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## COVER PAGE AND DECLARATION

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**I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.**

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## **Introduction:**

This research was commissioned by Life Water, a bottling water company based out of Los Angeles, California. The Life Water marketing team chosen me to create a marketing plan incorporating the benefits of bioplastics and the Tranquil Water logo. In addition, Life Water wants to include a public relations plan that will promote the company's greener plans and management.

## **Main Body:**

**1-** The contents & structure of marketing plan for Life Water company include following:

### **A) The executive Summary:**

The new product (Tranquil Water) is distinguished by its packaging made of bioplastic, which is the point that will be focused on in the marketing campaigns for the product, where the benefits of bioplastic on the environment and sustainability will be introduced, and our company (Life Water) will be presented as one of the green companies whose goals include a clean environment and a better future.

The product will be marketed initially in the state of California, and the goal will be to reach a market share rate of (40%), provided that it includes all of the United States after the third year, noting that the marketing plan that will be implemented will include advertising campaigns through social networking sites this is due to its low cost and to deliver the product to the largest possible segment of customers, in addition to improving the company's image after the statements of the factory manager.

The strategy of direct selling to business owners will be used to increase the speed of product dissemination, and the target profit margin will be (30%) on one unit, with (10%) of the profits deducted to cover promotional campaigns to cover the estimated budget for it.

## **B) Situational analysis and target market:**

### **1- PESTEL analysis** It includes the following items:

#### Politics:

The state of California is considered one of the states of America (United States of America) and is subject to local and federal laws, and the local government is characterized by being flexible, encouraging investment, and providing a good area of freedom.

As for the freedom of trade, the state of California grants complete freedom and does not restrict the work of trade, but on the contrary encourages it.

- [https://web.archive.org/web/20230104220530/https://www.transparency.org/news/feature/corruption\\_perceptions\\_index\\_2016](https://web.archive.org/web/20230104220530/https://www.transparency.org/news/feature/corruption_perceptions_index_2016)
- <https://web.archive.org/web/20221231033518/https://www.transparency.org/en/cpi>

#### Economics:

California's economy is the largest economy of the United States and between the seventh and tenth in the world. As of 2010, the gross domestic product (GDP) has reached about \$1.9 trillion, which is 13.06% of the GDP in the United States.

While the state of California is subject to the interest rate that is determined by the US Central Bank, as it was increased in the recent period, so that the interest rate is now in the range of 4.75 to 5%, which is its highest level since 2006.

As for the tax burden, in 2006 the level of the tax burden in the state was \$10.66 for every \$ 100 of individual income, California became the sixth highest tax burden in the states The state is subject to several types of taxes, some of which we list as follows:

1. California income taxes California imposes a progressive income tax, which means that rates are lower for low-income earners, and higher rates for higher-income earners.
2. California sales tax California has one of the highest sales tax rates nationwide. California's base sales tax is 7.25%, the highest in the country.
3. In addition to what has been mentioned, there are other types of tax such as tax (alcohol, cigarettes, property, real estate, and others)

- <https://web.archive.org/web/20190512141456/https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html>
- [https://web.archive.org/web/20171108100441/http://www.lao.ca.gov:80/2004/cal\\_facts/2004\\_calfacts\\_econ.htm](https://web.archive.org/web/20171108100441/http://www.lao.ca.gov:80/2004/cal_facts/2004_calfacts_econ.htm)
- <https://web.archive.org/web/20170703040354/https://www.bea.gov/bea/regional/gsp/>
- [https://web.archive.org/web/20190520005150/https://lao.ca.gov/2006/cal\\_facts/2006\\_calfacts\\_econ.htm](https://web.archive.org/web/20190520005150/https://lao.ca.gov/2006/cal_facts/2006_calfacts_econ.htm)

#### Social:

California is one of the most populous states and the third largest in terms of area, as well as the eighth most populous city in the United States. California is characterized by the diversity of climate, geography, and population. The United States Census Bureau officially estimates the population of California to be 36,756,666 as of July 1, 2008.

- <https://web.archive.org/web/20160228203731/http://quickfacts.census.gov:80/qfd/states/06000.html>

The gross domestic product of California is \$ 2.7 trillion Its GDP ranks fifth in the world, and California also boasts a variety of industries that contribute to its strong economy.

Important industries statewide include commerce, agriculture, and tourism. While in Los Angeles, industries include entertainment, such as film, television and music production, and the San Francisco Bay Area is famous for hosting tech giants such as Apple, Google, and Facebook, not to mention the thousands of small businesses and startup.

Higher education in California is top notch advantage of the in-state tuition in the California State University system which is the largest public university system in the country.

#### Technological:

The United States has been a leader in scientific research and technological innovation since the late nineteenth century, as 353 Americans obtained degrees from various fields, Silicon Valley is the southern region of the San Francisco Bay Area in California, USA. This region has become famous due to the presence of many developers and producers of an integrated circuit, and currently it includes all the high-tech businesses in the region, as the name of the region has become synonymous with the term high-tech.

➤ <https://web.archive.org/web/20181118211914/https://www.bbc.co.uk/news/magazine-11500373>

The United States of America has a huge research and development system, but it is dispersed and complex. Research and development expenditures in the United States of America are raised to about (42%) of the total expenditures of the Organization for Economic Co-operation and Development (OECD).

#### Environmental:

In much of California the climate is subtropical, temperatures vary slightly between winter and summer, the average temperature ranges from about 9°C (48°F) in December to 15°C (59°F) in August.

The environment in California is one of the richest and most diverse regions in the world and is home to several endangered ecological groups.

A 2017 report by the American Society of Civil Engineers gave infrastructure levels in the United States a D+ rating of less than poor.

Legal:

In the United States, antitrust law is a group of mostly federal laws regulating the conduct and organization of business firms, generally intended to promote competition and prevent monopolies. The primary antitrust laws are the Sherman Act of 1890, the Clayton Act of 1914 and the Federal Trade Commission Act of 1914.

➤ <https://ssrn.com/abstract=2908838>

Consumer protection is a set of laws and regulations designed to guarantee consumer rights and ensure fair trade, competition, and accurate market information.

At in most states, there is a Directorate of Consumer Affairs Consumer It works to regulate some industries and protect consumers who use its services.

**2- SOWT analysis** It includes the following items:

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"><li>- complete freedom and not restrict the work of trade, but on the contrary encourages it.</li><li>- The GDP and per capita income are very good</li><li>- California is one of the most populous states.</li></ul>	<ul style="list-style-type: none"><li>- High interest rates.</li><li>- High tax burden.</li><li>- Low level of infrastructure</li><li>- High prices compared to the same product with regular plastic packages.</li><li>- California is currently experiencing a drought</li></ul>



<ul style="list-style-type: none"> <li>- The existence of antitrust law and consumer protection law.</li> <li>- Hot weather and the urgent need for water.</li> </ul>	
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Increasing people's interest in preserving the environment and recycling.</li> <li>- Strong economy.</li> <li>- Possible new markets.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Possibility of entry of new competitors considering the economic freedom.</li> <li>- Increasing tax burdens.</li> <li>- New regulation.</li> </ul>

### C) Marketing objectives:

Marketing objectives are divided into two main parts, the first is related to the company's goals in the short and long term, while the second part is related to a specific product and the set of objectives is defined as objectives.

Company objectives:

- 1- Increasing the company's profitability.
- 2- Improving the company's reputation in the market after the statements issued by the factory manager.
- 3- Contribute to achieving a sustainable environment and preserving natural resources.
- 4- Recovering the capital used in the new product within three years.

Product objectives:

- 1- Targeting new markets and increasing the target segment (40% of the market share) in 3 years.

- 2- Increasing marketing campaigns for the product and educating people about the benefits of using organic packaging and its impact on the environment.

**D) Marketing strategies:**

There are several ways to build marketing strategies (ANSOFF, Porters, BCG Matrix) However, we will study and analyze what is appropriate for the target product as follows:

- 1- Porters “competitive Advantage”:

We will focus on Differentiation & Focus strategy and that is by focusing on the characteristics of the product packaging, which depends on sustainability, recycling and preserving the environment.

- 2- BCG “Growth Market Share Matrix”:

The use of new bottle made of bioplastic is one of the emerging and promising markets that will witness significant growth in the coming years, but our market share is considered low, so if we now fall into a stage (Question Market) It requires us to provide high liquidity and increase advertising campaigns to move to the (star) stage and increase investment in the new product.

**E) STP:**

Market segmentation:

<b>Demographic variables</b>	<b>Geographic variables</b>
<u>Age:</u> between (15–50) year-old	<u>Region:</u> California in the first year, USA after the first year.
<u>Gender:</u> Both male and female	<u>City size:</u> 39 M
<u>Income:</u> Middle and High	<u>Country size:</u> 332
<u>Education:</u> Middle and High	<u>Climate:</u> Ranges from desert to semi-desert.

<b>Psychographic variables</b>	<b>Behaviouristic variables</b>
<p><u>Personality attributes</u>: that it is one of the most diverse countries in the world in terms of race and culture.</p> <p><u>Motives</u>: Preserving the environment and living in a sustainable way for future generations</p> <p><u>Lifestyle</u>: civilized and in line with global developments</p>	<p><u>User</u>: community.</p> <p><u>Benefit</u>: Contributing to sustainability</p> <p><u>Brand Loyalty</u>: Weak as the brand is new in the market</p> <p><u>Price Sensitivity</u>: The price is high compared to normal packages.</p>

**Market Targeting:**

The target market is the whole community, ages ranging between 15-50 years, and those with middle and high incomes. Their percentage of the target community is estimated at 60%.

**Market Positioning:**

Targeting markets in educated societies interested in sustainability.

**F) Marketing mix:**

Marketing is a group of activities carried out by a company to promote the purchase or sale of a product or service. The term marketing mix is a basic model for companies and is represented by four main elements: product, price, promotion, and place. For each of these elements to be able to achieve its objectives, it must proceed in the light of the strategies and objectives set by the institution.

**1- Product**

The product is the element that meets the needs or desires of the consumer, and it is also the first variable in the marketing mix If you want to start a

business, the first thing you will need is the product, which includes the brand, product diversity and quality, the attractiveness of its design and presentation, its features and packaging style, and finally after-sales services. All these elements play a prominent role in building trust and sincerity among your customers, which is the goal of the entire marketing process and one of the most important elements of the marketing mix of the product include:

### **Brand**

A trademark is a word, symbol or group of elements that determine the source of a particular product and distinguish it from other products and competing products, where the company or entity that wants to acquire a trademark must follow a legal procedure, and the trademark gives its owner exclusive rights to use it for certain products, and the following are the most important elements of the brand of our product:

**Introduction:** Our product (Tranquil Water) is a necessary need to serve the future of our children and preserve the environment, as the use of these containers made of biodegradable plastic are renewable resources such as trees, plants, herbs and a number of organic materials that are quickly biodegradable such as animal fats and tissues, which contributes to In reducing the amount of waste, where food residues can be collected with biodegradable plastic and convert this mixture into compost at once without sorting in addition to being easy to recycle, due to the degradability of its materials and avoids the dangers of using traditional plastic and its effects on health and the environment.

**Name:** Tranquil Water

**Product:** Bottle made of bioplastic

**logo:** Reverence \ page (22-29)

**Slogan:** For better Life

## **Packaging**

The world of packaging is flexible and has a lot of creativity, and in our new product we will use a sustainable packaging strategy, which is an approach aimed at reducing the negative environmental and social impacts of this process. This can include material life cycle assessment, packaging material options, as well as the availability of waste recycling and treatment infrastructure by doubling the value of packaging reuse as reuse can significantly reduce packaging cost, ease of commodity turnover, and help reduce environmental pollution.

## **After-sales services**

After-sales support, sometimes called after-sales service, is any service provided after the customer purchases the product and is considered the secret behind the success of products or systems. After-sales support may be provided by a retailer, manufacturer, customer service, or third-party service provider.

Our company will support the after-sales of the new product through package reassembly services and encourage people to collect and return it to the company through promotional offers and discounts on it.

## **2- Price**

The selling price of the product reflects what consumers are willing to pay for goods or services in the marketing mix, first and before we determine the goal of pricing, we must determine the product's share of the fixed costs and the cost of the variable product to reach the total cost of the product by the accounting department concerned with that.

The company's new product is considered one of the products that target a specific category and one of the new products in the market for those who use the pricing policy (market skimming pricing) to exploit the scarcity of the product in the market and the lack of competitors by adding a large profit margin to the product:

Product's share of fixed costs	Variable cost	Profit Margin	Selling Price
\$ 2	\$1.5	30%	\$ 4.55

### 3- Promote

Promotion in marketing is defined as a set of activities aimed at delivering the company's marketing message to the target customers by informing customers of the advantages and offers of products and services, with the aim of creating awareness about the company and its products, as it is not only interested in increasing the volume of sales, It is also a tool for establishing long-term relationships with stakeholders, and below are some of the types of methods we will use to promote our product:

- Advertising

Advertising is known as a form of marketing promotion where advertising helps the company to spread awareness of its services and products so that it reaches many target customers by publishing them through traditional media such as newspapers, radio, and television or through online advertising.

- Personal Selling

Promotion through personal selling is defined as promotional activity in which a company sends its agents such as a sales representative directly to customers to make offers of the company's products and services.

- Sales Promotion

Sales promotion is a form of marketing promotion through which marketing tools are used to communicate with customers and increase sales by setting discounts on sales prices or offering vouchers to customers, which stimulates increased sales, and this type of promotion is usually used for a limited time

with the aim of expanding customer demand for products that leads to enhancing the availability of products in the market.

- Online Promotion

Online promotion is defined as a type of marketing promotion through which companies market products and launch advertising campaigns through various websites and social media platforms.

#### **4- Place**

This marketing mix element is mainly related to the physical distribution and channel of distribution and is very important, as marketing objectives can only be achieved after the products reach the hands of the consumers.

Venue decisions include:

- Studying the geographical concentration of customers: The target area at the present time is the state of California, and we are working on a medium-term plan for distribution to all the United States.
- Studying the distribution channels and channel members: Distributors will be chosen to reach the largest number of sales stores and then to customers, as the product is considered a daily need.
- Choosing the appropriate distribution channel: The distribution channel will be Push strategy (through production - wholesale - retail - consumer).
- Analysis of the various relevant factors affecting channel decisions: Through analysis, it was found that we will target retail stores in all regions of the state of California, and we will also try to target hotels,

large companies, and sports clubs, and provide them directly with the product.

**G) Schedules and budgets:**

The product is new, so the costs will focus on intensive advertising campaigns and promotional offers, which are supposed to reduce with the spread of the product, noting that the cost of the advertising campaign will be low, as social media will be used, and in the table below we will show the allocated budget:

product cost	cost of the advertising campaign	cost of promotions	profit margin on the product	The annual percentage deducted
\$ 3.5	\$1 million	\$1 million	%30	%10

We will deduct 10% of the profits from the sale of the product to cover the costs of advertising campaigns and marketing offers, and accordingly we will recover the cost within a period.

profit/unit	The target number of units sold	The percentage of deduction from one unit	gross profit margin
\$ 1.05	\$20 million	%10	\$2.1 million



This means that when approximately 20 million units are sold, all costs of advertising and marketing campaigns will be recovered, and this number will be the company's primary goal during the first and second year.

#### **H) Implementation:**

As previously stated, we will use sales channels to retail stores or companies, hotels, and sports clubs (BTB), noting that the implementation of the marketing plan will go through several stages, which we summarize as follows:

The first phase: for the period in the first and second years, it will focus on advertising campaigns, introducing the product and its benefits, and building a customer base.

The second phase: It will be in the third year, which will focus on expanding the geographical area within the state of California, targeting other segments such as schools and hospitals, and achieving the highest profit margin.

The third stage: It will be after the third year, and after confirming the spread of the product and increasing the demand for it, by expanding the geographical area to include all the United States of America.

#### **I) Control:**

An audit and review will be conducted on all items related to the marketing plan:

**Sales:** By checking the monthly sales value.

**Advertising:** This is done by following up advertising campaigns, customer comments, and the extent of his satisfaction with the product.

**Competitors:** By following up on the activity of competing companies with the same product, their selling prices, advertising campaigns, and the target area.

The marketing plan will be evaluated monthly, and the required changes will be made according to the data provided to us.

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

Social media campaigns depend on a deep understanding of the target audience segments and to increase brand awareness and achieve the greatest return by selling products on electronic stores or what is known as increasing sales through the implementation of this strategy on various social networking sites. And extensive search to identify competing brands and their performance on social networking sites, which enables us to develop an integrated strategy to deliver your marketing messages accurately and effectively through professional advertising and marketing campaigns on all social sites related to your business such as Facebook, Instagram, Twitter and LinkedIn.

The advantages of campaigns on the means can be summarized as follows:

- The budget for creating campaigns is appropriate and their cost is not high.
- Be able to reach your client accurately according to his/her interests, place of residence, gender, and age group.
- It allows you to track an active campaign throughout the day, stop and restart it, and analyze and edit results.

The following are the steps to create a PR campaign for our product on social media:

1- Determine the goal of the advertising campaign:

The first step of preparing to launch an integrated advertising campaign is to develop a marketing plan that is generally consistent with the general plan of the project, so it is important to set a set of goals that serve the product because just launching an advertising campaign on social media randomly does not benefit the product and does not achieve the best result, and the goals must be smart,

- Specific
- Measurable
- Achievable
- Related
- Time-bound

Our most important goal of this campaign is to clarify the statements made by the Director of the Life water factory, Zara Leono, and a statement that the use of the new product will have a significant impact on the environment and sustainability, which will serve the current society and provide a better future for future generations, which is in line with the company's green policy, which encourages this, while the second goal is to increase sales to reach 40% of the market in the first three years.

2- The choice of the idea

We will start by developing basic ideas for the advertising campaign and choose the best among them and design a roadmap for the campaign, in our new product we will deliver the idea in a direct way Through scientific information showing the benefits of using bioplastic, we will simulate the minds of customers with the benefits of this on the environment and sustainability and show the harms of imitation plastic.

### 3- Choose the right platform

Each product or service has platforms that suit it more than other social media platforms, and in our campaign we will choose the Facebook platform, as our campaign will depend on photographs and written content, so it is better to use Facebook, and we will also go to YouTube through videos explaining the benefits of using the product, in addition to using the Twitter platform and sending a short and direct message , As the use of diversity in platforms and advertising methods will increase the percentage of potential customers on each platform.

### 4- Accurately identify the target group and potential customer

The target group must be properly defined, as this ensures the success of your ad by 50%, and the content of the advertisement must be simple and concise that suits the interests of the target group and attracts the attention of your customers.

### 5- Design selection

To ensure the success of a social media advertising campaign, the design must be distinctive and attractive, through simplicity in design and the selection of appropriate colors ... Etc.

### 6- Campaign budgeting

One of the advantages that make e-marketing better than traditional marketing is the ability to easily determine the budget and price of social campaigns according to the full budget of the project.




### 7- Monitoring and measurement

From the first moment of launching the advertising campaign on social media, we will follow up on performance indicators, analyze the results and compare them with the objectives of the campaign to ensure that the advertising campaign is moving towards the right path.

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L + W = W | W +  =  |  = Healthy and sustainable shape



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