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## COVER PAGE AND DECLARATION

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<b>Student's Full Name:</b>	MOHAMED FATHI ABD ELGHANI ABDALLA
<b>Student ID:</b>	EIU 2021053
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**E-SIGNATURE:** MOHAMED FATHI ABD ELGHANI ABDALLA  
\_\_\_\_\_  
**DATE:** 23-05-2023  
\_\_\_\_\_

**EIU Paris City Campus**

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: [paris@eiu.ac](mailto:paris@eiu.ac)

**EIU Corporate Strategy & Operations Headquarter**

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | Tel: +66(2)256923 & +66(2)2569908 | Mobile/WhatsApp: +33607591197 | Email: [info@eiu.ac](mailto:info@eiu.ac)

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**Introduction**

**Marketing management means the processes of various marketing activities and the people involved in these activities, such as managers, marketing management specialists, exhibition officials and advertising officials.**

**Marketing means the activities a company uses to promote a particular product or service.**

**Marketing includes advertising, selling, and delivering products to consumers. or other companies.**

**Marketing makes product/service fit customer. & sells itself ==> customer ready to buy**

**Kotler( 2006)**

**The marketing department gives the guidelines to the company or organization to achieve its mission and vision. The marketing department is also defined as the science and art of selecting marketing goals that enable the company to reach the largest possible segment of customers to sell the product or service.**

**Marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Cant (2009).**

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### **1. Marketing proposal**

#### **Executive summary**

After reviewing and researching the situation of the water market in Los Angeles, California, and what the state suffers from drought in many periods, and in order to make an impact on the water market, we have tended to fill Tranquil Water in bio-plastic bottles , which will make us friends of the environment and have a major societal role in light of the government's support for companies that We are heading to the green industrial environment, and we will focus on two types of our marketing strategies, which are the cost leadership and the differentiation strategy. We will also provide many types of products that are within reach of all segments of society at reasonable prices. We will also focus on marketing campaigns through advertisements and social media, and we will benefit from the amount specified for the project, which will contribute to the success of the project and the achievement of its objective. Points related to the project will be displayed according to what will be mentioned in the details below:

#### **Situational analysis**

Los Angeles is located in Southern California near the Pacific Ocean, with mountains reaching a height of 3000 m. As well as many deserts, it is considered one of the most densely populated areas in the United States, and it is the largest metropolitan area in the country after New York. Los Angeles also has a diversified and prominent economy, as it hosts companies in Wide groups of professional and cultural fields, and this is what makes it in the forefront. Los Angeles is the largest city in the state of California and is located on the western side of it. This city is called the capital of creativity in the world, and this is because most of its residents are artists, writers, filmmakers, and actors. It is also an area characterized by the

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**spread of world cultures among its people. Due to the dry nature of California, rain falls from November to April, so the reservoirs are filled to provide homes, businesses, and farms with water. It is also trying to support fish and wildlife. The state continues to track drought conditions and is committed to addressing emergency droughts while addressing long-term water challenges. And according to those circumstances and surrounding challenges. In terms of water, our marketing study needs to do a situational analysis. Therefore, this matter will be analyzed from two aspects.**

➤ **PESTEL**

➤ **SWOT**

**PESTEL It is an acronym that refers to political, economic, social, technological, environmental, legal factors, etc. Over the years, this concept has been expanded to include other factors such as demographics and cultures. Its aspects will be presented in the marketing study through the following: -**

**a. Political**

**The local government in California mainly supports the industry and the economy, and supports projects adopted by companies that want to be environmentally friendly, and this will serve Life Water through our new product, Life Water will have a great opportunity to use bioplastics in packaging.**

**b. Economic**

**Water bottling companies in the state of California depend on groundwater for bottling and selling water, and the government there imposes fees on these companies to exploit this natural resource. Despite this, companies there achieve profitability from bottling and distributing water. Through the restrictions imposed by the California government on water**

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**bottling companies from these restrictions and fees imposed on companies, it is possible to know the marketing share of each company and what are the available opportunities that can be used. And with the increase in restrictions and fees imposed on water bottling companies, in order to reduce the use of groundwater and make optimal use of the available ones, the cost will be affected in Life Water Therefore, bottling water must be considered a healthy option for the consumer instead of soft drinks, and this will encourage customers to use Tranquil Water with this bioplastic themed packaging.**

### **c. Social**

**Given that California is constantly exposed to drought, the social situation is very critical against water, beverage and soft drink companies in dry seasons, and this matter may have a negative impact in the case of Life Water the Tranquil Water offer, especially after the Life Water's plant manager, Zara Leono statement, which was met with great social rejection, which put the Life Water in a critical position But with the development in the American society and its preferences for any health product, there is a great opportunity for our company to enter the market with a healthy product such as Tranquil Water, as it will have a great impact on society.**

### **d. Technological,**

**Life Water spent 5\$ million on this project, which is environmentally friendly, so the technology factor will be important here, as it includes production techniques, information resources, logistics services, marketing, and e-commerce technologies. Life Water will be able to collect the required information and data about customers, suppliers, and competitors in the field of water bottling.**

### **e. Environmental**

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**Due to the dry nature of California, because of which the government faces great pressures, which will reflect on society and thus will affect the use of water resources. Therefore, the use of bioplastics will be environmentally friendly, and the use of these new packaging will help reduce carbon emissions, which will preserve the environment and climate surrounding the state.**

### **f. Legal**

**It is the external factors that affect the work of companies and the behavior and attitudes of customers and given that the California government seeks to preserve the environment and climate and reduce carbon emissions. This is done by reducing the harmful effects resulting from the use of plastic in industries. Therefore, Life Water company will have a major role in this matter and will be able to achieve Interest after using bioplastics in Tranquil Water.**

**PEST (Political, Economic, Social and Technological) framework is used to assess these four external factors in relation to business situations. LEYVA (2018)**

### **SWOT:**

**In this case, a SWOT analysis will be used to identify strengths, weaknesses, opportunities, and threats as per the following: -**

#### **a) Strength**

**The company's investment of 5\$ million in a project that serves the environment and helps preserve it from carbon emissions will add significant societal value to the company in Los Angeles / California**

**The company with this project will be one of the companies that bears the green environment logo.**

**The company's use of bioplastics without the use of normal/non-biological plastics will give it**



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**a great competitive advantage in the market and help it achieve profitability and raise the company's growth rate.**

**The company has a large base of existing customers, and the presence of this base will help to introduce customers to the new product.**

**The company has distribution channels, which are (home delivery - direct distribution – Key account - Horeca - retail - wholesale) and this will help the company to deliver the product and sell it to a large segment of customers.**

### **b) Weaknesses**

**Life Water's plant manager, Zara Leono statements, which have greatly affected society's view of Life Water.**

**This is a new technology that Life Water has not used before, and the costs of the project are large, and this calls for great concern from the company's owners and employees about the success of the project.**

**The societal view of water and refreshment companies within California, which shows that water resources are not being utilized in a better way, which may cause a weakness for Life Water.**

**The company needs a strong research and development team, as well as a marketing team that contributes effectively to introducing customers and convincing them of the product, and this is not an easy task, especially since this project is new in the company.**

### **c) Opportunities**

**The continuous drought that the region is exposed to will have a major role in increasing people's purchase of bottled water, which will contribute to raising the company's sales.**

**The government advocates for projects that preserve the environment and that seek green**

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**supply that will serve the company, as it will receive support and assistance and facilitate procedures from the government.**

**The culture of American society today, which seeks to focus on everything that is healthy, will help in raising sales of bottled water compared to soft drinks.**

### **d) Threats**

**The American society's view of the water and beverage bottling companies that they consume large amounts of water in a country that has a problem, which is drought.**

**The government may charge large fees to bottlers of water and soft drinks, causing the cost of Tranquil Water.**

**The price of raw materials for bioplastics could go up, which could drive up the cost of Tranquil Water.**

**Competitors may appear for the company in the same field, and thus this matter will affect the profitability of the company and its customer segment.**

**The analysis of Strengths and Weaknesses, and Opportunities and Threats is probably the most common and widely- recognized tool for conducting a strategic marketing audit. Piercy (1989).**

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### **Marketing Strategy**

According to the analyzes and studies conducted on the California community, and based on determining the method that will be used in order to achieve the company's goals, two types of strategies will be worked on in order to achieve the goals:

- ✓ **Cost leadership**

Many items will be offered and will be accessible to all age groups in society at different prices commensurate with all groups and classes in society, and this will contribute to achieving profitability for the company. There will also be a focus on producing cartons and shrink boxes of each type that is produced, so that the two types are within reach of the customer's needs. Among the items that will be offered are:

- I. Carton 48\*200 ML**
- II. Carton 24\*200 ML**
- III. Shrink 20\*200 ML**
- IV. Carton 40\*330 ML**
- V. Carton 24\*330 ML**
- VI. Shrink 12\*330 ML**
- VII. Carton 24\*600 ML**
- VIII. Shrink 12\*600 ML**
- IX. Carton 12\*1.5 ltr**
- X. Shrink 6\*1.5 ltr**
- XI. Carton 12 ltr**
- XII. Carton 4\*5 ltr**

With the diversity of these products using bioplastics, the company will be able to reach the

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**largest possible segment of customers.**

### **✓ Differentiation**

**The company will apply differentiation by providing calm water products in which the percentage of sodium is lower than regular products. This type of water has a large segment of customers. It also offers water products with different flavors such as lemon or apple. The company also has a strong fleet that will help her in delivering orders to customers, and the company is distinguished as the number 1 in home channel delivery. All of this will help implement the company's differentiation strategy.**

**Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. Morgan (2019)**

### **Marketing Objectives**

- I. To be among the top 10 green companies in California within the next 5 years**
- II. Increasing the percentage of the company's clients by up to 10% within two years**
- III. Increasing the company's profitability by 20% within two years**
- IV. Participate in societal change and support the use of bioplastics in industries.**
- V. Changing the societal perception of the company after what happened because of the statements from Life Water's plant manager, Zara Leono**

### **Market-STP**

**Life Water will use the STP (Segmentation & Target and Position) to achieve the goals from the marketing proposal as per the following: -**

- Segmentation**

**The company has distribution channels, which are (home delivery - direct distribution – Key account - Horeca - retail - wholesale) and this will help the company to deliver the product**

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**and sell it to a large segment of customers.**

- **Target**

**Before displaying the Tranquil Water product in the market, Life Water must define the goal that it seeks to reach, as the company aims to reach the following:**

**Reaching all age groups in the California community**

**Reach out to women and men.**

**Focusing on people who encourage eating healthy products and who prefer drinking water over drinking sparkling drinks.**

**Reaching the segment of athletes, as this category will be a great field for introducing and advertising the product.**

- **Position**

**Life Water will be based in California by adopting the idea of using bioplastics in water bottling, which will contribute to preserving the environment and reducing carbon emissions, in addition to that Life Water company will make this the first step that will help it reach the rest of the states. STP is a common strategic model in marketing segmentation groups to customers into similar groups according to their wants and needs. In targeting, marketers define one or two groups for their marketing tactics. Positioning explains the competitive strength of a company's product target segments. Jun (2011)**

### **Marketing Mix**

**A set of marketing activities aimed at providing the right product in the right place at the right time at the right price and promoting it through effective means. The marketing mix is known as the 4P and consists of product, price, Place, and promotion.**

**Life Water marketing mix will be as follows.**

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### **❖ Product**

**Our product is to fill Tranquil Water in bio-plastic containers of various sizes that provide access to a vital product for customers.**

### **❖ Place**

**Tranquil Water will be available through our sales channels. It can be ordered from stores and markets within Los Angeles / California. It can also be ordered through the Life Water application, and we will deliver it on time.**

### **❖ Promoting**

**Tranquil Water promoting will reach customers through several means, including (Facebook - Twitter - Instagram) as well as through the company's application and text messages that are sent to customers and the company's website and through advertisements on television and billboards that are present in the streets and all These means that are used will contribute greatly to success.**

### **❖ Price**

**Since this product is new and the goal of Life Water company is to reach the largest segment of customers, but with the advantage of the product, which is that it is packed in bio-plastic bottles , the prices will be suitable for everyone, as the price will be set for each item based on (product cost + 10% net profit) in the first year According to the market situation and the prices of raw materials used in manufacturing, prices will be re-evaluated again at certain time periods.**

### **Logo**

**The logo represents Life Water and is through a visual image that can be easily understood and recognizable. The logo includes a drawing and text. This logo was created by discussion**

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between the company's management and experts in marketing, and this is the company's logo.



Logos frequently include textual and/or visual design elements that are descriptive of the type of product/service that brands market. Luffarelli (2019)

### **Slogan**

A slogan is a slogan or phrase that is used in a political, commercial, or religious context, and so on. It is used in a memorable way with the aim of convincing the public or customers of a certain idea or goal. In Life Water, we relied on the logo on two colors, which are.

The blue color indicates purity and serenity, and this means the quality of the Tranquil Water product.

The green color, which indicates the green environment, and this means that the Tranquil Water product is environmentally friendly, as it is made of bioplastic that preserves the environment.

Slogans are a key element of a brand's identity and contribute to a brand's equity. In today's marketplace, almost all brands employ slogans. Kohli (2007)

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### **Schedule and budget**

A schedule will be prepared for the project plan, in which what has been achieved and the budget will be determined. The cost of each item in the project, the cost of each level of the work details table, and the total cost of the project, which is \$5 million, will be determined. Since the project is new and very critical, the full amount will be used. In the project, and in the event of a request to spend additional funds on the project, the management will be reviewed regarding obtaining approval for additions or presenting new solutions that are suitable for the project.

### **Advertising Period**

The advertising period for our product will start from the beginning of January 2024 until March 31, 2024, through the previously mentioned means, which will help in the success of the marketing campaign for the product, and this will be the first stage of advertising Tranquil Water, after which the advertising campaign will intensify in the third quarter of 2024.

### **Distribution channels**

Distribution channels represent a series of businesses or agents through which the final consumer buys the product or service. Our company has many distribution channels that contribute to the product reaching many customers. These are the company's channels through which the product will be distributed:

- Home delivery
- Direct distribution
- Key account
- Horeca



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- **Key retail**
- **Wholesale**

**Each of these channels will have an effective role in reaching customers, which will contribute to raising the company's profitability.**

### **Evaluation and control**

**The aim of this campaign is to direct customers towards ordering Tranquil Water as healthy, as well as because it is packed in containers made of bioplastic, which preserves the environment and reduces carbon emissions, and thus the product and the company are environmentally friendly. The campaign also aims to make customers focus on bottled water more than Sparkling drinks. This campaign will be in stages, starting with the first stage, and based on the first stage, the results that have been achieved in this stage will be measured, and then moving towards the second stage, then the third, and so on.**

**In this campaign, there will be guidelines that the participants must abide by. Among these guidelines that must be considered when working is the following:**

**The necessity of obtaining customer opinions on the product**

**The age group of customers most interacting with the advertising campaign**

**The sales volume before the ad campaign and the volume after the ad**

**Study and follow the way competitors operate so that we can make the right decision.**

**Follow-up the product life cycle and follow-up every stage in which the product is now.**

**The order rates for each customer and the order period**

**All these lines will help in the evaluation and control process, which will contribute to the success of the project.**

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- 2. a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono's comments.**

**Knowledge is power. We all recognize this saying, but few understand the empowering role.**

**Amedie (2015)**

**A social media campaign is a marketing effort aimed at promoting a business and achieving its goals using social media platforms. Before starting a marketing campaign, we must have all the necessary tools to track metrics. There are many free social media applications that track shares, comments, tweets, and likes, which show how customers interact with the product or service. Social media is a science and an art, where you need to test and know what is effective and beneficial to you, and it is an integrated approach to marketing, where through social media, posts and interactions can be made via the Internet, and through it, positive and negative feelings towards your company and its brand can be evaluated.**

**Life Water can build PR marketing campaign according to the following:**

**Making contracts with celebrities on social media, where they will have a major role in introducing the product, especially with followers of all celebrities. Questions for customers to predict that one of the two teams will win in a certain football match and give gifts to customers whose expectations were correct. All this will increase the follow-up rate on social media platforms. Also, Life Water must have a public relations department consisting of a trained, strong, and capable team. To deal with crises via the Internet and respond immediately to customer requirements and their conversation in everything related to the product. It is also necessary to have a strong customer service team that is available around the clock 24/7 and is ready to respond to customer complaints and inquiries, meet their needs and record their suggestions about the product provided to them as well as the service**

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provided to them through the company's delivery team. Also, the objectives of the marketing campaign must be defined, as we must know what the goal of this campaign is, and based on the answer to this question, we will move towards the other steps that we take in the campaign. There are several ways that the company should rely on in its media campaign, namely:

### **A. Blogs**

**Blogging is a very important part of the marketing strategy of companies, as there are currently many websites on the web, and blogging represents a large percentage of them, and therefore the blogging process will help Life Water in its marketing campaign, as it will reach a large segment of customers.**

**Micro blogging is a form of blogging that limits. Saravana Kumar (2012)**

**the size of each post**

### **B. CEO and social media**

**Customers usually tend to follow the CEOs of companies to know their statements about companies, products and services, or any developments that may occur in the company, and this is a great opportunity as the CEO of Life Water can have a significant impact on spreading Tranquil Water through his interaction on social media platforms.**

### **C. Interact with the community.**

**Life Water must have an effective role in society by adopting the idea and message of protecting the environment on various social media platforms, as well as attending and participating in conferences that support and discuss environmental protection and reducing carbon emissions, as well as attending religious and charitable events and participating in free quantities in these events each This will enhance the social role of Life Water , and thus a**

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**large segment of society will pay attention to the Tranquil Water.**

### **D. Distinguish the interaction between social media channels.**

**When launching an advertising campaign on social media, the company must have knowledge and awareness that each communication channel has a specific way of dealing, as a review of all channels must be done before starting the marketing campaign, as, for example, marketing campaigns on Twitter differ from marketing campaigns on Facebook or LinkedIn, where our company can exploit these platforms to achieve the goals of its marketing campaign.**

**Conclusion**

- 1) Any project must have a successful marketing plan that shows the state of the market and evaluates the internal and external conditions.**
- 2) Meeting customer requirements and improving relationships and social participation play a major role in the success of companies and the marketing of their products or services.**
- 3) The company's logo must carry unforgettable meanings in the memory of customers, as this helps in the success of companies when the product is associated with a specific message or image.**
- 4) Any company must benefit from the experiences of competitors so that it can achieve development and progress. It should not stop at a certain stage.**

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