, Saudi Arabia, 2021



- **Health Consciousness Among Consumers**

Why the water bottled market is growing in Saudi Arabia? because of the deserted surroundings, water pollution happens in the region and the water provided to the country comes from the sea and groundwater, but sea water is salivated so it is not drinkable, and groundwater is also not drinkable in the region. The tap water in the country is desalinated but it imparts a smell and not good taste. The growing concern about water shortage and contamination of tap water will also be drivers for the market. Bottled water these days contains plenty of minerals and other nutritional components. Demand for sparkling water is also increasing among people as they are replacing carbonated beverages by providing various flavors in them. Because of all these reasons consumers prefer to drink bottled water over tap water or water from other sources in Saudi Arabia.

- **Saudi Arabia Bottled Water Market Competitor Analysis**

The bottled water market in Saudi Arabia is extremely competitive with the presence of both global and regional players. Moreover, companies are increasing their investments in research, development, and marketing and growing their distribution network to raise their position in the market to offer differentiated bottled water. The most important players in the market are Hana Food Industries Company (Hana Water), Bin Zomah Group Trading & Mfg (Safa), Health Water Bottling Co. (Nova Water), Pepsi Co., and Aloyoun Water Factory Inc.

10. Conclusion

The Saudi Arabian bottled water market is highly competitive with the presence of both global and regional players. Furthermore, companies are increasing their investments in research, development, and marketing and expanding their distribution network to maintain their position in the market to offer innovative bottled water because of one of the most important drivers to make a growth. Tourism is a key component of Saudi Arabia's economic growth, where both religious and non-religious activities have significant potential for expansion. With the rising influx of both local and foreign tourists in tourist centers, so it will increase the consumption of treated water, i.e., bottled water, in the country. Because of the increasing tourism in the country, the foodservice channels, such as hotels and restaurants, are increasing in Saudi Arabia. Therefore, to offer quality service to their tourist, they are also contributing to the high share of sales in bottled water, primarily from the still-bottled water segment.

So this is good opportunity to penetrate this segment with new product RAYA water by create a marketing plan and manage the public relations of Al-Madina water company and we mentioned this in the case senario for the marketing plan for new product Raya water and make public relations PR which is a powerful tool to reach new audiences, increase sales, and diversify your marketing strategy. And we use this tool to increase our public relations also for promotion the company's greener plans.

10.1 Managerial Implication

The relationship between marketing and the success of any business organization must be known by every employee regardless of his managerial level. Recruiting and employing the right marketing manager is as important as the importance of the soul to the body. The Marketing manager plays a critical role in all organizations to keep an eye on customers, products, performance, employees, competition, marketing mix, solutions, and evaluation to improve the business profitability by using suitable marketing strategy to focuses Al Madina water company on target segments and makes it clear what the (Raya water) new product characteristics are required for successfully satisfying the client needs.

This focus from Al Madina water company will removes marginal operations that do not donate to business growth and promotes an efficient approach to company's business. Marketing managers have a significant role to play in streamlining the coordination of all organization's activities and in ensuring efficient and easy flow of interaction. Good marketing managers are also cost-conscious, and, in that, they help in managing large fractions of their firms' resources. A big percentage of these resources are spent around marketing (**Kotler and Armstrong, 1994**).

Therefore, successful marketing managers are key executives in formulating the overall business strategy. They should have as much authority and as possible be held for the success of their marketing strategies. Strategic planning is defined by **Peter and Donnelly**, (1991, p.8) as:

“The process of developing and maintaining all of the activities that lead to the development of a clear organizational mission, organizational objectives, and appropriate strategies to achieve the objectives for the entire organization”.

Many of today's most successful organizations are here today because many years ago they offered the right product at the right time to rapidly growing markets. Lots of the critical decisions of the past were made without the benefit of strategic planning. Whether wisdom or just luck were the main base for their decisions is not important. They caused in a drive which has carried these organizations to where they are today. However, with the high high level of competition, firms are realizing the importance of marketing management and progressively recognizing that wisdom and intuition alone are no longer sufficient to guide the future of their large organizations in today's ever-changing environments (**George, S., 1994**).

Marketing management relies heavily on designing the firm's offering in terms of the needs and desires of the target market and on using effective pricing, communication, and distribution to inform, motivate and service the market (**Kotler, P., 1994**). So, who is a marketing manager? And what does he do?

A marketing manager is responsible for the process of planning, organizing, implementing, and controlling marketing activities to facilitate and expedite changes effectively and efficiently (**Pride and Ferrel, 1989, pp. 644,646**). It is evidence from the definition that the purpose of a marketing manager is to facilitate highly desirable exchanges and to minimize as much as possible the costs of doing so through the proper use of the four main management functions. For Sure the marketing managers play a significant role in the functions of the marketing management process of bottled water industry in Saudi Arabia.

Different businesses require different techniques of organizing for marketing activities. No single technique could be used in all firms. However, a marketing manager can organize a marketing unit according to:

- (a) functions (b) products(c) regions, and (d) types of customers characteristics of the identified target market(s) (**Robert, W.,1986**).

Number and nature of the firm's products, the business environment as whole and other factors are also determining factors in what method need to be used in organizing a marketing unit. The use of a combination of these methods is the frequent practice of marketing managers in today's world of business. This practice allows marketing managers to build a more flexible marketing unit which, in turn, would help in developing and implementing better marketing plans to match customers' needs accurately.

Whatever is the method, marketing managers recognize the importance of good organization in providing their firms competitive advantages over their competitors (**Robert, J., 1995**).

10.2 Future Direction

The Saudi Arabian bottled water market is very promising and potentially because lots of important factors like; Tourism (AL-Haj season, Al-Umrah). Because of the increasing tourism in the country, the food service channels, such as hotels and restaurants, are increasing. Therefore, to offer quality service to their tourist, they are also contributing to the high share of sales in bottled water, primarily from the still-bottled water segment.

And health consciousness among consumers because of that the demand for sparkling water is increasing in Saudi Arabia. The market growth can also be associated with hygiene, health, and safety claims of bottled water, which, in turn, is increasing its per-capita consumption. Moreover, several benefits of bottled water such as convenience, potability, affordability, and safety are leading to a surge in its demand, which is propelling the market growth.

With the high growth of the foodservice sector, coupled with the expansion of fast-food outlets and quick-service restaurants (QSRs) in the region, the demand for single-use bottled water is growing.

Various leading companies in the country are also designing bottled water to cater to specific requirements of the foodservice sector, hence driving the market growth.

As consumers are increasingly preferring sustainable products, including bottled water, leading restaurants, cafes, and hotels, among others, are offering glass-packaged bottled water. Moreover, the demand for glass-packaged bottled water is expected to grow in the forecast period owing to surging concerns regarding the harmful health effects of plastic water bottles containing bisphenol A (BPA).

Based on that the Saudi market will be more promising and potentially to achieve the good profitability and consistency, So Al Madina bottled water company need to improve their marketing strategy and focus on marketing tools like social media which consider now one of the most effective tools to make efficient promotion with a few clicks through ads across Facebook, Instagram, Audience Network and Messenger.

Al Madina water company should be flexible enough with the coming changes to be compatible with the future needs of customer and to achieve the objectives and goals according to the company vision.

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