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Introduction:

One of the most crucial tools in an organization, marketing management provides guidance for achieving the organization's vision, mission, and goals. Typically, marketing management strategy includes more analytical procedures for assessing the company's current market situation and taking into account a variety of factors (PESTEL&SWAT). Based on this analysis, the company can define its strategy. In addition, marketing management is defined as the science and art of choosing a market or several target markets, as well as retaining customer bases after achieving their acquisition and working to expand them by creating, delivering and communicating exceptional value to customers.

MARKETING PROPOSAL:

1. Executive summary:

By recognizing our competitors in the market, comprehending the state of the market, and researching all of our advantages and disadvantages, opportunities and dangers. We may encounter problems related to social action from the water-bottling industry, our weakness in the PR system, but we have a great opportunity because we have a healthy alternative that we can introduce to the public as a replacement for soft drinks. We have a major advantage in using new technology such as using bioplastic and switching to a greener company during the drought season.

By offering products at reasonable costs with size differential, we will rely on a cost-leadership strategy. We will use a bright and eye-catching notice during the launch of our campaign in various marketing channels, and all possible methods will be used to communicate with all customers. Through social media, our public relations will be improved and will be benefited through social events as well as influencers within social media platforms

2. Situational assessment:

The bottle-water industry in California has a long tradition of successfully and dependably protecting and managing vital resources. The demand for bottled water rises in California, especially during the dry season. However, from a business perspective, bottled water accounts for less than 0.01% of the water used in the United States annually. However, if we travel to California, we will discover that bottled water accounts for only 0.02% of the total water consumed there annually.

Actually, the amount of tap water used in Los Angeles in a week or less is equal to the annual consumption of all the bottled water in California. In California, 3.09 billion gallons of water are consumed each year for bottled water. The amount of tap water used in Los Angeles per week is 3.4 billion gallons (IBWA, n.d.). Through PESTEL and SWAT tools, we will be able to reach a deeper study through which previous influences on the marketing of our products are taken into account.

3. PESTEL analysis:

3.1 Political factors:

Our new product Tranquil Water will have a high chance to enter the market because California's local governments typically favour development in industry and economics, particularly conversion to greener businesses with greener products. According to California's SB-1703 Certified Green Business Program, the government will enforce more rules to safeguard the environment and to protect citizens from other industries that harm the environment (2003-2004). Our reliance on bioplastic technology will have a great benefit for our new product, after the general trend of the world around us against industries that have an impact on increasing carbon emissions harmful to the environment.

3.2 Economic factors:

Within California, we find that water-bottling companies pay fees to the government in return for using the natural water resources within the state. Some of these companies, such as Nestle, reap large profits in the local markets, which achieved more than 8 billion dirhams in 2018. Reducing the ability of bottling companies to benefit from groundwater locally and exploiting it in their production operations will give us the opportunity to examine how these companies offer their products and whether they have the capabilities to introduce and develop new products.

Within the state of Los Angeles, the governor imposed a tax through which he aims to support water projects within water-scarce areas on all water users, which suggests that water prices may increase in the future. Bottled water can be considered a healthier alternative to soft drinks, which will encourage customers to use it. However, the cost of exploiting water resources may increase for the bottling company.

3.3 Social factor:

California society is in a really critical situation. Opposition to water bottling firms In particular during droughts, society believed that the bottled water industry had an impact on natural water resources and could have a detrimental impact on the sale of calm water. Following years of consuming soft drinks, Americans are beginning to favour bottled water as a healthier beverage. We have a great opportunity to enter the market through a healthy product that receives approval from the general public, especially since these days the culture of water consumption is followed more than soft drinks.

3.4 Technological factor:

The company's use of environmentally friendly technology, such as the use of bioplastics in the packaging process, and its investment of \$5 million will accelerate the improvement of the company's reputation in the eyes of the public, and it is also useful in preserving the natural resources of the environment, especially in times of drought.

3.5 Legal factors:

The government in the state of California is determined to implement many legal restrictions to make the population refrain from using plastic, and it also aims to encourage companies to move towards activities and businesses that are environmentally friendly, because the environment suffers from the negative effects resulting from the use of plastic and the importance of working on recycling plastic waste. We find that Life Water has the capabilities of its new product to comply with this regulation.

3.6 Environmental factors:

The dry season also has an impact, which appears in forcing the government to enact new laws that directly affect how water resources are used. Drought also affects the high demand for bottled water and the increase in its distribution within California markets. When using the company's packaging of bioplastics, this protects the environment from negative effects, and here the biggest advantage emerges, which is reducing carbon emissions.

4. SWOT analysis:

In a SWAT analysis, we will look more closely at our strengths, weaknesses, opportunities, and threats. Because these factors have a direct impact on our products, they should all be taken into account in our marketing strategy. In the following, we will discuss the factors in detail:

4.1 Strength:

- Greener Company will help to boost the company's image when Life Water invests \$5 million there and produces calm water.
- Bioplastic Bottles, an alternative to conventional plastic that is healthier and will give us a competitive advantage before rivals from competing bottling companies
- Experience in the industry; Life Water has been available in the California market for a considerable amount of time. Customers are aware of our products, and we already have a large client base.
- Dissemination channels As a result of our prior market presence, we have numerous avenues available to us for distributing our new product.

4.2 Weakness:

- For our company Life Water, adopting new technology and investing in greener businesses will be a first. As a result, we need to raise awareness of the value of greener businesses, their impact on our industry, and how we can use these technologies to our advantage.
- We need to influence the negative feelings that exist and are directed through social media platforms to all water bottling companies, with the aim of modifying the common perceptions of the public by spreading our new product and raising awareness of its features through these platforms.
- The importance of our need to establish a research and development department is reflected in our ability to create more innovations and development in the base of our products on the market.
- This technology keeps research and development efforts away from the production process that uses regular money and labor as inputs. Then the efficiency of these inputs is calculated on the results of research and development. There is a vision for another alternative perspective, which is that the company's performance is reflected in the total profit, and that the company is integrating the accumulation of its knowledge.

4.3 Opportunity:

- A great opportunity arises to sell our product during the dry season as demand for bottled water is expected to increase.
- The direction of the government and its movement towards environmentally friendly and greener businesses and community support will be a major source of inspiration for our new project.
- The societal norm that favors drinking water over soft drinks has led us to position our product, peaceful water, as a healthy alternative.

4.4 Threats:

- The soft drink and water bottling industries have faced backlash from the public for utilizing natural resources, particularly during the dry season.
- Possibly facing life water exploiting natural resources while collecting taxes from the Californian local government

- The cost of raw materials for our products may increase due to our trend of using bioplastic packaging. The effect of changing the price of suppliers of materials for manufacturing.
- We can introduce new competitors to the market as a result of encouraging them and following our example in shifting to providing a more environmentally friendly model.

5. Marketing strategy:

As a result of the previous research, analysis and presentation, in addition to taking into account and understanding the market within the state of California, we find that our company must enter this market through marketing strategies that allow it to reach all customer segments. We will have to adhere to all categories of Porter's strategy, including cost leadership and differentiation, in order to succeed in achieving our goals.

5.1 Cost leadership:

As part of our strategy to succeed in the cost leadership process, we will produce sizes of our products that suit the individual consumption of tranquility water, and at affordable prices that suit everyone.

5.2 Differentiation:

We mean here that we will provide our products of tranquility water for each category, whether it is for personal use or for companies, restaurants and schools, in addition to all other official categories. All our loyal customers must take a dip in this serene body of water.

6. Marketing Objectives:

- The company aims to take its place among the top 10 environmentally friendly companies in California within the next 3 years.
- Our new product "tranquil water" should have within the next 3 years a share equivalent to 20% of the market for water bottled in bioplastic bottles.

- Within the framework of the next 3 years, the percentage of distribution channels within the state of Florida will be increased by 25%.
- Raising customer knowledge of the value of utilizing bioplastic when bottling water
- Increase the reach of our society during the next three years.
- It is important to take into account the value of the customer's lifetime, as we seek to increase the customer's life cycle and customer base, in order to achieve marketing goals.
- Boost consumer awareness of the brand and the distinctions between our new product, a peaceful water, and competing water brands.
- Increasing the profitability of the company by succeeding in increasing the market share of our products "tranquil water"

7. Market-STP:

Three steps of analysis are included in the STP model, which we may use as a guide to assist us accomplish our marketing goals. STP stands for:

Segment Market:

In this case, market segmentation is classifying clients according to their demands and preferences.

Segmentation base on (size, customer category or customer location Category).

- Customer category-based segmentation such as people - restaurants, schools, and retail stores.
- Customer location-based segmentation category (Inside California - Outside California).

Target Market:

Before entering the market with its new product, Life water must have a full understanding of the target market to enter, in addition to studying competitors. In order for the planning to be effective, it depends mainly on a thorough and comprehensive research of the market characteristics within the state of California, where the influencing factors internally and externally are introduced.

- Geographic: California market

- Demographic: All women and men of different ages and different social status, and achieve an average income.
- Psychographic: Most families are worried about their personal health as well as the health of their children.
- Due to current health trends, everyone needs to lead a healthy lifestyle.
- Behavior: All customers who need better healthy options by wanting to replace soft drinks and other bad drinks with healthy drinks.

Market positioning:

Life water presents itself in the market as an environmentally friendly company, and it introduces a new product as a healthy alternative to unhealthy drinks. The market in California, in the company's view, is the starting point for all markets in other US states.

8. Marketing mix:

- Product:

Our product is tranquil water packaging made of bioplastic, which is a healthy and safe option. It comes in a variety of sizes that are appropriate for use everywhere.

- Place:

The company will sell its new product in all stores and markets, as it can be obtained from distributors affiliated with Life Water, which will in turn expand its sales channels within the California market.

- Promotions:

With our Media Buyer, we will determine how to reach our target customer segment through visual, audio and print media, as well as via the Internet. Where social media platforms enable us to influence customer opinions about water bottling companies.

- Pricing:

The cost of our new product, Tranquil water, will represent its value to the consumer, so our pricing goal will be to penetrate the market, after taking into account the prices of competitors in the market, in addition to the quality of our product.

The pricing philosophy called Cost Plus is what we will follow, as all direct and indirect costs are added to determine the net profit of our company at an estimated rate of 15%. It will be ensured that the price of the product is reasonable and suitable for customers and that they receive it well.

9. Logo and Slogan:

When choosing a logo, colors are chosen that indicate the quality of the products and that they are of a healthy nature, such as blue and green. In addition, the logo must reflect the company's message and that our products are the best healthy choice because we use greener bioplastic packages.

10. Advertising Period:

The promotional period for our media strategy will run from the beginning of October 2020 to September 30, 2020. When the Tranquil Water brand succeeds in using advertisements and messages, this is reflected in its success in using the payment media strategy with its target audience. A strategy for the upcoming boost in marketing spending will be in place. We will reexamine the marketing strategy for an additional year or two to address the deviation.

11. Distribution channel:

It is a network of coordinated companies that work together to carry out the tasks necessary to link manufacturers and producers with the objectives of both buyers and consumers. The area of distribution and the channels that are available in that area will determine how many different channels Life Water should have to spread their product, Tranquil water. (Retailers – Wholesalers - Mail Order - Direct to Consumer – Online).

12. Evaluation and control:

It is believed that it is difficult to introduce new products to the market in the field of the bottled water industry, so the marketing plan will be continued cautiously and work continuously to evaluate each stage very carefully to determine the success of the campaign in achieving its goals. It is worth noting that the aim of the campaign is to divert the attention of consumers to our new product as a healthy alternative to other drinks, in addition to highlighting the use of environmentally friendly materials in the manufacture of packaging in order to protect the environment.

- The success rate of our marketing as measured by consumer feedback about their knowledge of our product.
- Feedback on the new product from vendors.
- In order to determine which marketing tool has the greatest social impact, we must look at the Most Effective category.
- The volume of demand and purchases made over the marketing season.
- The connection between product demand and marketing expenditures.
- The degree to which customers and suppliers are retained.
- Reports on the market, how our product affects it, and the product life cycle are provided on a monthly and quarterly basis.
- The competitor's action must fall within the scope.

SOCIAL MEDIA PR CAMPAIGN:

Campaigns on social media can be characterized as a chain of actions taken in order to complete a particular task at a particular time, with measurable results. We can run our campaign through a single network or on a variety of sites.

To develop public relations through social media platforms and to promote the brand, you will rely on a few supporters who will help you in this.

Coordination and communication with influencers on social media platforms through the company's public relations staff will have an effective role in the company's media interaction.

This is by participating on social media platforms with all media organizations, journalists and influencers.

Public relations employees will be assigned the responsibility of selecting the content of the company's accounts on social media platforms related to the brand, and they must ensure that the content is commensurate with the company's values, in order to enhance the objectives of public relations and spread awareness of the brand.

The importance of making hashtags on social media platforms, monitoring and using social media trends, in addition to monitoring consumer problems, creating a dialogue with them, and trying to represent the value of the company and its products.

Public relations employees within the company bear the responsibility for dealing with all problems received via the Internet, and they must reach solutions. They must always be ready to quickly meet the special needs of customers and find solutions to their problems.

Social media campaign approaches:

A. Implementing influencer marketing

Within the California community, there are many influencers through various social media platforms that we can help by sending us free samples of the new product, with a focus on communicating that our investment will be more environmentally friendly. We can also use influencers in the fields of fashion and sports to promote our product as a better healthy choice.

B. Using the Experts' Power

The consumer always trusts experts in any field, so the company can, through social media platforms, create video conferences with experts in public health and green business to discuss topics and points that enable us to highlight the benefits of our product and increase consumer awareness of it.

C. Experience society

Through various social media channels, Life Water should develop and construct a vision for society's duty and communicate this vision to consumers. We can host events or participate in public events like:

- Host events focusing on overall wellness and the impact of our products.
- Participate in government events and provide everyone attending free samples
- Participate in charitable events and consider sponsoring them.
- Go to schools, hand out our goods to students, and take pictures to post on our social media site.
- Participate in all sporting events, sponsor them, and promote them on all social media platforms.

Talk about our product and our decision to make greener investments at all of these events. Share the product's details and video content.

Life Water has to regularly post videos of products being manufactured from inception to completion on all social media platforms, highlighting the benefits of those products and their features so that our customers are fully informed about our company and its offerings.

D. CEO social media posting:

The CEO of the company is its public face, as his job is based on leading the organization and clarifying its vision through the company's brand. His presence as a leader of the company on social media platforms is considered a powerfully effective tool towards improving the company's business. We find that according to current research, presidents and CEOs who use social media become more prosperous and productive for some of the reasons that can be talked about. We find that customers tend to prefer the elements that they learn about through the executives of the companies concerned. When the CEO uses social media, he has a variety of tools and techniques that enable him to influence more consumers, and he also has the opportunity to develop his relationships with employees and investors, as well as with your active clients on social media platforms.

E. Be blogger guest:

Health Water Can be a guest on the most influential blogs in California. We need to find these bloggers and discuss our idea for our new investment in a greener company with them in order to highlight the value of green investments. Fans, these bloggers believe the following to be the best in California according to (California through my lens - Daytrippen.com - La Jolla Mom - Sandy Toes & Popsicles Blog - What is Gaby Cooking - Family Road Trip Guru - Total Wellness Resource Centre)

With the bloggers mentioned above, we can harness their notoriety to promote all we need.

Conclusion:

Every successful organization's marketing strategy is its beating heart, and it also serves as a lifeboat in times of crisis. Marketing management is typically based on a thorough understanding of both internal and external conditions, and a successful market strategy acts as a link between your products and customers. Marketing as management is a tool used to monitor and control the business and enables us to correct deviations from a successful pilot cycle. By enhancing public relations and fostering a sense of social responsibility, marketing management plays an important role in spreading awareness of the firm. I think that by having a great marketing staff, our company can survive these trying times.

Marketing management is also defined as the science and art of selecting target markets, acquiring customer bases, and working to develop and maintain them. Creating, delivering, and providing excellent value to targeted customers is part of that. Usually, the company's present market condition is evaluated using more analytical processes as part of the marketing management plan.

We have a great opportunity because we have a healthy alternative that we can introduce to the public as a replacement for soft drinks. We have a major advantage in using new technology such as using bioplastic and switching to a greener company during the drought season.

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