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COVER PAGE AND DECLARATION

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MGT540: Marketing Management

Module Assignment: Marketing & Brand Management Proposal

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Introduction

Because of the humanity's ceaseless inclination to make things simpler and more available, water packaging turned into an extremely effective business these days. In its beginnings, packaged waters were sold as a sort of clinical treatment in drug stores and centers. Later on, it opened up all over the place; in food, shops, eateries, etc. Life water is a multimillion-dollar water packaging organization which demonstrated its achievement in this retail, however faces a few troubles concerning its being blamed for utilizing a lot of water during California's flow dry season. What's more, the organization is confronting a crucial time after Ms. Leono's assertion on her own webbased media page which excited blended responses. A decent promoting plan is capable not exclusively to safeguard Life Water's notoriety, yet in addition to save achievement and benefit. An efficient stamping plan ought to continuously start with a situational examination of the market, the country, the purchaser and surprisingly the item.

Situational Analysis

1. Industry analysis

Filtered water industry has seen an impressive development in the recent past due to a variety of reasons. Above all else, the buyers' wellbeing familiarity with the infections brought about by contaminated water have risen incredibly. Increased awareness about waterborne diseases, such as malaria, typhoid, diarrhea, food poisoning, and others have led to increased demand for bottled water. In addition, increase in concern regarding various health-related issues, such as gastrointestinal diseases, neurological disorders, and reproductive problems surge the need for clean and hygienic bottled water. This may propel the growth of the bottled water market during the forecast period. Moreover, factors such as rise in urban population, increase in disposable income, improvement in standard of living, and emergence of eco-friendly materials for bottles are

crucial factors responsible for the growth of the bottled water market (Trend and Global Report 2031). Also, the propensity towards a specific way of life prompted increased interest for filtered water in view of its versatile advantageous nature. Moreover, individuals these days are more worried about remaining fit and sound and nothing can serve this reason an excess. The global bottled water market was valued at \$301.7 billion in 2021, and is projected to reach \$515.3 billion by 2031, growing at a CAGR of 5.5% from 2022 to 2031. market investigation shows an expanding interest for a wide range of filtered water particularly Still Water. Nonetheless, there is a worldwide propensity to save normal assets furthermore, to utilize reused holders. Hence, I do urge the organization's choice to make a greener organization and to utilize bioplastic holders in its world class product offering.

2. Environmental analysis

the PESTEL analysis is used to dissect and screen the large-scale natural factors that may significantly affect the association's exhibition. PESTEL is an abbreviation that represents Political, Economic, Social, Technological, Environmental and Legal components.

a. Political

California is a liberal state that supports the Democratic party. It became the target destination of major economic countries to invest especially that the government made many facilitations for investments.

b. Economic

California has the fifth biggest economy on the planet with a GDP of \$3.1 trillion (2019). The GDP development is 2.6% (2019) Unemployment rate is 3.9 (2020). California appreciates a prosperous economy with supports for work and venture.

c. Social

Los Angeles is the biggest city in California with a population of 4,015,940 (50.44% females and 49.56% Males.) The development rate is 0.32%. Los Angeles is a staggeringly different city, home to individuals from more than 140 nations who communicate in 224 dialects that have been distinguished. Los Angeles is ethnically different. What's more, the white possesses 55.17% of the four-year college educations rate. The normal procuring is \$34,681.

d. Technological

The Valley of Silicon in California added to the development of the space mechanically. The region is currently home to a significant number of the world's biggest cutting-edge corporations.

e. Environmental

California has been experiencing dry spell for a very long time. California is driving in its endeavors to diminish warming discharges. The state is wanting to decrease environment contamination 40% by 2030 Los Angeles has an extremely exceptional geographic area for water venture

f. Legal

Packaged waters are controlled by FDA to ensure that they meet the wellbeing measures. Packaged Waters are subject not exclusively to the FDA necessities, yet additionally to the prerequisites of

the Federal Food, Drug and Cosmetic Act and the Federal also, State guideline. "Under present status law to shield purchasers from bogus natural publicizing, plastic sacks and jugs can't be marked as compostable except if they fulfill explicit guidelines and are stringently disallowed from being marked as biodegradable."

3. SWOT analysis

SWOT analysis is an essential arranging procedure used to help an individual or association recognize qualities, shortcomings, openings, and dangers identified with business rivalry or venture arranging. SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. A SWOT analysis is a framework that assists organizations assess and comprehend the internal and external factors that may create opportunities or risks for an organization.

Strengths	Weaknesses
<input type="checkbox"/> High budget	<input type="checkbox"/> Basic Public connections
<input type="checkbox"/> Using bio plastic jugs <input type="checkbox"/> Greener organization <input type="checkbox"/> Geographical area	<input type="checkbox"/> Accusation of devouring a ton of water
Opportunities	Threats
<input type="checkbox"/> Expanding the wellbeing attention to water significance <input type="checkbox"/> Restrictions on sweet savors drinks some open establishments.	<input type="checkbox"/> Ecological issues Political <input type="checkbox"/> strikes

4. Competitors Analysis

The main ten filtered water organizations in the US are:

- Nestle
- Niagara
- Coke

- Ds Waters
- Crystal Geyser
- Aquafina
- Premium Water

Contingent upon the SWOT analysis of the organization and remembering the PESTEL investigation and the contender's examination, the accompanying should be possible to conquer shortcoming focuses and seize the openings:

- Utilize the high spending we need to build up a production line for assembling bottles made of recyclable materials specifically notwithstanding the world class line bioplastics bottles.
- Use the geological benefit to diminish costs on the grounds of close proximity to the water assets and designated markets.
- Deal with the most impressive merchants in California.
- Designate a part of the income to assist in government projects like watering medicinal herbs and to assist in programs focused on sterilization of water or bringing drinking water to nonindustrial countries.
- Launch a publicizing effort that spotlights the significance of packaged waters and the utilization of bioplastic bottles for wellbeing of local areas and highlight recent developments for Life Water as a greener organization.

5. Marketing objectives

After identifying the company's resources and capacities, scanning the industry and environment status, the following goals are the best to promote Life Water as a greener company, while also manages Miss Leono's comments

- Achieving a high market share within three years.
- Within three years, Tranquil Water should become a highly demanded brand
- Preserving our success in California. (Market penetration) now and in the future.
- Within two years, building a bottles manufacturing factory in California (Backward Integration)
- Relaunch the elite line Tranquil Waters with bioplastic containers (Product Development)
- Donating a 5% of the company`s revenue to participate in projects that support California in its drought time such as water treatment plants.
- Establishing a Resource and Development (R&D) department to analyze the market.
- Increasing the number of distributors within two years.
- Expanding into more states of the US in the next four years.

6. STP

STP is a three-venture model that looks at your items or administrations just as the manner in which you convey their advantages to explicit client fragments. STP marketing is one of the most popular strategic marketing modules used by businesses today. The STP model is an excellent embodiment of the gradual change in focus from a product-centric approach to a customer-centric approach, which enables companies to better understand who they are trying to reach and how to position themselves for success. STP stands for segmentation, targeting, and positioning in marketing. It is a three-step process that allows for the development of a specific and actionable marketing strategy.

The main principle behind the process is to segment your audience, target each segmented group according to their preferences and habits, and make positioning adjustments in your branding and marketing strategies to accommodate their needs and expectations.

a. Segmentation

Geographic: California is separated into six locales:

- North California
- Central California
- West California
- South California
- Silicon Valley
- Jefferson

Los Angeles is the most thickly populated urban communities. Individuals there appreciate top level salary and it is situated in West California. The second region in populace is San Diego which is situated in South California.

Demographic: California can be partitioned by the middle family pay into three areas or living status;

- High pay
- Medium pay
- Low pay (17% of California individuals are living in neediness)

b. Targeting

There are three kinds of focusing on:

- Undifferentiated Targeting: which focuses at the entire market with a similar item
- Differentiated Targeting: which manages each section with an item uncommon for it
- Concentrated Targeting: which centers around one section of the market

Subsequent to fragmenting California market as indicated by the geographic and segment factors, we will target West California, Silicon Valley, North California and south California. I suggest utilizing Concentrated Targeting with the world class line Tranquil water in these sections because of the level of life that individuals appreciate there.

c. Positioning

Tranquil Water is focusing on the center - class and elegant individuals particularly those harmless to the ecosystem. At the point when Tranquil Waters is referenced, the picture of manageability of assets, serenity of soul and tranquility on Earth ought to be blended.

Dissimilar to plastic jugs which are generally determined from non-renewable energy sources and which collect and fill the Earth with junk as opposed to being utilized again or debased in nature, Bioplastic bottles are normally made of natural materials that are not difficult to separate in nature. Accordingly, a reasonable asset and a more positive ecological effect. It requires around 80 days to debase and return into nature. There are numerous kinds of bioplastics yet the most suitable for bottles creation is the Starch based bioplastics on the grounds that when mixed with biodegradable polyester, they produce the exceptionally powerful polylactic corrosive (PLA) which are watersafe and harmless to the ecosystem.

7. Promise

Slogan: From one Nature to another, we anticipate a Heavenly Water.

Logo:



8. Marketing Strategies

There are three fundamental matrixes utilized when characterizing the purposed techniques:

a. Ansoff (Growth strategies)

The Ansoff Matrix was created by H. Igor Ansoff and first distributed in the Harvard Business Review in 1957, in an article named "Techniques for Diversification." It has given ages of advertisers and business pioneers a fast and basic approach to consider the dangers of development. The Matrix shows four systems you can use to develop. It likewise assists you with investigating the dangers related with everyone. The idea is that each time you move into another quadrant (on a level plane or in an upward direction), risks are increased.



b. Porter (Competitive strategies)

An association's general situation inside its industry decides if a company's benefit is above or underneath the business normal. The principal premise of better-than-expected productivity over the long haul is manageable upper hand. There are two essential kinds of upper hand a firm can

have: minimal expense or separation. The two essential kinds of upper hand joined with the extent of exercises for which a firm looks to accomplish them, lead to three nonexclusive methodologies for accomplishing better than expected execution in an industry: cost administration, separation, and core interest. The center system has two variations, cost center and separation center.

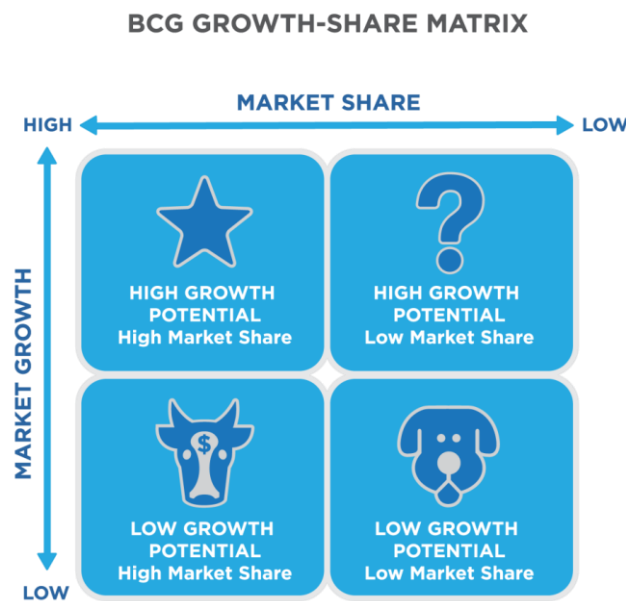


c. BCG (Growth Market share)

The Boston Consulting group's product portfolio matrix (BCG matrix) is designed to help with long-term strategic planning, to help a business consider growth opportunities by reviewing its portfolio of products to decide where to invest, to discontinue or develop products. It's also known as the Growth/Share Matrix. The growth share matrix was built on the logic that market leadership results in sustainable superior returns. Ultimately, the market leader obtains a self-reinforcing cost advantage that competitors find difficult to replicate. These high growth rates then signal which markets have the most growth potential.

The matrix reveals two factors that companies should consider when deciding where to invest—company competitiveness, and market attractiveness—with relative market share and growth rate as the underlying drivers of these factors.

The Matrix is divided into 4 quadrants based on an analysis of market growth and relative market share:



Contingent upon the natural investigation and the business examination, and having an item (Tranquil Waters) in the Question Mark phase of the BCG, the accompanying techniques match the most with Life Water objectives and circumstance:

- **Market Penetration; in South, West and North California.**
- **Product Development; utilizing the bioplastic bottles.**
- **Focus; focusing on the tip top of the local area particularly the harmless to the ecosystem.**

9. Marketing Mix

To advance Tranquil Water in the filtered water market, there are numerous activities and strategies that can be followed. This is typically called the 4Ps which are Product, Price, Promotion and Spot. They make what is known as the marketing mix.

a. Product:

Our product (Tranquil Waters) is in the question mark stage according to the BCG. Thus, it is in the growth stage of its life cycle. We want to promote it to the star stage by targeting a big market share with a relatively small profit ratio in the beginning. We have three types of the product according to its size:

- 250 ml
- 500 ml
- One liter
- A gallon (5 liters)
- 5 gallons

b. Price

After the situational examination of the market and the organization, our initial phase during the time spent valuing is deciding our estimating targets

- Product-Quality Leadership: Because our item is a world class arranged item with a high quality and a contending highlight (bioplastic), it merits at least the results of other contenders. We should assume that the cost of 1 liter of the item is 3\$, as per the monetary

division, the benefit will be half. In any case, due to the worldwide financial slump, we will utilize the Survival too.

- Survival: We will lessen the benefit to 25%. Not by lessening the cost by unit, but instead by lessening the cost of the bundle (A bundle of three containers with the cost of two). This offer will be on the three kinds of sizes.

Thus, we will accomplish a Product - Quality Leadership and simultaneously we will accomplish a Maximum Market Share. Also, because of the worldwide financial downturn, we will focus on endurance objective with a 5% benefit. After the allowance of 15% assessments and 5% given to help ventures of water treatment. Remembering that these offers will be marked down bit by bit with the monetary recuperation after Covid-19 pandemic till the cost goes back to its ordinary esteem and in this manner accomplish more benefit.

The market is flexible and it's a decent strategy to make offers the thing which will bring about expanding request.

Our following stage is to figure the expense. We guess that the absolute expense per liter is 1.5 \$. In this way, for instance, a large portion of a liter jug will cost 0.75\$, the liter jug will cost 1.5\$, and the gallon container will cost 7.5\$.

In the wake of computing the expense, dissecting the contenders' costs and settling on the technique for estimating to be similar pace of contenders (Going-rate valuing), the last cost will be:

- 0.75\$ for the container of 250 ml.

- 1.5\$ for the container of 500 ml.
- 3\$ for the container of 1 liter.
- 15\$ for the bottles of 5 liters.

c. Place:

The place relies upon the portions we focus at. With serene waters, we focus at center and high classes particularly who are keen on the ecological issues. Optimal spots that can serve our objective are:

- Colleges, train stations, air terminals, enormous organizations - particularly in the Silicon Valley\ like Microsoft, Supermarkets, smaller than normal business sectors, refreshments plants that need water during the time spent creation.
- Circulation Channels: We will utilize the traditional advertising channel, that is we won't bargain with the customers straightforwardly. We will attempt to expand the quantity of distributors by great proposals for them.

d. Promotion Mix:

Promotion Sales:

- Giving examples of the item in the colleges, natural meetings lobbies, graduation celebrations, air terminals, Goldfields and tennis jungle gyms.
- Attaching coupons on the jugs to be supplanted with free jugs (every 10 coupons will be supplanted with a container of a large portion of a liter size).
- Making offers for the bundle of three containers (all things considered) with the cost of two.

Packaging:

Our items will be bundled in a degradable, harmless to the ecosystem bundles. The jug itself will be made of bioplastic which will debase into nature after use. Furthermore, The cases will be bundled as follows:

- The container of 250 ml jugs and 500 ml jugs will contain 6, 12, or 24 jugs and will be bundled with degradable plastic materials on which the logo and the motto is composed.
- The case of 1-liter jugs will contain 12 jugs and will be bundled with ridged reuses and type the image on it.

Public Relations (PR)

The advertising needs an incredible accentuation to reposition the picture of the organization as a greener organization. Being the courier of our image, online media ought to be managed expertly. We should feature current realities about filtered water industry overall and our green organization specifically. During regular emergency, filtered water is a protected hotel that gives the local area needs of clean drinkable water. Being an industry that is called upon consistently to supply a particularly pressing need, filtered water ought to have the picture of a legend in the psyche of the local area.

In this manner, natural gatherings, get-togethers, and different events are openings that ought to be seized to accomplish that and make the gallant picture. - Consumer 's trust is a vital factor to succeed along these lines, we can contact with influencers - whom the buyers trust - to talk about our item and show the manner by which bioplastic bottles are degradable through their regular daily existence encounters.

- Hiring a particular group to advance our organization on the web-based media focusing on the stages where our shoppers exist particularly LinkedIn and Instagram.
- Sponsoring harmless to the ecosystem occasions.
- Actions generally express stronger than words, consequently, our interest in tasks of water treatment ought to be covered with an uncommon consideration from the online media.

This will not just assistance to deal with the reaction from Miss Leono's remarks, yet in addition will help in the manageability of the regular assets which is one of our key concerns.

Advertising

Customers generally pick packaged waters on account of the great taste, security, accommodation and quality. This load of elements is there in our items with a very contending expansion which is the utilization of bioplastic. An element ought to be featured in our publicizing gripe through the accompanying:

- Bulletins & Transit
- Recycling Bins in the central avenues whereupon the logo and trademark of the item is composed.
- Making Radio advertisements.
- Paid advertisements on Instagram, youtube and linkedIn with the checking of our specific group of online media. This group will make the crowd and adherents of our social channels. They should focus on the spaces where our shoppers exist.

10. Budgets

The spending will be isolated concurring the need on the accompanying:

- Promotion mix
- PR
- Advertising

11. Control (KPIs)

The accompanying will be pointers of the achievement of our showcasing plan:

- Increasing in the interest
- Good advertising
- Becoming a notable brand inside the coming three years
- Increasing in the portion of the overall industry inside the coming three years

Conclusion

Taking everything into account, water is the best drink and the wellspring of life. In this way, attention to its significance is a vital factor of safeguarding it. Life Water is one of the main organizations that values water and makes an honest effort to save the maintainability of regular assets. The organization's endeavors shouldn't be debilitating by allegations and pundits. The entirety local area is mindful and ought to work together to get a decent future for the Earth.

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