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Introduction

Marketing management is the organizational discipline of planning, implementing, analyzing, and controlling the design of programs to reach target markets by applying marketing directions, techniques, and methods.

It is crucial to design organizations that meet the needs and desires of their target market and to implement pricing, communication, and distribution strategies that inform, motivate, and serve the market. Therefore, we can say that marketing management is concerned with examining a specific program after careful analysis and forecasting of market conditions and the ultimate execution of these plans in order to achieve the organization's objective.

In addition, the sales strategy depends on the needs and desires of market consumers. To achieve this objective, the organization must pay attention to appropriate pricing, effective advertising and sales promotion, distribution, and consumer motivation through superior service.

Marketing management can be defined as the process of managing marketing strategies in order to achieve organizational goals and objectives.

One of the benefits of marketing management is that marketing managers are responsible for developing a strategy and implementing it through various marketing channels. In general, these managers are tasked with maximizing a company's potential revenue by identifying the marketing channels with the greatest demand.

This includes determining which channels (such as digital advertising or traditional advertising) are most effective and which are least effective for achieving specific objectives (for example, social media or direct mail).

1- Marketing Proposal

Executive Summary & Benefits of Bioplastics:

Bioplastics are made from renewable resources, such as corn starch or sugarcane, rather than fossil fuels like traditional plastics. This makes them more sustainable and reduces their carbon footprint. Bioplastics are also biodegradable, meaning they can break down naturally in the environment. This is particularly important as plastic waste has become a major environmental problem, with plastic bottles contributing to the problem. By using bioplastics, Tranquil Water can differentiate itself from other bottled water brands and appeal to consumers who are looking for more environmentally friendly products.

In addition to their environmental benefits, bioplastics also have other advantages. They are typically stronger and more durable than traditional plastics, which can help extend the shelf life of Tranquil Water and reduce waste. They are also more resistant to heat, making them suitable for hot fill applications.

And by understanding the market condition and identifying our competitors in the market, as well as analyzing our strengths, weaknesses, opportunities, and threats, we are able to assess our strengths, weaknesses, opportunities, and threats. During the crisis of the drought season, we have a major advantage in using new technologies such as bioplastics and converting to a greener company. We also have a great chance because we have a healthy alternative to soft drinks that we can use to replace them in society.

We will rely on the cost-leadership strategy by offering products at reasonable prices and in a variety of sizes; we will launch our marketing campaign with an aesthetically pleasing logo; and we will reach all of our consumers in any way possible.

We'll improve our public relations through social media by using the power of social influencers, talking to customers, and making decisions based on what they say.

Analysis of the Current Situation

a) Industry Analysis:

The bottled water industry has experienced significant growth in recent years as a result of numerous factors. First, consumer awareness of the diseases caused by polluted water has increased significantly. Second, the trend toward a particular lifestyle increased the demand for bottled water due to its portability and convenience. In addition, people are increasingly concerned with staying fit and healthy, and nothing better satisfies the hydration needs of the body than pure water.

The global market is segmented by product type and geographic region. Still water (two-thirds of the market share) is the most popular type of bottled water, followed by carbonated water and flavored water.

In terms of geographical expansion, the market is examined in North America, Europe, Asia-Pacific, and Latin America and the Caribbean.

The United States of America is the world's second-largest consumer market for bottled water. In 2018, the consumption of bottled water increased to 14 billion gallons, an increase of 5.8 percent from 2017. The average American consumes 41.9 gallons of bottled water annually. (2018) Beverage Marketing Corporation for Bottled Water By 2025, the global market for bottled water is anticipated to reach \$307 billion.

driven by the thirst of a growing global population. The global population is projected to rise from 7.8 billion in 2029 to more than 9.2 billion by 2050. In parallel with this expansion, the demand for potable water will increase.

California is the third-largest state in the United States.

Despite its ongoing drought problems, California's infrastructure is adequate transfer and transport water even to the farthest locations.

It is comprised of pumps, canals, enormous dams, tunnels that run beneath mountain ranges, and pipes that traverse them.

In addition, 3,093 billion gallons of water are used annually in California for bottled water production. Each week, Los Angeles consumes 3.4 billion gallons of tap water. California's bottled water industry uses only 0.04% of the state's total water supply.

California's bottled water industry pays \$1.74 billion in state and local taxes and \$1.49 billion in federal taxes annually.

Briefly, market research indicates a growing demand for all types of bottled water, particularly still water. However, there is a worldwide trend toward conserving natural resources and reusing containers. Therefore, I support the company's decision to create a greener business and use bioplastic containers in its premium product line.

b) Environmental analyses

California's largest city, with a population of 4,015,950, is Los Angeles (50.44 percent females and 49.54 percent males).

The rate of expansion is 0.32%. Los Angeles is an incredibly diverse city, with residents from over 140 countries speaking 224 identified languages. Los Angeles is a multicultural city. White people account for 55.17 percent of bachelor's degree holders. The average wage is \$34,681 per year.

Numerous of the world's largest high-tech corporations now call this region home.

California's economy is the fifth largest in the world, with a gross domestic product of \$3.1 trillion (2019).

GDP growth in 2019 is expected to be 2.6%.

The unemployment rate is 3.9 percent (2020).

The economy of California is robust, with incentives for work and investment.

The state of California is a liberal bastion for the Democratic Party. It became the investment destination of choice for major economic nations, especially after the government made numerous investment-friendly policies.

Strengths:

- High budget.
- Making use of bioplastic bottles.
- Greener business.
- Geographical placement.

Opportunities

- Rising demand because of the COVID-19 pandemic.
- Increasing health awareness of the significance of water.

- Institutions have a prohibition on sugary beverages.

Weaknesses

- Significant Public Relations.
- Accusation of excessive water consumption.

Threats

- Environmental Issues.
- Political strikes are dangers.

c) Competitor Analysis

The leading ten bottled water companies in the United States are Nestle, Niagara, Coca-Cola, Ds Waters, Crystal Geysers, Aquafina, and Premium Water, as indicated by the data.

Depending on the company's SWOT analysis and bearing in mind the STEPEL analysis and the competitor's analysis, the following steps can be taken to eliminate weaknesses and seize opportunities:

- 1- Utilize the large budget we have to establish a factory for the production of recyclable bottles in addition to the elite line of bioplastics bottles. This action will diminish the supplier's influence and reduce production costs.
- 2- Reduce costs by utilizing the company's proximity to water resources and target markets, which affords it a geographical advantage.
- 3- Negotiate with California's most powerful distributors
- 4- Use our competitive advantage (bioplastics) to defeat competitors.
- 5- Increase production to meet the growing demand resulting from the pandemic of Covid-19. Since the majority of consumers are experiencing economic hardship as a result of the Covivirus-19 pandemic, it is imperative that we reduce the cost of production in order to offer discounts and specials.
- 6- Allocate a portion of the revenue to government projects in water treatment plants and to programs that assist in providing drinking water and sanitation in developing nations.
- 8- Launch a marketing campaign emphasizing the significance of bottled water and the use of bioplastic bottles for health and the community, as well as promoting Life Water as a greener company.

d) Marketing Goals

After identifying the company's resources and capabilities and analyzing the industry and environment, the following objectives are the most effective for promoting Life Water as a greener company while also managing Miss Leono's feedback.

1- acquiring a significant market share in three years.

Tranquil Water should be an incredibly popular brand, sustaining our California success within five years, (Market penetration) present and future.

2- Constructing a bottle manufacturing plant in California within two years (backward integration).

Reintroduce the luxury brand Tranquil Waters with bioplastic containers (product growth)

3- Donating 5% of the company's revenue to support drought-related initiatives in California, such as water treatment plants.

4- Establishing a resource and development (R&D) department to analyze market and consumer needs and keep abreast of changes

In three years, increase the number of distributors.

In the next three years, we will expand into additional U.S. states.

e) STP

Segmentation

Geographically, California is subdivided into six distinct regions:

- Western California
- Northern California
- South Central California
- Jefferson
- Silicon Valley

Los Angeles is the city with the highest population density. Its residents enjoy a high standard of living and it is located in West California.

San Diego, in southern California, is the second-most populous territory in the United States.

According to the median household income, California can be divided into three sections based on living status.

- High earnings.
- Average Income.
- Low income (around 16% of Californians live in poverty).

Goals & Targeting

There are a few targeting types:

- Targeting Without Distinction: This strategy targets the entire market with the same product.
- Distinctive Targeting: This targets each market segment with a product designed specifically for that segment.
- Concentrated Targeting: focuses on a single market segment

We will focus on West California, Silicon Valley, North California, and South California following the geographic and demographic segmentation of the California, market. Due to the high quality of life in these regions, I suggest combining concentrated targeting with the elite line of Tranquil Water.

Centralization

Tranquil Water targets middle- and upper-class individuals, particularly those who are environmentally conscious. When Tranquil Waters is mentioned, images of sustainable resources, inner peace, and world peace should come to mind.

In contrast to plastic bottles, which are typically derived from fossil fuels and accumulate and fill the Earth with waste rather than being reused or degraded by nature, bioplastic bottles are typically composed of organic materials that are easily degraded by nature. Thus, sustainable resources and a reduced impact on the environment

It requires approximately 80 days to decompose and return to nature.

Starch-based bioplastics are best for making bottles because, when mixed with biodegradable polyester, they make polylactic acid (PLA), which is resistant to water and good for the environment.

Logo and Slogan:

Given the benefits of bioplastics, we suggest a new logo and slogan for Tranquil Water that emphasizes the use of this innovative material.

Slogan: The slogan for Tranquil Water is "*Sustainably Pure*" which emphasizes the purity of the water and the sustainability of the bioplastic bottle. This slogan captures the essence of Tranquil Water and sets it apart from other bottled water brands.

Logo: The Tranquil Water logo features a blue and green color scheme, representing the purity of water and the sustainability of bioplastics.

The logo also includes a stylized water droplet, symbolizing the company's focus on high-quality bottled water.



TRANQUIL WATER
SUSTAINABLY PURE

f) Marketing Strategies

There are three primary matrices used to define the intended strategies:

Matrices	Strategies		
	Growth	Competitive	Growth Market share
Headlines Strategies	<ul style="list-style-type: none"> - Market Development - Product Development - Market penetration - Diversification 	<ul style="list-style-type: none"> - Cost leadership - Differentiation - Focus 	<ul style="list-style-type: none"> - Question Mark - Star - Cash Cow - Dog

Based on industry analysis and environmental analysis, and with a product in the Question Mark stage of the BCG (Tranquil Waters), the following strategies are recommended fit Life Water's goals and circumstances the best:

- 1- A Market breakthrough in California
- 2- Product Development; Utilization of Bioplastic Bottles
- 3- Target the elite of the community, particularly the environmentally conscious.

g) Marketing Combine

To promote Tranquil Water in the bottled water market, numerous actions and strategies can be taken. This is commonly referred to as the 4Ps, or product, price, promotion, and place. They are collectively referred to as the "market combine."

i. Products:

Our product (Tranquil Waters), according to the BCG, is in the question mark stage.

It is therefore in the growth phase of its life cycle. We intend to propel it to superstar status by initially targeting a large market share with a modest profit margin.

According to the size of the product, we offer three distinct varieties: [250 mL / 500 mL / 1 Liter / One gallon (five liters) / 5 gallons]

ii. Price:

After doing an analysis of the market and the company, the first step in the pricing process is to set pricing goals.

-Product Quality supervision: Due to the fact that our product is an elite-oriented, high-quality product with a competitive feature (bioplastic), it deserves the same consideration as the products of our competitors.

Assuming that the price per liter of the product is \$3, the financial department estimates that the profit will be 50%. However, because of the global economic downturn, we will also use Survival.

-Survival: The profit will be reduced to 25%. not by decreasing the price per unit but by decreasing the price per package (a package of three bottles for the price of two). This offer will apply to all three sizes. As a result, we will achieve product-quality leadership while simultaneously maximizing our market share. Similarly, due to the global economic downturn, we will aim for a 5% profit on our survival objective. after deducting 15% in taxes and 5% for support of water treatment projects. Keeping in mind that as the economy recovers from the COVID-19 pandemic, these offers will be gradually reduced until the price returns to its normal level, thereby increasing profits.

After determining pricing objectives, demand must be determined. It has been found that price perception affects bottled water consumption. Households that perceive tap water to be more expensive tend to consume more bottled water, according to our findings. Since it has been demonstrated.

The market is elastic, and it is a good practice to make offers that will increase demand. The next phrase is to calculate the price. We assume the total cost per liter to be \$1.50. Thus, the half-liter bottle costs \$0.75, the one-liter bottle costs \$1.25, The cost of the gallon bottle is \$7.50. The final price will be \$0.75 after calculating the cost, analyzing the prices of competitors, and deciding to use the same pricing method as competitors (going-rate pricing). for the 250-ml bottle\$1.50 for a 500 ml bottle

One-liter bottles cost \$3.- \$14 for the 5-liter bottles\$75 for five gallons

iii. Location:

The location depends on the segments we're targeting. With our tranquil waters, we aim to attract middle- and upper-class individuals interested in environmental issues. Universities, train stations, airports, large corporations, especially in Silicon Valley, such as Microsoft, supermarkets, mini-markets, and beverage factories that require water for production are ideal locations for achieving our objective.

Distribution Methods: We will utilize the conventional marketing channel, so we will not interact directly with consumers. We will do our best to get more distributors by making them offers that they can't refuse.

2- Social Media PR Campaign

Due to Miss Leono's remarks and the accusations of excessive water consumption during California's drought, public relations must prioritize repositioning the company's image as a greener organization.

Public Relation / PR

Life Water has recently faced criticism over its use of water during California's drought. In addition, the company's plant manager, Zara Leono, made comments on social media that received mixed reactions from the public. In order to address these issues and promote Life Water as a greener company, we recommend the following social media PR campaign:

- Share information about Life Water's efforts to be more environmentally friendly, including the use of bioplastics for the Tranquil Water bottle and the company's recent investment in renewable energy.
- Respond to criticism and concerns about the company's water usage in a timely and transparent manner. This can include sharing data about the company's water usage and efforts to conserve water.
- Engage with customers and stakeholders on social media to listen to their concerns and address any questions or concerns they may have.
- Share success stories and case studies about the environmental benefits of bioplastics, including the reduced carbon footprint and biodegradability of these materials.

- Work with influencers and industry experts to showcase the environmental benefits of bioplastics and the sustainability of Life Water's products.

-As our brand's messenger, social media should be handled professionally.

We should emphasize the facts regarding the bottled water industry and our green company in particular. During times of natural disaster, bottled water provides the community with clean, drinkable water. The image of a hero should be associated with the bottled water industry in the community's mind, as it is called upon annually to fulfill such an urgent need.

So, environmental conferences, social events, and other chances should be used to do this and create an image of a hero.

-Consumer trust is a crucial success factor, so we can contact influencers, whom consumers trust, to speak about our product and demonstrate the biodegradability of bioplastic bottles through their everyday experiences.

Employing a specialized team to promote our business on social media, focusing on platforms where our customers are present, particularly LinkedIn and Instagram Sponsoring ecologically conscious events

-Typically, actions speak louder than words; therefore, our participation in water treatment projects should be covered with particular care on social media.

This won't only be helping to mitigate the repercussions of Miss Leono's comments, but it will also help to ensure the sustainability of natural resources, one of our primary concerns.

Advertisement

Consumers typically choose bottled water due to its superior flavor, safety, portability, and quality. All of these factors are present in our products, with the addition of bioplastic as a very competitive addition. It is a trait that should be highlighted in our advertising by means of the following:

- Billboards & Transit - Recycling Bins on the main streets bearing the product's logo and slogan.

- Paid advertisements on LinkedIn, Facebook, Tick-Tock, Instagram and YouTube, and monitored by our specialized social media team. This team will cultivate our social channels' audiences and followers.

They should focus on regions where our consumers reside.

Tranquil Water should build and create a vision for social responsibility and then communicate this vision to consumers via various social media platforms. We can create events or share general events, such as:

- creating events about general health and the effects of our products.
- Participates in government events and distributes free samples to all participants at these events.
- Participate in charitable events and sponsor those events.
- Go to schools and give our product to students while taking pictures to share on social media.
- Share in every sporting event and find sponsors for it, then share this information on all social media platforms. Utilize all of these events to promote our product and our transition to greener investments. Include product videos alongside their specifications.

Tranquil Water must share on a regular basis on all social media platforms a video depicting the production of a product from start to finish, as well as the benefits and specifications of that product. We must ensure that our consumers are fully informed about our business and products.

Also, the CEO is regarded as the company's public face. The CEO serves as the organization's leader by communicating the company's vision through its brand. The CEO's participation in social media is an effective method for generating a positive effect on the company's business. Research continues to demonstrate that CEOs who use social media are more effective and successful than those who do not have a social media presence because of the following reasons: Customers typically prefer to use all products they have previously learned about from the company's CEO or product executives on social media. have many tools to attract more customers.

Social media gives the CEO the opportunity to improve relationships with investors and employees. Every consumer is present on social media platforms.

Budgets

I recommend using the ALL YOU CAN AFFORD budget method after analyzing the market, the company, and the product.

The budget will be allocated proportionally to the following:

Promotional mix/ advertising/ public relations.

Using Specialists' Knowledge

Life Water can arrange a video conference through a social media platform with all of the specialists in general health and greener companies, as well as water bottling and natural resources, to discuss the main points that will help us promote the benefits of our product and increase consumer knowledge.

Monitoring (KPIs)

The following will serve as indicators of our marketing plan's success:

- Market share expansion over the subsequent three years
- Effective Public Relations
- Demand that is increasing
- Becoming a recognizable brand within the next three years

Conclusion

Tranquil Water is a new product line from Life Water that is made with sustainable bioplastics. By emphasizing the benefits of bioplastics in the marketing campaign and using a new logo and slogan that reflects the company's commitment to sustainability, Tranquil Water can differentiate itself from other bottled water brands. The healthiest beverage and source of life is water.

Therefore, awareness of its significance is essential to its preservation. Life Water is one of the foremost organizations that values water and strives to maintain the sustainability of natural resources.

Charges and criticisms should not discourage the company's efforts. To ensure a prosperous future for the planet, the entire community is accountable and must collaborate.

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