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COVER PAGE AND DECLARATION

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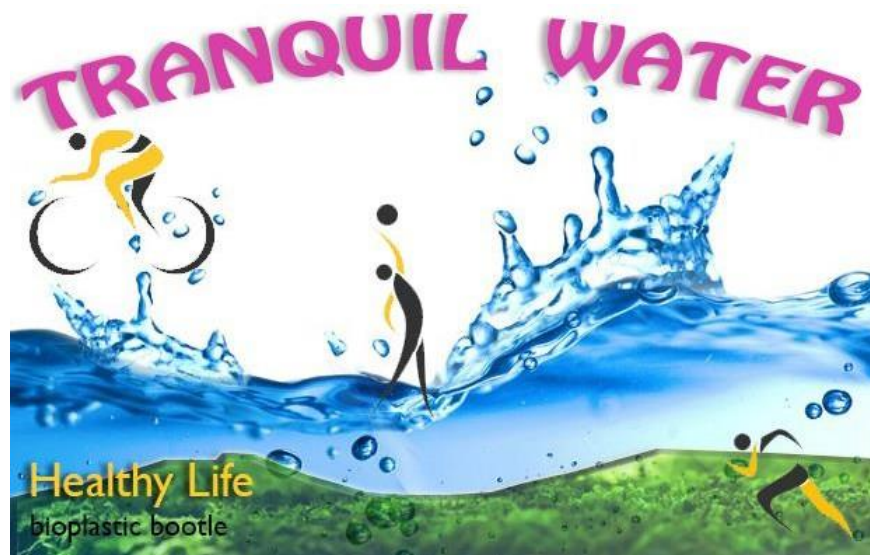
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MARKETING PLAN OF LIFEWATER COMPANY (Tranquil Water)



CONTENT

	Description	NO,
1	Introduction	4
2	1-Executive summary	5
3	2- Pestel Analysis - Politics..... - Economic..... - Social..... - Technology..... - Environment..... - Legal	6
4	3-SWOT Analysis - Strength..... - Weakness..... - Opportunity..... - Threats.....	14
5	4- Segmentation, Targeting and Positioning (STP) - Segmentation..... - Targeting..... - Positioning.....	15
6	5-Marketing objective	18
7	6-Marketing Strategy:	19
8	7-Marketing mix - Life water Product Strategy..... - Life Water Pricing / Pricing Strategy..... - Life water Place & Distribution Strategy..... - Life water Promotion & Advertising Strategy.....	20
9	8- Schedule and Budget - Budget - Implementation Schedule.....	27

MARKETING PLAN OF LIFEWATER COMPANY

10	9 –Controls	29
11	10-Conclution	30
12	11- References	32

Introduction

Unquestionably, supplying people with drinkable water is a big worry in many different places of the planet. In Los Angeles, California, The Life Water Company began manufacturing its biodegradable plastic bottled water with the goal of meeting this demand. The next lines provide a thorough explanation of California and the company's PR strategy, as well as research on aspects like population density and the pace at which people use bottled water, all in support of the company's new manufacturing line.

1- Executive summary

The following plan was created when the corporation decided to establish a new manufacturing line for the life water company in California. It was created after a careful analysis of the political, economic, environmental, legal, social, and technological issues that the state currently faces. Despite these difficulties, we have been able to grow both our business and our output, particularly in the summer months of July and August when we can capitalize on the large population of the state. The plan's desired results evolved based on research, and a new approach was presented that included offering a large assortment of water bottle sizes and designs. Assess the current state of your business and the target market. To get our name out there, we have organized our sponsorship of athletic events throughout the state and set our advertising budget for the next term.

2- Pestle analysis

2-1-Politics

- **Red tape:**

The California Federal Reserve Bank is an example of a well-functioning, law-abiding community.

Corrupt Practices:

The California Commission on Ethics has jurisdiction over all state and municipal government workers, including active and retired. When it comes to transparency and financial soundness, the government of California is the finest of all states.

Safeguarding Freedom of the Press:

Each year, Reporters without Borders uses its own evaluation of each nation's press freedom records from the previous year to create an annual country rating. According to the Press Transparency Index for 2020, the United States of America is placed 45th in the world.

- **Government Form:**

The state government is referred to as "government" in the California Constitution. The legislative branch is composed of the Assembly and Senate, the judicial branch is made up of the California Supreme Court and lower courts, and the executive branch is made up of the governor and other state authorities.

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2-2- Economics

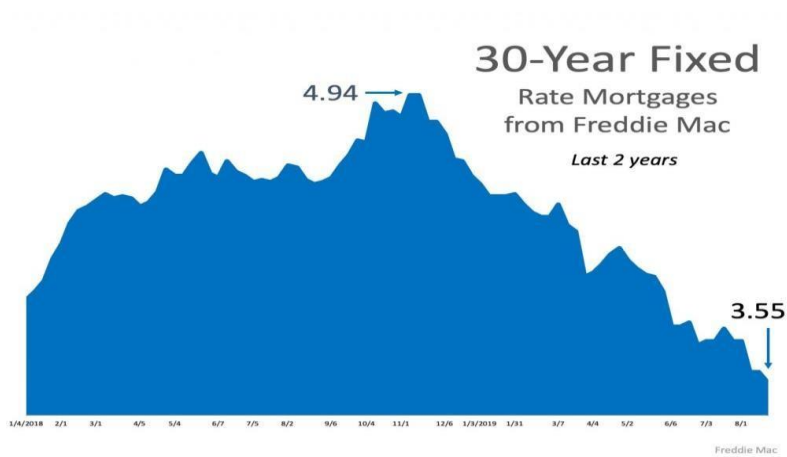
Rates of interest:

California's Mortgage Interest Rates

Financing Fees for a Loan

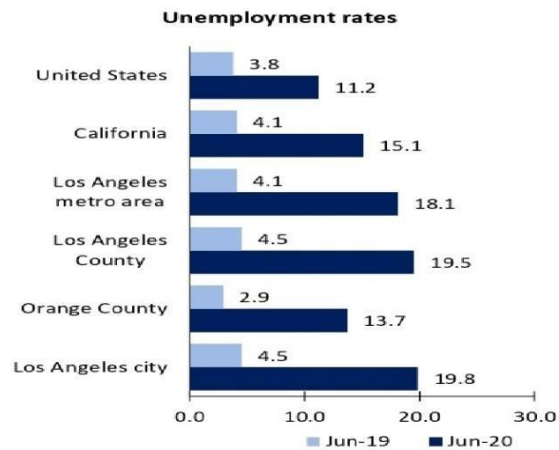
Rate Fixed for 30 Years, 3.17 Percent

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UNEMPLOYMENT RATE:

Unemployment rates for the nation and selected areas



California's unemployment rate rose in comparison to the same period previous year because of the Corona pandemic's spread.

MARKETING PLAN OF LIFEWATER COMPANY

- **Employment in primary industries and on nonfarm payrolls:**

California

California

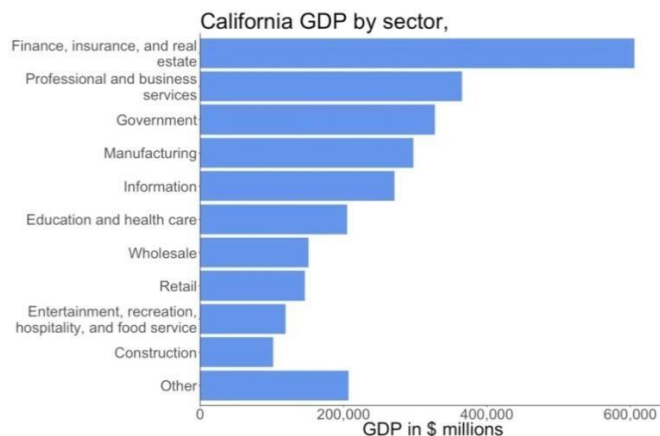
Data Series	Back Data	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020
Labor Force Data							
Civilian Labor Force ⁽¹⁾		19,516.0	19,168.0	18,582.7	18,506.8	18,971.2	(P) 18,804.0
Employment ⁽¹⁾		18,756.7	18,115.8	15,539.4	15,463.7	16,140.2	(P) 16,293.9
Unemployment ⁽¹⁾		759.3	1,052.2	3,043.3	3,043.1	2,830.9	(P) 2,510.1
Unemployment Rate ⁽²⁾		3.9	5.5	16.4	16.4	14.9	(P) 13.3
Nonfarm Wage and Salary Employment							
Total Nonfarm ⁽³⁾		17,604.5	17,394.0	14,979.0	15,113.2	15,655.7	(P) 15,796.1
12-month % change		1.5	0.2	-13.8	-13.1	-10.1	(P) -9.4
Mining and Logging ⁽³⁾		22.7	22.7	21.7	22.8	22.2	(P) 21.9
12-month % change		0.4	0.9	-4.0	0.9	-1.3	(P) -3.1
Construction ⁽³⁾		896.9	878.5	746.9	822.1	847.9	(P) 833.1
12-month % change		2.8	0.3	-15.1	-6.9	-4.3	(P) -6.3
Manufacturing ⁽³⁾		1,315.7	1,303.7	1,181.9	1,194.5	1,216.7	(P) 1,220.4
12-month % change		-0.9	-1.8	-10.9	-9.9	-8.0	(P) -7.4
Trade, Transportation, and Utilities ⁽³⁾		3,063.9	3,055.0	2,659.4	2,682.8	2,786.0	(P) 2,826.9
12-month % change		0.5	0.2	-12.7	-12.0	-8.6	(P) -7.4
Information ⁽³⁾		588.2	586.3	509.5	504.1	513.8	(P) 514.4
12-month % change		4.6	5.0	-8.1	-9.2	-7.9	(P) -8.1
Financial Activities ⁽³⁾		851.7	852.9	826.8	826.9	831.8	(P) 835.9
12-month % change		1.7	1.9	-1.3	-1.3	-0.9	(P) -0.7
Professional & Business Services ⁽³⁾		2,743.2	2,718.9	2,483.6	2,504.5	2,540.7	(P) 2,557.4
12-month % change		1.3	0.4	-8.5	-7.8	-6.7	(P) -6.2
Education & Health Services ⁽³⁾		2,853.8	2,828.5	2,525.9	2,569.8	2,643.5	(P) 2,673.2
12-month % change		2.9	1.8	-9.4	-8.0	-5.6	(P) -5.0
Leisure & Hospitality ⁽²⁾		2,055.3	1,960.4	1,072.9	1,130.6	1,406.2	(P) 1,412.1
12-month % change		1.5	-3.3	-47.1	-44.3	-30.7	(P) -30.5
Other Services ⁽³⁾		581.3	553.6	408.6	413.5	440.7	(P) 458.6
12-month % change		1.4	-3.6	-28.8	-28.1	-23.3	(P) -20.7
Government ⁽³⁾		2,631.8	2,633.5	2,541.8	2,441.6	2,406.2	(P) 2,442.2
12-month % change		1.4	1.4	-2.3	-6.1	-7.6	(P) -6.2

- **Annual salaries for chosen occupations:**

In the Golden State, the median salary is little over \$120,000. The typical salary varies from \$28,200 to \$498,000. In actuality, the salary cap is higher.

Economic growth-GDP-FDI:

Lydec predicted that California's GDP would contract by 2%, but Los Angeles County's economy would grow by a meagre 1.8%, less than the 1.9% national average.



2-3-Social

• Geography and people

First, the state of California is located in the American Pacific Northwest. With 39.5 million people residing in 163,696 square miles, it has the densest population of any country in the world.

Two, although having a smaller overall size than any other state in the union, California has more people per square mile than any other country or territory in the globe.

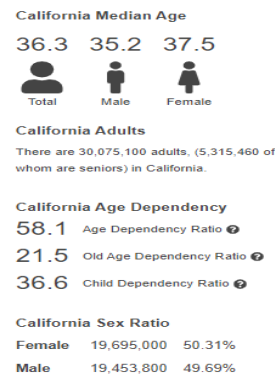
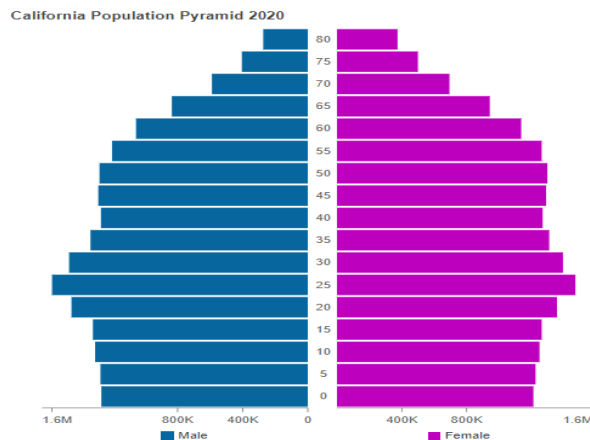
After Alaska and Texas, California, also referred to as the "Golden State," is the third-largest state in the US. The easternmost state in the union is Nevada.

Largest cities or towns in California Source: [139]				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	 San Jose
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,093	
6	Sacramento	Sacramento	508,529	 San Francisco
7	Long Beach	Los Angeles	467,354	
8	Oakland	Alameda	429,082	
9	Bakersfield	Kern	383,579	
10	Anaheim	Orange	352,005	

• Regions:

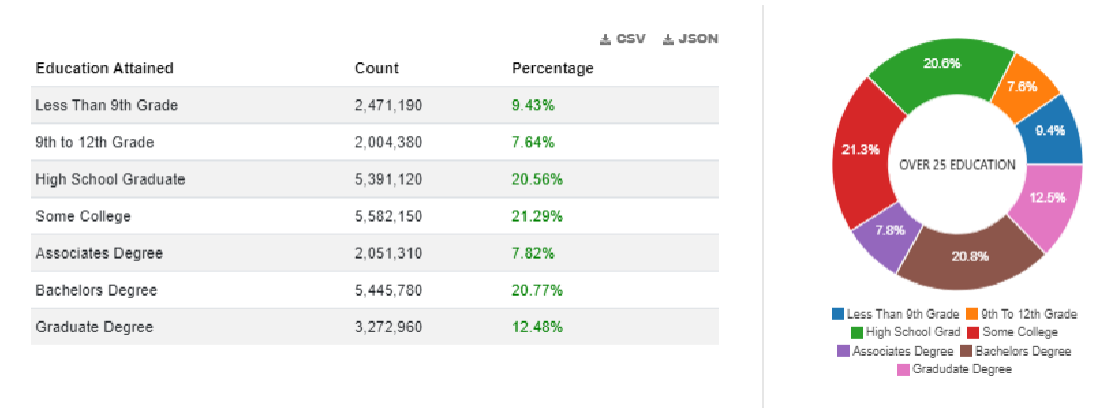
Additional resources are as follows: Lists of California Places and California Regions

• Age distribution



• Educational infrastructure

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2-4-Technological

- Degree of automation:**

Is a technique that achieves its objective with minimal assistance from a human operator? In the state of California, the usage of automated control and other control systems is expanding for the purpose of directing and stabilizing ships, aircraft, and other vehicles as well as for operating industrial equipment and processes like boilers and heat treatment furnaces.

- **R AND D activity:**

According to CBRE's sixth annual Scoring Tech Talent Report, which ranks 50 markets in the US and Canada based on their capacity to draw in and develop technical talent, California topped the list of Tech Talent Momentum Markets in the US, a measure of the rate at which its tech talent pool is growing. Over the last two years, California has seen a 12.3% growth in the number of skilled IT workers compared to the previous biennium (2014–2015). Orange County performed 10.6 percentage points better than the previous year, placing it in fourth place overall.

2-5-Legal

Competition law:

California has passed antitrust laws to safeguard consumers by stopping unfair commercial practices and guaranteeing a level playing field for all companies. Businesses are prohibited by California's antitrust laws from participating in a wide range of unethical practices, such as monopolization, price fixing, bid rigging, and market allocation.

Legal Issues for Consumers

California prioritizes the enforcement of its consumer protection legislation. One of the largest plaintiff attorney groups in the country is the Los Angeles Consumer Attorney Association (CAALA), previously the Los Angeles Trial Lawyers Association (LATLA).

2-6-Environmental

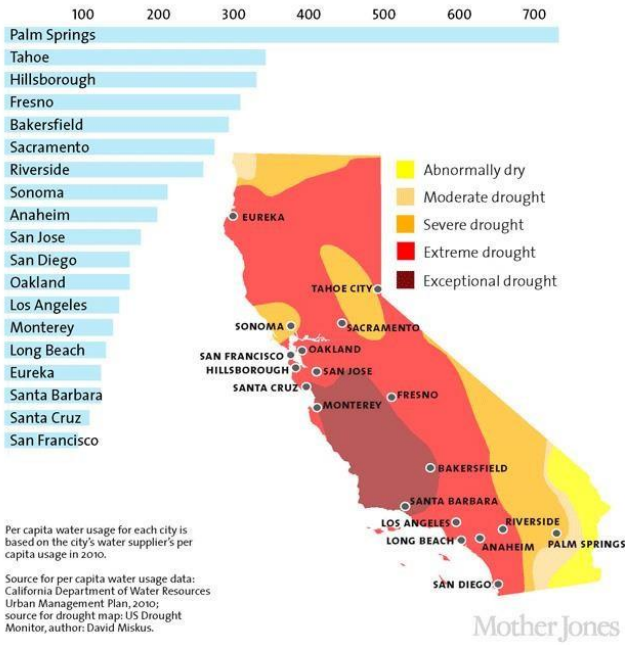
- **Weather and climate:**
- California experiences hot, dry summers with a Mediterranean climate, and moderate, wet winters. Los Angeles receives less rain annually than many other cities with a similar climate, yet sharing the dry summer and winter tendencies of other Mediterranean regions.
- The summer dry season, which runs from May to October, is characterized by clear skies, high temperatures, and little difference in good weather day to day. In California, the months of May, June, July, August, September, and October were all dry.
- With an average high temperature of 29 degrees Celsius (84 degrees Fahrenheit), August has the highest temperature. December is known for its cool 19 degrees Celsius (67 degrees Fahrenheit) average.

MARKETING PLAN OF LIFEWATER COMPANY

- **Water resource in California**

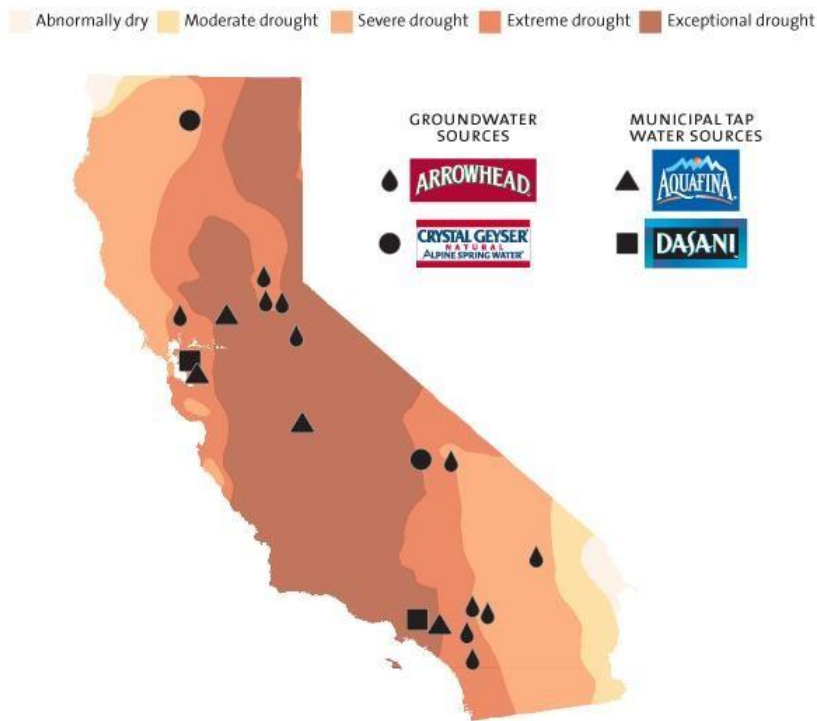
How Much Water Are California Cities Using?

Gallons of water used per person per day, not including water used for agriculture



Drinking California Dry

These brands use water straight from drought-ridden California



Note: Drought map is from April, 2015. Arrowhead source locations are approximations based on the counties listed in Arrowhead literature.

Sources: US Drought Monitor; Aquafina/PepsiCo; Dasani/Coca-Cola; Arrowhead/Nestle Waters; Crystal Geyser. Logos courtesy of Brands of the World; icons courtesy of MapBox.

Mother Jones

- **Geography:**

In terms of geographic features, California is among the most exceptional. The state's three most prominent landscapes are its mountainous interior (the Sierra Nevada), its middle agricultural region (the middle Valley), and its parched southern part (the Mojave Desert). It may contain the oldest (Coast Redwood and Bristlecone Pine) and biggest (Giant Sequoia) trees as well as the tallest (Coast Redwood). It includes Death Valley, the lowest point in the lower 48 states, and Mount Whitney, the highest. Though the region is sometimes classified independently from Northern California, Buell Heights, the Crenshaw area, which includes the Baldwin Hills, and the San Pedro area are all seen as belonging to Southern California.

3- Swat analysis

Taking into account both internal and external aspects, SWOT analysis is a systematic and all-encompassing strategy identification technique for water resource systems.

3-1- Strength:

- The bottle dimensions that the company offers (200, 500, 1000, and 2000 mm). Bottled water comes in a number of variations, each with a distinctive look.
- The best mineral water money can buy. - Water without salt. Revitalizing water with minerals. The bottles are disposable and made of bioplastic, a more environmentally friendly type of plastic.
- A reasonably priced and efficient legal system;
- Highly skilled labor resources;

3-2 -Weakness:

- Time and effort are investments in growth.
- It is now possible to buy water bottles featuring graphic images.
- As we consider our options, we take our time.

3-3-Opportunities:

- - In addition to handing out promotional materials at the Excellence in California Cultural and Tourism Site, LIFE WATER might increase sales by collaborating with nearby lodging facilities, eateries, sports teams, and other companies.
- - The majority of the year in California is hot and dry, with average highs of 40 degrees Celsius in July and August. This makes it simpler for residents and tourists to consume the mineral water that the company produces.
- - The state of California's expanding population is one of the main factors contributing to the success of water enterprises in terms of consumption. By the end of 2019, there will most likely be 39.51 million people on the planet.

3-4 – Threats :

-Local Competition: The challenge to local competitiveness stems from the fact that local competition is now a barrier to economic growth. Notable companies in the state's local market include Arrowhead, Athens, Crystal Geyser, Dasni, Dr. Pepper, Nigra, Aquafina, and DS Water.

Statements to the media: Specifically, the company's director Zara Leno created a great deal of trouble for the firm when she shared the company's position on water use on social media.

Low Capital Requirement: New rivals are drawn to the bottled water industry because of its low startup costs and great expansion potential.

- **High brand switching** Sales of bottled water are not brand-specific since the majority of buyers do not give a damn where the water comes from. People will drink any bottled water, regardless of cost or quality, if they are truly thirsty enough.

4- Segmentation, Targeting and Positioning (STP)

Segmentation, targeting, and positioning, or STP, are three of the most significant contemporary marketing techniques. It's a typical advertising strategy.

The STP model is useful for creating marketing communications strategies because it helps priorities offers, create, and distribute tailored and pertinent messages to engage targeted consumers.

4-1-Segmentation:

Demographic segmentation:

MARKETING PLAN OF LIFEW

Estimated Daily Fluid Needs from Beverages		1 cup = 8 fluid oz
Age (years)	Male	Female
1-3	32 fluid oz (4 cups)	32 fluid oz (4 cups)
4-8	48 fluid oz (6 cups)	48 fluid oz (6 cups)
9-13	64 fluid oz (8 cups)	56 fluid oz (7 cups)
14-18	88 fluid oz (11 cups)	64 fluid oz (8 cups)
19-50	104 fluid oz (13 cups)	72 fluid oz (9 cups)
51 and over	104 fluid oz (13 cups)	72 fluid oz (9 cups)
Pregnancy (14-50 years)	-----	80 fluid oz (10 cups)
Lactation (14-50 years)	-----	104 fluid oz (13 cups)
*Adapted from 2004 National Academy of Sciences Dietary Reference Intakes for total water.		
**These numbers are estimates based on DRI for total water (80% fluid from beverages and 20% moisture from food) derived from generally healthy individuals who are adequately hydrated. Individual fluid needs are based on a number of different factors including body weight, age, gender, level of activity, overall health, climate/elevation, etc.		

Following an analysis of the California market, it divides customers into groups according to age, gender, and family income.

Using this tactic, a brand will target a certain market niche as opposed to the entire market at once.

Businesses frequently segment the market into subgroups based on one or more similar features in order to more effectively allocate resources. They could know more about who to target and how to particularly construct advertisements to appeal to that group.

4-2-Targeting:

The process of choosing the most desirable qualities is called targeting. Evaluating each component's financial viability is your ultimate objective.

Marketing efforts should primarily target those aged 19 and above, as they consume an average of 13 cups of water per day, according to the data presented above.

Find out the volume of your product in milliliters, deciliters, liters, and liters.

Place the object in the following classes:

Mineral water comes in a variety of varieties, including carbonated and salt-free varieties.

4-3- Positioning:

Depending on how customers feel about the many aspects covered in the first two stages, Life Water may be implemented differently than competitors.

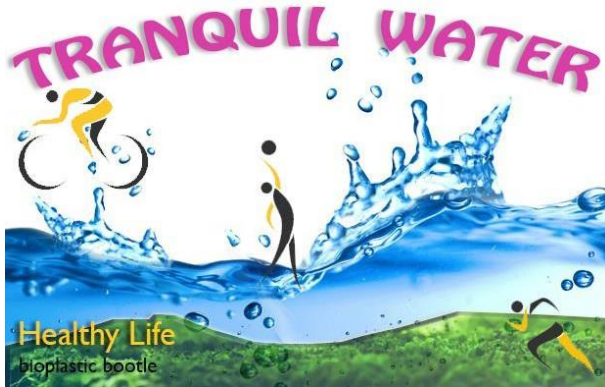
Where we want to establish a lucrative business niche. Concerning marketing,

MARKETING PLAN OF LIFEWATER COMPANY

Our company promise

(healthily life)

Logo



5- Marketing objective:

Mission statement: Life Water depends on informing and helping residents understand the advantages of water use, which may be achieved by using well water and taking use of the state's climate conditions. We also need to persuade our employees of the health benefits of drinking mineral water.

1. Take up 20% of the market in the first year, and then 25% in the next two.
2. We intend to expand our target market by thirty percent, initially focusing on the Golden State.
3. Renting homes in California, namely in Los Angeles, San Francisco, Sacramento, and San Jose.
4. One way to build your brand's online presence is to begin discussing the health benefits of water on different media platforms.
- 5- Interacting with local business associations (as a representative of the group leading water replenishment projects). Creating relationships with powerful individuals in your community might support the expansion of your company.
6. Promoting the idea that, for big dispensers, refilling water dispensers is more environmentally friendly than buying individual water bottles.
- 7 engraining in the minds of consumers and the broader public the notion that water is beneficial to human health.
- 8- Priorities include a range of sizes and forms, and the company's research department is energized with allocated funds.
- 9- Strong quarterly sales increase has still being seen.
10. Ensure that you own the Life Water trademark so that it can become well-known..

6-Marketing Strategy:

The task of determining the ideal client for each product and creating a strategy to effectively reach them falls to LIFE WATER's marketing staff. The marketing mix includes information on the product's attributes, price, location, and promotional activities of the business. While these four elements are designed to meet the needs of the intended audience, they also need to consider the marketing goals of the company.

* The foundational ideas that guide corporate strategy are as follows. Sustaining balance between the company's several product lines and geographic events is crucial to LIFE WATER's ongoing growth via ingenuity, creativity, and invention.

LIFE WATER is dedicated to the following values, while honoring the legal requirements, cultural norms, and religious convictions of every nation in which we conduct business:

The company's main goal is to create long-term value for LIFE WATER's consumers, business partners, workers, and shareholders.

To put it briefly, the LIFE WATER approach consists of four parts: People, Things, Progress in Science, and Communication:

Differentiated Marketing Strategy

By segmenting the aforementioned markets into six age groups and providing the product in a range of sizes and types to appeal to each of the target markets, the table below exemplifies Porter's notion of differentiated marketing.

7-Marketing mix :

By evaluating the brand or company in terms of the 4Ps (product, price, placement, and promotion), Life Water's marketing mix distills the company's marketing strategy. From the beginning, the company has employed marketing techniques to support brand growth, including customer experience, product/service innovation, marketing investment, and so on.

A popular framework for figuring out which marketing tactics are best for promoting business expansion is the 4Ps of the Marketing Mix. Describe the attributes, cost, advertising approach, and means of distribution of Life Water.

Now let us examine the Life Water advertising strategy and methodology.

7-1- Product Strategy for Life Water: The following is Life Water's product and media-focused marketing strategy.

Essential component:

The purest water is offered by Life Water's filtered water in bioplastic bottles, which use Hydro 7 filtration technology. The idea that customers may purchase clean water in an assortment of containers is the focal point of the company's marketing approach. Numerous water kinds, such as carbonated, sodium-free, and mineral, are available from Life Water. There are many different sizes and styles for water bottles. There is a range of 500 milliliter's to 2000 liters of water used in homes per day. The principal rival of Life Water is Aquafina. -Athena-Arrowhead-Dasani

b- Anticipated Outcomes:

We have introduced the following additional tastes to our assortment of sparkling wines:

Orange Lime Lemon Grapes Mangos a pineapple Black Walnut Dragon Vegetable

7-2- Pricing / Pricing Strategy for Life's Water:

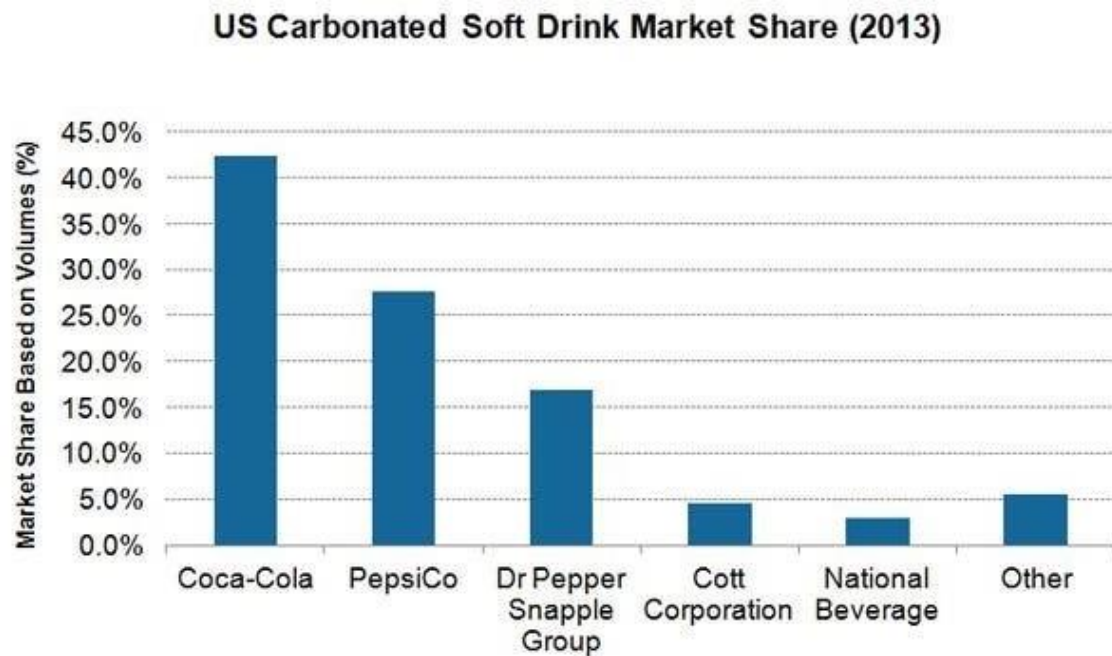
Price points used in Life Water's marketing campaign are as follows:

Because there are no appreciable differences in the products, cost becomes the deciding factor in the bottled water industry. Life Water is quite particular about pricing. Water could appear to be a resource that is free, but bottled water is an exception, and the cost of it is a significant source of revenue. Life Water employs price competition as a crucial part of its marketing mix because of its better product quality and environmentally friendly packaging. Prices for Life Water fluctuate based on demand in the consumer market

MARKETING PLAN OF LIFEWATER COMPANY

of each nation. The majority of the product's target market consists of middle-class customers and those in their twenties to fifties due to their increased concern for their health.

Water Type	Product	Average Size / Retail Price	Water Price Per Gallon	Annual Water Cost	15 Year Total Cost
Kangen™ Water		\$3980.00	\$.002	\$417.79	\$6,266.90
Dasani		24 / 16.9 fl oz \$5.99	\$1.89	\$1,379.70	\$20,695.50
Aquafina		24 / 16.9 fl oz \$4.99	\$1.59	\$1,160.70	\$17,410.50
Fiji		6 / 16.9 fl oz \$6.99	\$8.82	\$6,438.60	\$96,579.00
Evian		6 / 16.9 fl oz \$5.99	\$7.49	\$5,467.70	\$82,015.50
Arrowhead Home Delivery		20 gallons \$29.96	\$1.49	\$1,087.70	\$16,315.50
Sparkletts Home Delivery		20 gallons \$27.99	\$1.39	\$1,014.70	\$15,220.50



Market Realist

Source: Beverage Digest

7-3-Life water Place & Distribution Strategy:

The following is the method for distributing water that is necessary for life:

Life Water is an essential product that is available in bottled form at most large merchants, pharmacies, and mom-and-pop stores nationwide. To sell its products, the company will sign agreements with wholesalers in every Californian city. They have an abundance of brokers at their disposal. Consumers place the highest value on ease of access. If the store sells bottled water, then distribution is essential to the business's profitability. Because consumers are more likely to purchase a bottle of water along with their meal, Life Water has also cleverly decided to have the product available at a number of fast food chains and restaurants.

A-location

The headquarters and four retail locations of Life Water Company are situated approximately 150 kilometers outside of California. This allows the company to easily distribute its products to areas with the highest water use. The company's locations are in Los Angeles, San Francisco, San Jose, and San Diego.

MARKETING PLAN OF LIFEWATER COMPANY

B-image:

- Since green, white, and blue evoke feelings of purity and a connection to nature in consumers, they are excellent fundamental colors for the product.
- Thanks to the well-placed banners and posters, customers will be able to learn more about the business. Everything will be kept on easily accessible shelves, with cooling offered as needed.

7- 4-Life water Promotion & Advertising Strategy:

Life Water will use both digital and analogue media to market its goods. They use celebrity endorsements to their advantage by running advertisements in newspapers and on television. A reliable product offers safe drinking water devoid of dangerous microorganisms. Life Water occasionally offers innovative promotional products like deals and vouchers. Furthermore, the company will advertise itself through regular promotions and contests.

A- Website

In order to assist the company's #lifewater marketing, start the awareness campaign, and move the target audience further down the sales funnel, <http://www.LIFEWATER.com.us> was created starting in 2020. The website will function as the main online gathering place for the #lifewater movement.

B-SOCIAL MEDIA STRATEGY:

SOCIAL MEDIA CALENDAR 2020				
Social MediaTool	1 ST Quarter	2 ND Quarter	3 rd . Quarter	4 th Quarter
	The following parts go into depth on the benefits of drinking clean water: • Daily download of quotes or advice; • Benefits of drinking clean water; • Daily download of quotes or advice on the benefits of consuming clean water using #lifewater; • Blog sharing.	You may download sayings or guidance on a daily basis, and drinking pure water is good for your health. For a daily download of motivational water consumption quotes and useful advice, use the hashtag #lifewater. Leaving Blog Comments	advantages of consuming pure water advantages of ingesting clean water; advantages of using #lifewater; advantages of drinking clean water Advantages of Blogging	Spread the word about the benefits of drinking clean water for your health by downloading a new proverb or saying every day with the hashtag #lifewater.

MARKETING PLAN OF LIFEWATER COMPANY

		A fresh website and social media presence on Facebook.	Both a new website and a new Facebook page have been released.	A fresh website and social media presence on Facebook.
	- Use the hashtag #lifewater for: - Quotations or recommendations about water features and environmentally acceptable bioplastic bottles	The product is celebrities using the public; sports and sportsmen supporting them.	- Different-sized life water - Life water that is good to the environment.	Fit for competitive swimmers
	An Eco-Friendly Company: Water for Life	Additionally, the plan holder's own remarks are presented.	Sports men who depend on	In California, Life Water organizes a state-wide

MARKETING PLAN OF LIFEWATER COMPANY

		• How drinking water can help you remain healthy for the rest of your life	water to surviv e .	beach ball competitio n.
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C-Advertising:

1-Billboard Advertising:

Along major routes, billboards using the hashtag #lifewater will be present. The strategic placement of the billboard on the property increases the likelihood that the intended audience will recognize and understand the brand..



2-Lifewater will publish a feature in California's most read daily, the Los Angeles Times, to raise customer awareness of the brand. A half-page color banner promoting the #lifewater campaign and directing readers to the company website will be included. The print advertisement will appear every week in July and August.

3-Ads on Public Transport We are going to use city buses to advertise transportation by hanging a banner. This strategy aims to spread awareness and reach the target audience throughout the whole state of California. You have a year to inform us of any changes to your mode of transportation.



8- Schedule and Budget:

8- 1- Budget:

For the next year, we will be spending \$ 920,000 on media, with over \$400,000 allocated to digital media (about 40% of total spending).

8-2 -Implementation Schedule:

The following table details the schedule, activities, responsible parties, and budget for the project's execution.

Activities	Implementation		Responsible	Budget	Control
	Start	End	Person		Measure s
Awareness					
Billboard Ad	1-jun-20	1-Dec-20	c/o Steel Art Billboard	120000	
Local News Ad Prints	1-jun-	1-Des-	c/o los Angelo's times	150000	

MARKETING PLAN OF LIFEWATER COMPANY

	20	20			
Transit Advertising				50000	
Sponsoring beach ball competitions in the beaches of California	1-jul-20	1-Dec-20	c/o advertising department	200000	
Social Media Campaign					
Life water's website www.lifewater.com.us	1-mar-20	1-Dec-20	c/o Mktg. Dept.	10000	no. of visits
Leaflets and Flyers	1-Jan-20	31-des-20	c/o Mktg. Dept.	15000	
Liking					
intensive social media campaign	jun-20	Dec-20	c/o We Protect website	25000	
YouTube testimonials from plan holders	Apr-20	Dec -20	c/o Mktg./IT Dept.	15000	no. of YouTube hits
"Best selfie photo with life water" using #life water. campaign	Feb-20	Dec -20	c/o Mktg. Dept.	30000	no. of likes

MARKETING PLAN OF LIFEWATER COMPANY

Mall Exhibit (one week)	15-Jun-20	15-sep-20	c/o SM	5000	no. of applicants/ referrals
Conviction					

28

MARKETING PLAN OF LIFEWATER COMPANY

Personal selling (Rewards/Incentives)	1-Jan-20	31-Dec-20	Marketing depart.	100000	no. of customers
Purchase					
Personal selling (Rewards/Incentives)	1-Jan-15	1-Dec-15	distributions	50000	no. of customers
Increasing Positive Post Purchase Behavior				50000	
After sales service			Customer service department	100000	no. of feedbacks
			Total	<u>920000.0</u> <u>0 USD</u>	

9- CONTROLS

By regularly comparing actual performance to set marketing and financial targets, Life Water's marketing initiatives may be optimized.

To monitor the organization's progress and ascertain its current position with respect to the objectives established at every stage of marketing activity, a monthly assessment need to be carried out. The firm should utilize the information supplied by its control measures to identify the appropriate course of action to follow in order to achieve its goals and make adjustments to its plans and objectives. Assume for the purposes of this discussion that the marketing dashboard aggregates the findings. To demonstrate the importance of these adjustments, they used

measures such as website traffic, YouTube subscribers, video views, Facebook likes, and Twitter followers.

10- Conclusion:

Two of the most important factors in the company's decision to extend its distribution network are the state of California's tropical climate and growing population density. The third-most populated state in the union is California. Investing in research into novel approaches to acquire water is one way the corporation is trying to improve its operations. The company's innovative distribution strategy and its effective implementation.

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