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Student's Full Name:	MOHAMED ABDEL MONEM HOSNY ZANOUN
Student ID:	EIU2021056
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E-SIGNATURE: _____ **Mohamed Zanoun** _____

DATE: : _____ **2-02-2023** _____

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: 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

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Marketing & Brand Management Proposal for Tranquil Water

Introduction:

As societies become more specialized, the level of mastery and development in the production of goods and services increases. However, with the increase in the standard of living and the emergence of producers who produce large quantities of goods and services, it becomes more difficult to sell these commodities directly to the final consumer. In order to better connect producers and consumers, new brands, such as Tranquil Water, are created. Tranquil Water is a new brand that will be greener and will be distributed and sold in a new bottle that is made from bio-plastics. The goal of this marketing plan is to provide clients with the proper information about the new service, the product or the solutions provided by the company, to help the public reach their financial, educational, specific work or field without prejudice to the valuable assets of Life Water clients such as free time, budget, etc.

The plan is to improve Life Water's presence on social media while also caring for our relations with collaborators and clients. As Life Water's plant manager, Zara Leono, said on her personal social media page: "The water bottling industry is not the one who uses the most water because all of the other beverages use more water to grown additional products that are needed to create their beverages. We just sell water." Ms. Leono's statement received mixed reactions from Life Water's critics. This is a critical time for Life Water as the company has recently spent five million dollars creating a greener company and is just about to re-launch their elite product line, Tranquil Water, with a new bottle that is made from bio-plastics.

The first step in the plan involves getting to know the needs of clients, competition and customers. This involves meetings with the team, conducting research, doing customer interviews, and really understanding how people see the company now and how it needs to improve its image moving forward. Once the discovery is complete, the team will develop a brand strategy unique to the client. They will present what they feel is the promise that needs to be communicated and suggest tactics for how it can be expressed throughout the business operations.

Once the brand strategy is developed and approved, designers will move into interpreting the brand characteristics in a more visual way. Bioplastic packaging options include bags for compost, agricultural foils, horticultural products, nursery products, toys and textiles. They are also often used for disposable cups, salad bowls, plates, clingfilm and food containers. Once these steps are complete and the client has signed off on the plan, Life Water will develop brand guidelines for the client. This is a handbook for how to properly express the brand: where and how to use the logo, colours, fonts and just as importantly, how NOT to use them, in order to consistently communicate the message.

In order to achieve the aforementioned goals, the new product, Tranquil Water, will be launched in a new bottle that is made from bio-plastics. Bioplastics are biodegradable materials that come from renewable sources and can be used to reduce the problem of plastic waste that is suffocating the planet and contaminating the environment. Using packaging that can take centuries to disappear to pack products that only last days or months is not sustainable. Plastic is the third most commonly used petroleum derivative in the world; each year 200 million tons of plastic are consumed on the planet. It comes from a non-renewable source (petroleum), it is contaminating and non-biodegradable (it can take more than 1000 years to decompose). That is why countries

Bioplastic: An alternative to traditional plastic

Bioplastic is a new and innovative solution to the problem of plastic waste that is plaguing our planet. Unlike traditional plastic, which is made from non-renewable resources and can take centuries to decompose, bioplastics are made from renewable sources and are completely biodegradable.

The primary sources for bioplastics are natural polymers, such as agricultural waste, cellulose, and potato and corn starch. These materials are not only sustainable, but they are also highly resistant and versatile. They can be used in a wide range of applications, including agriculture, textiles, medicine, and packaging.

One of the most popular forms of bioplastics is known as PHA. These materials are already becoming widely used in cities throughout Europe and the United States, due to their ecological benefits. They are not only biodegradable but also compostable, which means they can be used as a fertilizer for new crops.

The use of bioplastics is a crucial step towards reducing the environmental impact of plastic waste. It is not only important for the planet but also for future generations. The use of bioplastics can be an effective solution to address the current plastic crisis, and it is essential that more companies adopt this technology as it becomes more widely available.

Benefits of the bio-plastics:

The fashion industry is a significant contributor to the global plastic pollution crisis. The use of traditional plastic in the production of clothing, accessories, and packaging has led to the presence of microplastics in Arctic snow and plastic bags in the depths of the Mariana Trench. It is a critical issue that must be addressed. One potential solution is the use of biodegradable plastics.

Bioplastics are an alternative to traditional plastics, made from renewable sources such as agricultural, cellulose, potato and corn starch waste. They are 100% degradable, similarly resistant, versatile, and can be used in a wide range of industries, including agriculture, textile, medicine, and packaging.

Here are seven benefits of using biodegradable plastics that are worth considering:

1. Biodegradable plastics produce less emissions during production and decomposition compared to traditional plastics. This helps to reduce the carbon footprint of the fashion industry.
2. The production of biodegradable plastics requires less energy compared to traditional plastics. This results in lower greenhouse gas emissions and a more sustainable manufacturing process.
3. Biodegradable plastics produce less waste compared to traditional plastics. As they can decompose over time, they do not contribute to landfills and ocean pollution.
4. Petroleum, a primary ingredient in traditional plastics, is a finite resource that will eventually run out. By switching to biodegradable plastics, we can reduce our dependence on fossil fuels.
5. Biodegradable plastics can decompose quickly, reducing the amount of time they spend in the environment. This helps to reduce the negative impact on wildlife and ecosystems.
6. Biodegradable plastics do not contain harmful chemicals that can leach into the environment. This makes them safer for wildlife and humans alike.

7. Sustainable business practices, such as the use of biodegradable plastics, are becoming increasingly popular among consumers. By switching to biodegradable plastics, fashion brands can appeal to eco-conscious customers and improve their reputation.

In conclusion, biodegradable plastics offer a range of benefits that make them a viable alternative to traditional plastics in the fashion industry. By switching to biodegradable plastics, we can reduce the environmental impact of the fashion industry, reduce our dependence on fossil fuels, and improve sustainability.

1. Biodegradable Plastics Produce Less Emissions

The fashion industry consumes a large amount of plastic, resulting in significant greenhouse gas emissions and pollution. Biodegradable plastics, made from renewable sources, offer a solution by producing less emissions and waste during production, using less energy and being able to decompose quickly. Additionally, they can act as a carbon sink, absorbing CO₂ from the atmosphere during growth. Overall, biodegradable plastics are a more sustainable option for the fashion industry.

2. Less Energy is used in their production

Bioplastics are an environmentally-friendly alternative to traditional plastics as they are made from renewable sources and are biodegradable. They can be used in place of traditional plastics in a variety of industries, including agriculture, textiles, medicine, and packaging. Bioplastics can help to reduce emissions and waste, and can be produced using less energy and fewer fossil fuels. They can also be used to remove carbon dioxide from the atmosphere.

3. Biodegradable Plastics = Less Waste

The devastating impact of plastic on our oceans is undeniable. It's estimated that there are over five trillion pieces of plastic litter in our oceans, and plastics make up a staggering 13% of our current waste, equating to roughly 32 million tons each year. If current trends continue, it's projected that there will be more plastic than fish in our oceans by 2050. This is particularly concerning as many companies, such as Life Water, use plastic in a variety of products, including clothing. The packaging and trims that come with our garments are small but significant contributors to this problem.

One way to combat this issue is by utilizing biodegradable plastics. These types of plastics can fully biodegrade or significantly reduce in size within 18 to 36 months, compared to traditional plastics which can take up to 1,000 years to decompose. Brands are beginning to explore eco-friendly business practices, and there are many companies that are creating beautiful garments and accessories while implementing sustainable practices.

At Tranquil Water, we understand the importance of sustainability and are proud to have branding specialists who continue to invest time and money in eco-friendly practices. Our range of eco-friendly tickets, labels, tags and packaging are a small but meaningful step towards reducing our environmental impact. We invite you to explore our offerings and see for yourself the difference that less waste can make.

Brand Management

In today's competitive market, a brand's success is determined by its ability to effectively manage and promote itself. Simply creating an attractive brand is no longer enough; it requires strategic management and a consistent effort to drive growth and attract more consumers. Building and maintaining a strong brand image is crucial for a company to stand out among the many other brands in the market. This requires a systematic approach that includes consistent messaging, solid marketing strategies, and a deep understanding of the target audience. To be successful, companies must continuously work to improve their brand management and stay ahead of the competition.

What is brand management?

Brand management is the practice of creating, promoting, and maintaining a brand's value and identity. This includes building brand awareness, enhancing customer loyalty, and effectively communicating the brand to the public. A brand is built over time, and must be consistently managed to maintain its position in the market and in the minds of consumers.

A brand can be defined as a trademark or industrial trademark, which is a symbol or slogan used to distinguish a company's products or services from those of its competitors. These trademarks are used to attract customers by making it easy for them to identify and choose their preferred goods or services.

There are two types of trademarks: commodity marks, which are used to distinguish a company's products from those of its competitors, and service marks, which are used to distinguish a company's services from those of its competitors.

In summary, brand management is the practice of creating, promoting, and maintaining a brand's value and identity. This includes building brand awareness, enhancing customer loyalty, and effectively communicating the brand to the public, which is achieved by the use of trademarks like commodity marks, and service marks.

Brand assets

"Brand assets" refer to the value of a brand in the market, which encompasses the elements that consumers can see and interact with, such as the brand name, logo, colors, advertising persona, packaging, marketing channels, and other factors that vary depending on the company's offerings and how they are presented.

The value of a brand's assets is directly correlated with consumer willingness to pay for its products or services. The brand's nominal value is considered an asset because it can be profitable or unprofitable depending on the impact it has on consumers. A strong brand that is beneficial to consumers will drive profitability, while a weak brand that causes dissatisfaction will result in financial loss.

Fundamentals of Brand Management

Brand management is a crucial aspect of achieving success and expanding market share for any business. Understanding the basics of brand management is the first step in developing effective strategies to reach growth goals. For business owners and marketers, it is important to be familiar with these basics, which include:

- Identifying and understanding the target audience
 - Defining the brand's unique value proposition
 - Developing a consistent brand message and visual identity
 - Building and maintaining brand awareness
 - Measuring and analyzing brand performance
 - Continuously monitoring the market and competitors
- By mastering these fundamentals, businesses can create a strong brand that resonates with their target audience and stands out in the market.

1 . Brand awareness

Brand awareness is the foundation of brand management. It refers to the level of familiarity and recognition that consumers have of a brand. To effectively spread brand awareness, it is important to clearly define the brand's unique characteristics, such as its size, color, and nature (e.g. type of product, whether it's a drink, natural drink or energy drink). By providing consumers with all the necessary information about a product, they will be more likely to remember and recognize the brand.

2. Brand recognition

Brand awareness refers to a customer's ability to recognize a brand through its name, logo, or product. It helps to keep the brand top-of-mind for consumers and makes them more likely to choose it over competitors when making a purchase.

3.Brand terms

To be legally protected, a trademark must not only be distinctive in form but also meet certain conditions. According to legislation, three conditions must be met for a trademark to be registered: it must be distinctive, new and unused, and not contrary to public morals or order.

Acquisition of Brand:

Ownership of a trademark is established through use, not through registration. Civil protection for a trademark is governed by general civil laws. This gives the owner the right to seek compensation for infringement of their mark through an unfair competition lawsuit.

4. Petroleum Will Eventually Run Out

Globally, 93 million barrels of oil are used daily. This is a staggering amount. However, petroleum is a finite resource that will eventually run out. Biodegradable plastics made from crops, on the other hand, have the potential to be a sustainable solution. When paired with the use of renewable energy, this method of production can be an environmentally friendly alternative for companies like Tranquil Water.

5. Biodegradable Plastics Can Decompose Quickly

In ideal conditions, bio-polymers can break down quickly. They require warmth and moisture for natural processes to occur. Under these conditions, some biodegradable plastics can decompose in as little as a few weeks. They can even be added to a garden compost bin. This means that biodegradable plastics will not linger indefinitely in landfills or clog waterways. It is a beneficial solution.

6. Say Goodbye to Harmful Chemicals

Traditional plastics can release pollutants such as methane or bisphenol A (BPA) during their decomposition process, which can have negative impacts on both the environment and human health. Additionally, many plastics contain harmful chemicals such as phthalates, which have been classified as detrimental to human health. Bio-polymers, on the other hand, do not contain these chemicals and can biodegrade without posing a risk to the environment or human health. Tranquil Water is an advocate of biodegradable plastics.

7. Sustainable Business Practices are Popular

Adopting sustainable business practices, such as using biodegradable plastics, is crucial in today's market. Not only is it a trend that is gaining popularity among consumers, but it is also backed by scientific research and can have a positive impact on the environment. By incorporating eco-friendly materials and biodegradable plastics into products and packaging, companies can appeal to customers who value sustainability and reap the benefits. It is important for organizations, like Tranquil Water, to take action and actively involve sustainable practices in their processes.

Public Relation

Public relations plays a crucial role in the success of a project, whether it is political, economic, social, or cultural. The focus has shifted from mere relations and expansion of production to the expansion of services offered by Tranquil Water in the work environment. While it may be ideal to be crisis-free, it is an unrealistic concept as crises are inevitable in business. However, there are ways to manage and control a crisis before it escalates. In the event of a crisis, companies risk losing control over negative news and can only address and repair the situation with honesty and transparency. The only way to recover from a public relations crisis is by actively applying crisis management best practices. Waiting and seeing will not yield positive results. Public relations experts are skilled in preparing for and resolving crises, as well as monitoring the media. To implement these best practices, tools such as press release distribution software can be used in a public relations strategy. It is important to understand the potential damage a PR crisis can cause to an organization.

What is a PR crisis?

In order to effectively manage a PR crisis, it is important to have a crisis communication plan in place. This plan should include steps for identifying a crisis, monitoring the situation, and responding quickly and transparently. Life Water should also actively monitor media and public sentiment to stay ahead of potential crises. In the event of a crisis, it is crucial to address and repair any negative customer experiences and to be honest and transparent about the situation. Overall, the key to successfully managing a PR crisis is to be proactive and to have a solid crisis communication plan in place. This includes utilizing tools such as press release distribution software to effectively communicate with the public and the media.

Examples of a PR crisis

If you look around, you will surely find a PR crisis erupting somewhere across the globe.

A PR plan is: A document that outlines how a company is going to interact with its audiences, customers, and stakeholders for an ongoing period of time. Its purpose isn't just to create a buzz around one-off events or anniversaries. Instead, it delivers ongoing results that have a lasting impact on company brand's reputation.

If Tranquil Water looking to make fashion brand more sustainable, issues like biodegradable versus traditional plastics can be important to consider.

First: Setting goals. Optimum results cannot be achieved in public relations without formulating a clear goal and supporting objectives. Therefore, sales teams, public relations workers, and administrative departments should be consulted about the goals that will be set to be achieved in the next year, and it is preferable to create a document for the annual public relations plan and write the goals for Tranquil Water.

Second: Writing the main messages comes after defining the objectives, and the public relations team should work with their colleagues in the operational and sales departments to formulate the main messages. It is preferable for Tranquil Water to write a maximum of three main messages, and to find out the main messages of Tranquil Water organization, hold a meeting for the public relations team, senior management and related parties, and decide on three main messages for the next year, and document them in the plan.

Third: Determine what are the targeted media: such as websites, television programs, radio, newspapers and magazines, and what are the appropriate digital platforms? Which is most likely to talk about Life Water establishment and preferably create a list of relevant media in a table, and contact details, to be added to the plan.

Fourth: Gathering information about the media and giving details of its focus, audience, and reach, features that can be implemented during the year. It is preferable to gather information on the media, including details of the target audience.

Fifth: Building relationships with the media: It is important to build strong relationships with the media and know the right journalists as well as the influencers on social media and how to communicate with them. And that the plan includes phones and e-mail addresses, and it is preferable to create a list of journalists and media professionals, their specializations, and their contact details.

Start scheduling

Once Tranquil Water has established the fundamental plan, it's time to begin organizing it on the company calendar. To ensure effective scheduling, the following points should be considered: • Key dates for Tranquil Water: which include the start and end of the fiscal year, budget deadlines, upcoming product launches, company anniversaries, and major annual events. • Holidays: Which public holidays are relevant to Tranquil Water's target audience? When will the company take a break? All of these factors impact both employees and consumers. • Scheduled media activities: such as planned press releases, interviews, social media campaigns, and advertising campaigns. • Scheduled events: such as hosting or participating in exhibitions, sponsoring events, or holding press conferences.

A Brand Name for

When re-launching its elite product line, Tranquil Water, with a new bio-plastic bottle, Life Water must carefully consider the name for the project. To ensure a successful name selection, Life Water should follow these guidelines:

- Adhere to any naming regulations set by the state.
- Avoid selecting a name that is too similar to that of a competitor.
- Choose a name that is easy for people to spell and pronounce.
- Ensure that the name is web-friendly and easy to find online.
- Opt for a name that is memorable, but not overly unique.
- Pick a name that is consistent with the Life Water brand.
- Don't limit oneself on the selection process, consider different options.

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