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1. Introduction

Life Water was started in 2013 with the idea of providing clean and natural drinking water to individuals. It is a multi-billion-dollar water corporation located 150 kilometers from Los Angeles. The corporation invested \$5 million to change its image to a community-friendly company that cares for the people and the ecology by relaunch their elite product line, Tranquil Water, with a new bottle. Bioplastics are used to create this product. However, life water faces some difficulties concerning its being accused of using too much water during California's current drought. In addition, the company is facing a critical time after Ms. Leono's statement on her personal social media page which aroused mixed reactions.

Following are the steps that will be followed to create our marketing plan for Tranquil Water in this assignment:

- 1- The Executive summary.
- 2- Situational analysis for organization, competitors, and targeted market.
- 3- Determine the marketing objectives based on situational analysis results.
- 4- Determine the appropriate marketing strategy.
- 5- STP analysis (Segment, Targeting, and Poisoning).
- 6- Marketing Mix Tactics (Product, Price, Place, and Promotion).
- 7- Determine Schedule and Budget.
- 8- How it will be implemented.
- 9- How to control the implementation.
- 10- Determine KPI and evaluate the marketing plan.

Finally, a PR campaign will hold to support our marketing plan and our positioning in the market.

2. The Tranquil Water Marketing Plan Proposal

2.1. Executive Summary

Life Water is a multi-million-dollar bottling water company that has lots of strengths and opportunities which support its new premium product, Tranquil water to be well positioned in the targeted market. Our target market is the high-end places such as starred hotels, starred restaurants, banquets, and golf courses. The material of our product would support us to position our product also in the places which have a green credential such as Shore Hotel Santa Monica where their message is to use locally produced recycled materials.

However, it has some weaknesses and threats which need to be handled to strength our position in the market. These weaknesses and threats are represented in the non-sufficient earlier statement of our plant manager and the current campaigns against water and beverages companies due to the current drought. We can handle the insufficient statement by hosting a conference highlight the earlier statement of the product manager spotting the light on her good intention behind her statement that she cares about the industry since it provides a huge job vacancy and contributes significantly to the economy supporting that with the earliest revealed research results in this regard. Also, we can handle the campaigns against the water and beverages companies by highlighting our social activities to tackle the drought problem and the measures the company has taken as initiatives or as a participation in solving this problem. For example, helping growers access a wireless irrigation network that provides real time information on soil moisture and watering needs which will help them cut their water use by almost 20 to 30 percent while improving harvest quality.

Supporting that, we will use electrical vehicle for goods transportation and will convey a message through our slogan which is our product is “Naturally pure, care about your health and

care about your environment”, and through our logo’s colors mix White, Green, and Blue that represent the nature.



2.2. Situational analysis

2.2.1. PESTEL Analysis

Detailed analysis was conducted on Los Angeles targeting many aspects and below is the output of this analysis

2.2.1.1. *Politics*

Los Angeles suffers from a significant slow in their population growth which potentially resulting in reducing their political power in Congress.

2.2.1.2. *Economics*

Los Angeles has a strong economy where it was ranked as having the 19th most competitive financial center in the world, and sixth most competitive in the United States.

2.2.1.3. *Social*

Los Angeles has Hollywood as a neighborhood in its central region which makes it the center of the focus. Adding to that, some of the top U.S. colleges and universities are in Los Angeles.

2.2.1.4. *Technological*

Los Angeles is one of the most swiftly growing technology ecosystems in addition it has the Silicon Beach located in its Westside region which is home to more than 600 technology companies.

2.2.1.5. *Environmental*

Los Angeles is a fabulous state where it has numerous wonderful attraction places for visitors such as forests, beaches, mountains, and lakes, however, it suffers from natural disasters such as droughts, wildfires and sometimes earthquakes.

2.2.1.6. *Legal*

Los Angeles has a comprehensive labor law where employer and employee rights are preserved and clearly defined.

2.2.2.SWOT Analysis

Depending on the Swot analysis of the company and keeping in mind the STEPEL analysis and the competitor's analysis, the following are the outcomes:

2.2.2.1. *Strengths*

1. Awareness of health and hygiene, as bottled water is considered healthier and less water-related diseases
2. Strong commercial value in rapid growth and access to the widest range of marketing
3. Innovative high-quality products made with the latest machines
4. Eco friendly products in which we use bioplastics.
5. Great financial capabilities
6. Highly Experienced employees in growing business and strategic planning.
7. Brand new advanced production line
8. Strategic location where there are not any water bottling companies
9. Perfect logistic and delivery network
10. Customers loyalty

2.2.2.2. *Weaknesses*

1. Losing social records due to the plant manager last statements.
2. Lack of experience in managing advertising and social media
3. Non-discrimination in the company's brand
4. The misuse of empty bottles
5. Products are limited by bottled water.
6. Limited target market

2.2.2.3. *Opportunities*

1. The transformation of water from being a natural resource to a vogue business is estimated at billions of dollars.

2. The demand for bottled water is consistently high.
3. Society's unwillingness of non-bioplastic type.
4. Ease of reaching customers via social media.
5. Ease of online buying and selling.
6. The corporation will improve future success by improving the way consumers approach them.
7. Emerging markets show.
8. Increased demand for high-quality goods due to distributor takeover. Eco-friendly solutions are welcomed from consumers and government
9. Eco-friendly solutions are welcomed from consumers and government.

2.2.2.4. *Threats*

1. The campaign against water and beverages companies due to the current drought.
2. Experts' studies that forecast a decline in the economic growth within the coming years.
3. Competitors brand awareness.
4. Financial crisis leads to less money to spend from consumers.
5. The emergence of a company that bottled the mineral water in new bottles at the same location.
6. Negative propaganda and backlash comments alongside the company in social media
7. Continuous economic fluctuations.
8. Deferent cultures and the various requirements may cause to conflicts.
9. Drought issue in California.
10. Increasing demand for a ban on bottled water in the world.

2.3. Marketing Objectives

Our marketing objectives are to enable Life Water's to be the producing and marketing lead of bottled water for the consumers where Life Water produces 100% compostable bioplastic bottles and strives to preserve the natural environment to enable Life Water seeks to achieve the following objectives for sustainable growth during the next five years:

1. Create awareness in community.
2. Increase Brand Awareness and brand's green credentials.
3. Launch a new confident product "Tranquil Water".
4. Increase Market Share through the competitive policy, pricing, advertisements, and sales promotion.
5. Backward Integration by developing building a bottles manufacturing factory.
6. Establish partnerships to acquire new targeted segments.
7. Establishing R&D unit for new product development, for introducing adaptive technologies into markets and analyze the market and consumer's needs.
8. Improve ROI by raise awareness and inspire people to purchase Tranquil Water.
9. Manage the backlash of earlier statements by participation in projects of water treatment covered with a special care from the social media.

2.4. Marketing Strategy

There are three main matrixes used when defining the purposed strategies:

1. Ansoff (Growth strategies) with following main strategies:
 - a. Market development.
 - b. Product development.
 - c. Market penetration.
 - d. Diversification.
2. Porter (Competitive Advantage) with following main strategies:
 - a. Cost leadership.
 - b. Differentiation.
 - c. Focus.
3. BCG (Growth market share) with following main strategies:
 - a. Question mark.
 - b. Star.
 - c. Cash Cow.
 - d. Dog.

As our new launched product is elite, we suggest the best marketing strategy for this case would be depending on ANSOFF product development strategy were presenting a **new product** to an **existing market** that requires the development of research and the manufacturing methods for the mentioned new product. However, we will go to some extent of Diversification by intending of building on our competencies through marketing efforts and increasing the products offered by the company via introducing the elite product line "Tranquil Water" to consumers via retails, online shopping as well as current distribution outlets.

Also, we will be depending on Porter competitive advantage strategy for our core producing Eco-friendly bioplastic bottles and aesthetically pleasing which is 100% recycled with a lower price than local competitors plus forming strong relationships with consumers, retailers would support us to build a unique competitive advantage to create a sense of community among our consumers

2.5. STP Analysis

2.5.1. Segmentation

2.5.1.1. *Geographical Variables*

California is divided into six regions:

1. North California
2. Central California
3. West California
4. South California
5. Silicon Valley
6. Jefferson

Los Angeles is the most densely populated cities. People there enjoy high income, and it is in West California. The second territory in population is San Diego which is in South California.

2.5.1.2. *Demographical Variables*

We can say that California is divided into three living categories:

1. High income
2. Medium income
3. Low income

About 17% of California people are living in poverty (third category) which make sense for us to target more than 80% according to living categories where we will target first and second categories for all age groups and genders with the high lifestyle who care about the green environment and have a concern about the sustainability where most of the population is able to buy bottling water.

2.5.1.3. *Psychographic Variables*

We can categories according to importance of lifestyle, values and personality features into two sections:

1. Who have loyalty to the eco- friendly product.
2. Who are interested in products prices, services quality, and delivery.
3. Low income

2.5.1.4. Behavioristic Variables

There is a trend in bottled water manufacturing which follows the approach of eco-friendly products in bottling and production. This topic justifies that most of customers have loyalty to environmental manufacturing and they care in their lifestyles by following the healthy restrictions and preventive conditions.

2.5.2.Targeting

Based on selected segmentation and based on the conducted market research and the collected data about the needs of the targeted market, our targeted strategy would be based on concentrated targeting in West California, Silicon Valley, North California, and south California where we will focus on certain market where the following groups are existing:

1. Starred Hotels.
2. Starred Restaurants.
3. Banquets.
4. Golf Courses.
5. Tourists and Party Organizers.

2.5.3.Positioning

Tranquil Water is targeting the middle-class and high-class people especially those environmentally friendly. When Tranquil Waters is mentioned, the image of sustainability of resources, tranquility of soul and peace on Earth should be stirred. Based on the identified targeted customers, the selected segments, and the defined market we would engage in wholesale distribution and retail bottled water to the high-end places such as starred hotels and sustainable markets where there are around more than ten sustainable hotels in Los Angeles such as Shore Hotel Santa Monica where every aspect of their eco-friendly hotel has been designed to tackle the problem of the natural resources excessive use.

2.6. Marketing Mix

After defining what the targeted customers want from our product and the features that meet their needs. Also, after defining the place where our products will be our marketing would be supported by following many actions and tactics to promote Tranquil Water in the bottled water market This is usually called the 4Ps which are Product, Price, Promotion and Place. They make what is called the market mix.

2.6.1.Product

Tranquil Waters product is in the question mark stage according to the BCG. Thus, it is in the growth stage of its life cycle. We want to promote it to the star stage by targeting a big market share with a relatively small profit ratio in the beginning. So, we need to redevelopment and structuring of product lines aiming obtaining best satisfied clients, increase sales, and increase the profits. We will implement four types of Tranquil Waters according to bottles size:

1. 250 ML.
2. 500 ML.
3. 1000 ML.
4. 2000 ML.

2.6.2.Price

After the situational analysis of the market and the company, our first step in the process of pricing is determining our pricing objectives.

Product-Quality Leadership: Pricing the product unit according to available costs with a fixed margin profit is applied considering that our product is an elite oriented product with a high quality and a competing feature (bioplastic), it deserves not less than the products of other competitors because we are the leaders in competitive advantage in using bioplastic so we aim to obtain the maximum profit and to achieve skimming price of the market. When the customers

compare between prices, they will select the optimal product price which leads to increase the sales and profits of the production.

As a result, we will achieve a Product -Quality Leadership and at the same time we will achieve a Maximum Market Share.

2.6.3.Place

With tranquil waters, we target at middle and high classes especially who are interested in the environmental issues. Ideal places that can serve our goal are starred hotels, universities, starred restaurants, train stations, airports, banquets, tourists and party organizers, sport places, supermarkets, mini markets, beverages factories that need water in the process of production.

Tourists and Party Organizers.

We will use following distribution strategies:

1. **Intensive Distribution:** by covering the whole the targeted segments in the markets which is the best in our case for Tranquil Water company.
2. **Selective Distributions:** through limited outlets for our elite new product.
3. **Exclusive Distribution:** through the fewest outlets.

2.6.4.Promotion Mix

Techniques to communicate the product to the customer via its elements which are advertising, personal selling, sales promotion, direct marketing and \ or public relations through communication product via social media platforms with consideration of the product & its price. The public relations via social media platforms became one of the most important elements of promotion because of its widespread and ability to reach the target segments easily in additional to reasonable prices, so it is good chosen in promotion campaign for company Tranquil Water which will be focused in its competitive advantages (bioplastic bottle + competitive price plus healthy contents) then will be explained at the second part of this assignment.

We will use following techniques:

2.6.4.1. Promotion Sales

1. Giving samples of the product in the universities, environmental conferences halls, parties, airports, sports playgrounds, and ...etc.
2. Attaching coupons on the bottles to be replaced with free bottles.
3. Making offers for the package of three bottles (of all sizes) with the price of two.

2.6.4.2. Packaging

Our products will be packaged in a degradable, environmentally friendly packages. The bottle itself will be made of bioplastic which is going to degrade into nature after usage.

2.7. Schedule and Budget

Looking through Life Water company current situation due to the recent negative propaganda in the social media about the company the sales volume decline, intended there is a need for aggressive public relation marketing campaign and sales promotions. Budget will be divided into:

1. The first quarter is an open budget for making public relations on television and radio, as well as photo boards in metro stations, roads, festivals, and social networking sites, to quickly communicate with the customer and know his views.
2. By the end of the first quarter, performance will be evaluated and what this campaign has provided and its impact on the volume of demand and sales revenue, competitive parity, after which the budget will be a seasonal task.
3. After evaluating the first and second phase positively, the budget will be during the second half like the previous year.

Regarding schedule we will rely on Active marketing then inactive to create consumer awareness of our competitive advantages in a quarterly manner for 2 weeks

2.8. Implementation

We believe that marketing is not a quick solution, and it is expected that we will bear the fruits of this plan within 6 to 12 months. It takes a lot of effort and time to build the right foundation, so it is important to understand this by all the executive leadership and the work team. Setting these expectations in advance will help everyone to understand. In the beginning, full coordination between all concerned departments and defining the responsibilities of each team is necessary. The marketing plan will be implemented through:

1. Defining the work team and securing resources.
2. We hold a meeting to explain the marketing plan after it approved the work team, define the tasks, and make sure everyone knows well what he should do and share the rest of the company by giving an overview of the plan to create excitement for the whole company that feels part of what is happening.
3. Building schedule and tasks after approving the plan, coordinating to roles, and knowing each employee what role he / she plays, we determine the schedule for the plan:
 - a. An advertising campaign will be made on media (TV and radio) frequently.
 - b. In conjunction with a campaign on social networking sites Facebook, Twitter, Instagram, and YouTube.
 - c. The creation of billboards in festivals, metro stations, radio stations, and visual newspapers.
 - d. The second quarter, the same plan will be implemented as in the first quarter, unless there are corrective matters.
 - e. Third Quarter campaigns will be reduced weekly, after evaluating their results.
 - f. The fourth quarter depends on the evaluation of the performance in the previous stages, the knowledge of the results, and the determination of what we need.

2.9. Implementation Control

One of the most important elements of the marketing plan is measuring its effectiveness by comparing results with expected according to the plan and KPI. After that the continuous follow-up, monitoring and control of the marketing plan make it successful. This process is carried out to ensure the implementation according to the plan and to conduct preventive and corrective necessary actions to keep pace with developments in the market. We will apply the following in our control process:

1. Evaluating the performance indicators as indicated for each objective of the plan and assisting in taking corrective actions.
2. Defining alternative plans in the event of any emergencies or disasters not listed
3. Follow-up of the plan monthly by the senior and middle management to check whether the results have been achieved through sales analysis, market share analysis from sales to expenditures, as well as financial analysis tracking.
4. Monitor profitability by the marketing department to examine the place where the company earns and loses money through profitability according to the product area, the group of customers and the volume of demand in each region.
5. Monitoring efficiency by the marketing management and human resources to evaluate and improve spending efficiency and the impact of marketing expenditures through the efficiency of the sales team and distribution channels. Advertising sales promotion.
6. Monitoring the plan by the higher management to check whether the company is seeking to achieve the best opportunities available to it to markets, products, and marketing channels.

2.10. KPI & Marketing Plan Evaluation

It is a predetermined measures of the main objectives measure effectiveness of the plan and what the required improvement.

Several KPIs are put in place for each predetermined main objective in line with the following types:

1. Sales KPIs to compare actual to targeted
 - a. Increasing in the demand
 - b. Increasing in the market share within the coming three years
2. KPIs of building audience in targeted segments.
 - a. Becoming a well-known brand within the coming three years
 - b. Good public Relations
3. Operational KPIs to adjust the operation process

3. Social Media PR Campaign

One of the fundamental objectives of marketing is to develop relationships with customers. The internet is no longer only to find information; it is there to enable companies to engage in relationship building more effectively. Relationship building is the interaction in networks of relationships. One of the best ways to form relationships and create influencer value is by going socially since now the market has evolved and the internet can be used to create this network of relationships.

Marketing public Relations (MPR) refers to a package of activities designed to support promoting objectives like raising awareness, informing, and educating target audiences, gaining understanding, building trust, giving customers a reason to obtain the product.

The company is planning on launching a social media PR campaign along with the launch of Tranquil Water to promote Life Water as a greener company and due to the importance of PR, the company should produce a mutual atmosphere of trust between it and its customers and also the importance of this comes from the following:

1. Building Product Awareness.
2. Making Interest.
3. Providing information.
4. Stimulating demand.
5. Reinforcing the complete.

The previous 5 objectives can facilitate Life Water to get following:

1. Perception.
2. Image.
3. Understanding and price.

4. Crisis management.
5. Enhance two-way communications.
6. Reduce promotional budget.

We must test a range of important functions to increase the effectiveness of the marketing campaign such as:

1. Digital and PR Manager of a communications agency.
2. Executive Director of a brand building agency.
3. Client Service Director of a communications agency.
4. Managing Director of an advertising agency.
5. Executive Director of an advertising agency.

As a conclusion, to achieve an effective PR, company should use some tools such as:

1. Press release:
2. Exhibitions, road shows to achieve:
3. Anniversaries to achieve:
4. Newsletters to achieve:
5. Sampling to achieve:
6. Social Media Pages to achieve:
7. interviews to achieve:

4. Conclusion

The first step to success in achieving the goals is to identify and analyze internal and external factors surrounding the business environment, take advantage of strengths, avoid weaknesses, or at least reduce potential risks during running business. The most important thing is to know the product well and know the trends and desires of consumers and this will never be done except through an effective strategic marketing study and through direct and indirect communication with the target customers.

Therefore, Life Water Company has known its competitive advantage, which it can offer to the community by studying the market in the field of bottled water, studying competitors, and knowing their bargaining power. As well as knowing the ability to enter and exit the market. The nature of access to the consumer and the study of his behavior is a very complex subject, but through the means of communication, advertising, and the quality of the product. Life Water was able to have a reasonable market share of bottled water market and is spreading in different states.

Finally, studying the market, consumer tastes, the behavior of competitors, knowing where to centralize, ways of financing and the most important means of communicating with customers are the most important steps of the success of companies.

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