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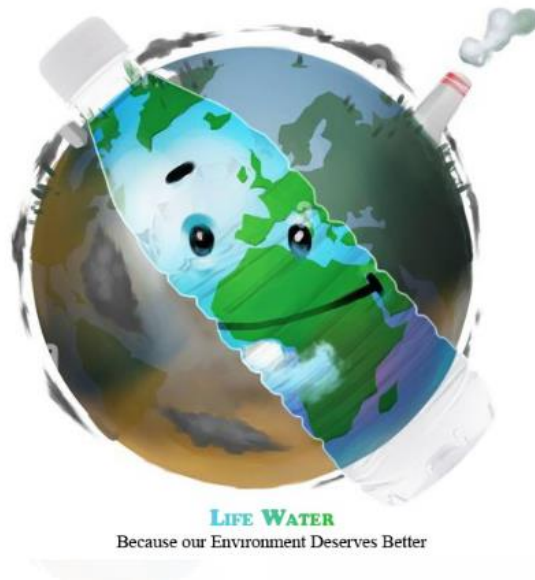
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**Marketing Proposal
For Life Water Company**



Presented to Top Management

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Executive Summary

Life Water, as we all know, has recently spent millions of dollars creating a greener company, and we are in the process of making a promotional campaign for our new environmentally friendly product. Before applying all this, I created a logo and slogan for tranquil water that emphasize the use of our new product (a bioplastic bottle). We are starting our elite product line, Tranquil Water, with a new bottle that is made from bioplastics. This proposal contains an analytical study of the environment surrounding the company. STEEP and SWOT analysis were done as a beginning to get to know the local market and, from there, choose our goals. The targeted segment was selected based on the results of the market analysis. The general public between 28 and 40 years old, athletes, and environmentally conscious individuals will be our targeted segments. After determining the target segment, we must set out our **SMARTER** goals. The company's goals are summarized in Successfully promoting the new elite product line, tranquil water, with a new bioplastic bottle. Also Make Life Water Company a greener company and finally return on investment in 3 years. The strategy that the company will use to achieve these goals is one of Porter's strategies. The generic differentiation strategy, from my point of view, is the best strategy to apply to achieve the company's goal. The company is already generating a new product, and it is a unique one. Also, it has a very strong competitive advantage because it supports greening and does less harm to the environment. Bioplastic bottles are our winning card, and in this proposal there is a comparison between normal plastic and bioplastic and the importance of using bioplastic bottles.

This proposal will also contain a Social Media Public relations Campaign plan. We will be using social media to promote our greener company and new product. It will deal with Miss Leono's bad comments. Our role as a company is to follow up the work of our employees as they represent us. Therefore, we must ensure that the employee understands his role through the application of KBI. This will also be explained in this proposal.

Finally, this proposal will provide you with a budget for the aforementioned social media campaign for marketing our for our new environmentally friendly product and greener company.

Situational Analysis

1- PESTEL

Political	<p>These determine the level to which government and government policy can have an impact on an organization or an industry. This would cover not only political policy and stability, but also trade, fiscal, and taxing policies.</p> <ul style="list-style-type: none"> • Each ounce of bottled water containing any surface, subterranean, or municipal water collected in California is subject to a five-cent excise tax. • In California, water traders are treated in a very precise way in terms of prices so that none of the traders exceed their limits and raise prices on consumers
Economic	<p>An economic factor has an immediate impact on the economy and its performance, which in turn has an immediate impact on the organization and its profitability. Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates are all factors.</p> <ul style="list-style-type: none"> • water management directly accounts for about 1% of California's \$1.9 trillion economy (GDP)
Social	<p>social environment element concentrating and spotting upcoming trends. This assists a marketer in better understanding consumer demands and desires in a social situation. Changes in family demographics, education levels, cultural trends, attitude changes, and lifestyle changes are all factors.</p> <ul style="list-style-type: none"> • California has the third highest living expenses at 151.7. After Hawaii, • California recorded the highest transportation cost index at 138.9, which is due to high gasoline prices in this state.
Technological	<p>Technological factors consider the rate of technical advancement and creativity that may have an impact on a market or business. There is a tendency to focus just on digital technological improvements, but new methods of distribution, production, and logistics must also be considered.</p> <ul style="list-style-type: none"> • The technology allows for single-use plastic products that biodegrade in landfills in 180 days. When coupled with organic waste, bioplastic products can degrade into compost in 90 days, leaving no hazardous residues.
Environmental	<p>Environmental factors are those influenced by their surroundings and the impact of ecological characteristics. This feature is becoming more fundamental to how organizations must run their operations as the relevance of CSR (Corporate Sustainability Responsibility) and sustainability grows. Climate, recycling techniques, carbon footprint, waste disposal, and sustainability are all factors to consider. (Barrington, 2021)</p> <ul style="list-style-type: none"> • According to Los Angeles times newspaper In short, Brad Coffey mentioned that 2023 was wet enough to improve our water supply conditions and that there is no need to impose restrictions this year, but he is asking consumers to rationalize their water usage to prepare for another dry year.
Legal	<p>A company has to know what is legal and permissible in the countries in which it operates. They must also be aware of any changes in legislation and the implications for company operations. Employment regulations, consumer law, health, and safety, international as well as trade regulation and restrictions are all factors to consider.</p> <ul style="list-style-type: none"> • It is not allowed in los Angeles to do the following Irrigate lawn or landscaping within and 48 hours after heavy rainfall. Wash sidewalks and driveways and use broom instead. Adjust sprinkler coverage and replace broken ones.

2- **SWOT**

Strengthens	Weakness
<ul style="list-style-type: none"> 1- Los Angeles water is safe to drink. 2- interconnected groundwater basins. 3- Local community protect the environment. 4- The harm of plastic is obvious to everyone. 5- Already known company. 6- Its goal is to become a greener company. 7- Environment friendly products. 	<ul style="list-style-type: none"> 1- Water shortage. 2- Dry weather 3- Overuse of Water Resources 4- Factories and fuel emissions. 5- California water is considered hard 6- Cyanobacteria. 7- Miss leono’s bad comment. 8- Sheep normal plastic
Opportunities	Threats
<ul style="list-style-type: none"> 1- Spreading awareness about rationalizing water consumption 2- High rate of water use tax 3- Establish deterrent penalties for wasting water 4- Use of modern technology 5- Recycle more water. 6- More desalination. 7- Capture stormwater runoff. 8- Transform California agriculture. 9- Store more water in reservoirs. 10- Recharge groundwater basins. 11- Ban plastic for environmental reasons 	<ul style="list-style-type: none"> 1- Higher temperatures in the future 2- California's population is growing 3- Increase in the number of soft drink companies 4- Future major floods 5- Extended periods of drought. 6- Competitors stealing idea. 7- Increase in raw material prices. 8- Throwing waste into the river. 9- Inability to buy the product.

STP

Market segmentation is the process of identifying discrete groups of buyers (segments) who have different demands, traits, or behaviors.

Market targeting involves evaluating the attractiveness of each segment and selecting one or more segments to target.

Market positioning: planning for a product to hold a unique, distinct, and desired position in the minds of target consumers relative to competing products

A concentrated market, from my point of view, is the best way to target our segment because it focuses on one market and a few market segments. suggest that Life Water start targeting the general public between 28 and 40 years old, athletes, and environmentally conscious individuals. This segment is considered the most affordable to buy our environmentally friendly products. Also, their water consumption rate is higher than other segments. The general public includes commuters, hikers, and families who require on-the-go access to safe drinking water. Bioplastic bottles are indeed the product that the local community currently needs. Because they urgently need an environmentally friendly product, we should target those segments if we want our new product to be sold in a high range. (Wedel & Kamakura, 2003)

Goals

Business goals are objectives that a company seeks to accomplish in a specific time frame. They must be **SMARTER**. Specific, Measurable, Achievable, Relevant, Time-Bound Evaluated and Revised.

1. Increasing awareness of water consumption rationalization.

As a company that sells water in environmentally friendly bottles, one of its goals is to educate people about the importance of rationalizing water consumption. Yes, it is not in our favor as a company that sells water, but we are actually interested in preserving water from excessive waste. Therefore, I find it our priority to achieve this goal.

2. Alerting people to the causal truth behind water loss.

It is also important to clear the company's page as for the audience that will be inside our target market. And to clarify the main reasons that cause water waste and that we are not among these reasons. And I wrong use and carbonated drinks companies are the reason behind the waste of water.

3. Successfully promotion for the new product, which is bioplastics bottle.

As a company, we have paid a very huge amount for the company to become a greener company. And also to develop a new product, which is Tranquil Water bottled in bioplastic bottles. Therefore, our biggest goal is the successful marketing of these products and the image of the new green company to the public.

4. Increase the total income of Life Water company by 15% by the end of the third year.

We can work to achieve this goal by making sure that the products are marketed well, attracting the right segment, and focusing on it. Our marketing through the marketing campaign and social media will spread our product tremendously and widely throughout the region. The price of the product also plays an important role because it is not cheap.

5. Return on investment in 3 years.

We can refund the amount spent on the new product and greening the company within 3 years by hard work and selling the product in a wide and orderly manner. Los Angeles is also considered a celebrity state, where wealthy people from all over America live. We can also reach them through our social media campaigns. Los Angeles, California is one of the most expensive countries to live in, and we can achieve this in 3 years.

Strategy

A strategy is an action taken by management to achieve one or more of the organization's goals. It also implies making decisions, trade-offs, and acting in ways that result in varied consequences.

Marketing strategies

A marketing strategy is a long-term plan for attaining a company's goals through consumer understanding and the creation of a distinct and sustainable competitive advantage. (Porter, 2004)

Generic Differentiation strategy

In a differentiation strategy, a company strives to be distinctive in its industry in some aspects that purchasers highly value. It chooses one or more traits that many buyers in an industry consider vital and positions itself distinctively to suit those needs.

Since the current market wants to reduce the use of water by companies and also wants to save the environment and let no harm reach it, the best strategy possible to use for marketing our new product is the Porter strategy.

By modifying the materials from which water bottles are made into bioplastic bottles, this alone will attract the attention of the local market. The Life Water Company can implement Porter's

strategy to achieve its objectives. Through this strategy, new products will be introduced to the California market at prices that are relatively

high due to the quality of the product and its goal of protecting the environment.

This strategy note not only focuses on the different products but also on every person's role in achieving company goals. Customer satisfaction is very important to us since our products are made to meet their needs and demands. Once we apply the suggested strategy, our goals will be easier to reach, and the local market in California will be more aware of our product and its aim. It explains everyone's role and is relevant to the company's image. Local community satisfaction is a very important goal since the company is focusing on applying strategies that will meet their needs and demands regarding water and the environment. One of our responsibilities is to spread awareness about the rationalization of water consumption.

Also, during the implementation of the strategy, we must not stop studying the local market. Because it is natural for competitors to appear to us with the same product idea. Therefore, we also have to constantly study the prices and analyze the way the product is sold at points of sale. And to intensify the sale in overcrowded areas and to dilute it in areas whose residents cannot afford the cost of our product. We also have to study the audience's reactions to the price and the product as a whole.

Competitive Advantage

The Life Water Company has a new product specially manufactured to reduce damage to the environment. This product is called bioplastic bottles, and it is created by converting sugar found in plants into plastic. This sugar is derived from corn in the United States. Sugar cane, sugar beets, wheat, or potatoes are used in other countries. It is not derived from fossil fuels such as oil and gas. This makes bioplastics more renewable and environmentally friendly than traditional plastics. Bioplastic bottles are a very strong competitive advantage against our competitors. In California, which is the target market, the local community is already very intolerant as a result of water waste and environmental pollution. This would be a selling advantage for us, increase our market share, protect the environment, and satisfy the customer.(Pilkington, 2022)

Importance for using bioplastic bottles.

Using Bioplastic bottles will reduce the use of fossil fuel resources, have a smaller carbon footprint, and decompose faster. Bioplastic is also less toxic and does not contain bisphenol A (BPA), a hormone disrupter that is often found in traditional plastics. These can keep thousands of pounds of plastic trash from entering landfills and oceans. Also, they can help cut down on greenhouse gas emissions. bioplastics generate fewer emissions, and they use less energy in their manufacturing. less waste means bioplastic. Petroleum will run out eventually. Bioplastics decompose quickly. Sustainable business practices are becoming increasingly popular.

Bioplastic bottles are a very strong competitive advantage against our competitors. In California, which is the target market, the local community is already very intolerant as a result of water waste and environmental pollution. This would be a selling advantage for us, increase our market share, protect the environment, and satisfy the customer. Say Goodbye to Harmful Chemicals.

Comparison between bioplastic and plastic bottles.

Bioplastic	Plastic
1. Can be recycled or composted and sometimes turned into renewable energy.	1- They Can Be Recycled.
2. Less Plastic Pollution.	2- More Plastic Pollution.
3. generate fewer emissions during production.	3- Harmful chemicals including phthalates and brominated flame retardants.
4. Does not contain BPAs or other endocrine-disrupting toxins.	4- inexpensive to produce.
5. Make Better Use of Natural Resources.	5- Contain BPAs or other endocrine-disrupting toxins.
6. Enhanced Biodegradability.	6- Plastic takes tons of years to decompose
7. expensive to produce.	7- Heavy use of plastic increases the pollution in the environment.

Marketing Mix 4 Ps

The four Ps of marketing are a marketing concept that highlights the four most important aspects of every marketing strategy. Product, pricing, place, and promotion. (Kubicki et al., 2015)

1- Product

Bioplastic bottles are a unique product that is completely environmentally friendly. They also meet an unmet need and provide a novel experience. The target segment of the market is those who

really care about the environment and its protection, as well as those who care about eating and drinking healthy food and water (athletes). The bioplastic bottle is different from the rest of the products. It is expensive to manufacture, but it is environmentally friendly and does not harm the environment. As for the rest of the companies, they are looking for profit through the manufacture of ordinary plastic at a cheap price, and they do not care about the resulting environmental destruction.

2- Pricing

As for the price, companies sell ordinary plastic at very cheap prices, but in huge quantities in order to make a profit. According to the targeted segments that our company attracts. The price of a regular water bottle is 1 liter for 1.10 USD. For us, we will sell the same eco-friendly water bottle for 5 USD. Price is not sheep since Los Angeles, California considers one of the expensive countries to live in.

3- Place

We will sell the product in Los Angeles, California. We will distribute the product inside the supermarkets, the small market inside the gas stations, coffee shops, and sports clubs. In addition, we will contract with diet food companies to make them include it as part of their customers' food subscriptions.

4- Promotion

Of course, we must use the appropriate time to market our product, and there is no better time than the current summer. We will do social media marketing as part of a campaign for the product. We will contract with sports equipment stores and clubs to get free water bottles for bills over 100 USD and for subscriptions over one month. Certainly, we will use the product advantage that it is environmentally friendly, healthy, and non-polluting. (Kubicki et al., 2015)

Public Relationship

We will try to place ads in places where rich people live and people who care about their health and the environment. A public relations campaign is a planned series of activities meant to improve a brand's reputation. For PR professionals, adapting the company's strategy to integrate environmental initiatives is a must, even if it is outside our comfort zone.

To properly achieve green PR, we, as an environmentally conscious company, have to commit to real sustainability. Social PR is all about using social media content and tools to connect with potential customers. The use of social networks is one of the best tools that can be used in the 21st century. There is a huge number of applications and sites through which you can market your product in the way you prefer such as Facebook, Instagram, tick toke, twitter and so many more. One click and you will be shopping throw your phone and watch many products and services all over the world. This is why we are using the social media campaign because its easier for the customer to search watch and also get feedback from other users. It aims to drum up some press, put your company in the spotlight, and get people talking about you.

Before marketing our elite product line and tranquil water with bioplastic bottles, we are aware that it will be costly, so I have developed a PR campaign that will promote Life Water as a greener company.

Logo

I chose a logo that shows the globe, and it is polluted. The sea is blackened by the dumping of waste that cannot be destroyed, such as plastic. And how the use of bio-bottled water will restore the planet's freshness and vitality again because it does not pollute the environment.

Slogan

Slogan was chosen (**BECAUSE OUR ENVIRONMENT DESERVES BETTER**), because it really deserves better than the destruction and pollution we offer it.



Social Media Public Relations Campaign

- 1- Social media PR campaigns will cost us less than normal campaigns.
- 2- Look for sponsors such as diet food companies and companies that support the recycling system.

- 3- Choose one or two influential athletes to advertise by drinking from our bioplastic bottle.
- 4- Making a video for the production process of bioplastic bottles and displaying it on the company's website and social media.
- 5- Miss Leono can talk about the new changes at the company and how it has become a greener and more environmentally friendly company through the company's website and through its social media accounts as well.
- 6- Miss Leono tells the general public that her company is spending a lot of money to provide a product that is harmless and environmentally friendly. She should also express how upset and unacceptable she is with companies that still manufacture plastics, knowing the extent of the damage it causes to the environment.
- 7- She should also express her extreme delight to have engaged sustainable PR and how it will help spread awareness about the health benefits of naturally sourced waters on a national scale.
- 8- A PR campaign will speed up the process of integrating our mission of sustainability with our sales and marketing to take advantage of increased consumer demand for green products. This campaign allows us to not only promote the new Elite line but also respond indirectly to people's negative comments.

The use of the social media tools

Budget for the Social Media Public Relations Campaign

#	Marketing type	Price	Duration
1	Marketing on social media Instagram (2k Accounts)	-(10,000 – 15,000) USD	1 month
2	Marketing on social media Tick took (2k Accounts)	-(10,000 – 15,000) USD	1 month
3	Advertising by an athlete influencer male & female.	-(20,000 – 30,000) USD	3 ads
4	Dealing with distributors (supermarket, gas stations...etc)	-(15,000 – 20,000) USD	1 month
6	Dealing with diet care & food companies	(5,000-10,000) USD	1 month
Total Cost		-(55,000 -80,000) USD	1 month
1	Dealing with sponsors to promote for us	Golden +(30,000-35,000) USD Silver +(20,000-25,000) USD Bronze +(10,000-15,000) USD	1 month

KPIs

The Key Performance indicators are usually used to measure the efficacy and efficiency of performance. They are used by the company or business to define success and track progress toward achieving its strategic goals. (Parmenter, 2020)

During the Implementation and achievement of the marketing plan and PR campaign, we as a company must make sure everything is working in the right way. Employees must work to achieve company goals by applying the company's strategies. We should also follow up with them to make sure that they are applying company rules regarding saving water because, at the end, they represent the company. Also, we must make sure that Life Water's new marketing plan is clear and achievable. Employee's roles are understood and explained clearly to everybody. We, as a company seeking customer satisfaction to sell our new product, should monitor, evaluate, and measure the performance and the objectives.

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