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I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.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

To better serve the people of the United States and to protect Mother Earth's resources, Life Water is a bottled water business with a mission to innovate and excel at every stage of production and distribution.

The use of bio plastic packaging for our premium brand of quiet Water is just one example of how we're putting cutting-edge technology to work in our manufacturing and shipping processes. Our bottling company is intending to enhance its production and distribution capacity so that it may serve all of California City with the replenishing crystal springs water for which it is so conveniently located.

## **Executive summary:**

The consequences of the drought may vary greatly from one water district in California to another. This study looked at the environmental, legal, political, technical, economic, and social elements of modern Los Angeles. Companies like Life Water were able to propose offering a broad variety of bottle sizes and designs because to market segmentation. The company also set its advertising budget and selected its preferred medium. There are a lot of obstacles facing the organization, but the potential for growth is high.

Investing substantially in advertising and public relations is crucial to Life Water's goal of becoming one of the top five bottled water corporations in the United States. We expect sales to increase as a result of our concerted efforts in advertising and public relations.

"Life Water" aims to apologies to Ms. Leono for her remarks via its different social media outlets. The aims and strategies of Life Water have nothing to do with the term. Life Water has strong feelings for the world and its resources. As the next days will show, Life Water values its clientele.

## **Situation Analysis :**

### **Analyzing the past using the PESTEL framework:**

The prosperity of Los Angeles depends on the city's access to water. The availability of water is intrinsically tied to the development of Los Angeles, one of the biggest and most intriguing cities in the United States and a prominent financial and industrial center. The Bureau of Water Works and Supply of Los Angeles was at times untethered to financial considerations, but its engineers and their culture helped establish the agency. The rich pioneers of Los Angeles had a significant impact on the city's identity.

The construction of a municipal water department in Los Angeles was promoted as a way

to guarantee the "prosperity" and "greatness" of the city, but understanding the city's urban planning and development process and growth necessitates recognizing that private sector finance was involved.

**Factors in politics:** In 2004, voters in Los Angeles approved Proposition O, a \$500 million water quality bond measure aimed at bringing the city into compliance with the federal Clean Water Act. For city-owned structures, Los Angeles was the pioneer in mandating LEED certification. Renewable sources such as solar and wind are responsible for providing an estimated 14% of Los Angeles' total energy usage.

The city of Los Angeles has policies that promote original thought. According to Imagine H2O's senior manager, Nashelley Kaplan-Dailey, the organization provides business accelerator programming and support to budding water technology enterprises. "Water efficiency legislation is creating an innovation economy around water," she said.

### **Environmental factors:**

The Los Angeles County Waterworks Districts (LACWD), which is part of the Los Angeles County Public Works department, uses groundwater, water from the State Water Project (SWP), and water from the Colorado River Aqueduct (CRA) to provide its customers.

The population of Los Angeles is 23 million. The warming of the Sierra Nevada Mountains over the last decade has made it more challenging for Southern California to retain water. Los Angeles, led by Councilmember Cortez, is actively working to improve the situation. This is almost 20% of dwellings in the greater Los Angeles and Long Beach region, as reported by the most recent American Housing Survey.

People's concerns about the environment and resource availability increased after the catastrophic climate change of 2021. Sacred H2O Construction of "groundwater extraction" facilities near water sources allows for pre-treatment of water to remove impurities. Thus, bottlers are shifting to more environmentally friendly containers for their bottled water. Over three times the national average, the proportion of residents in the Beach Metro Area who report that their drinking water poses health risks. The vast majority of feedback was positive. People's growing skepticism about public water systems has led to a surge in demand for bottled water. Another issue in low-income cities and unorganized areas is the growing cost of water.

Los Angeles County has more municipal water systems that use hazardous groundwater than any other county in California..

### **Economic Factors:**

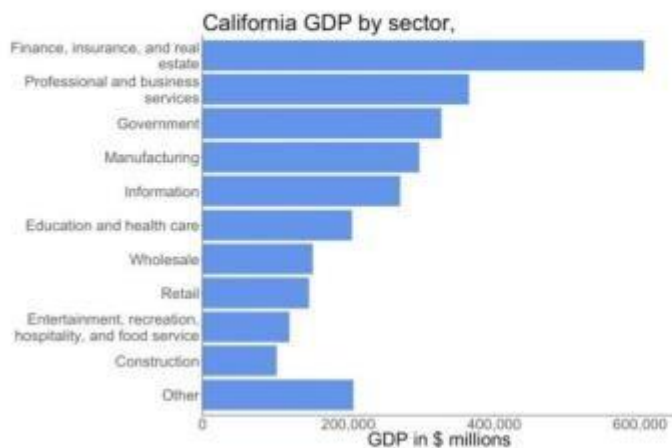
Competition in the bottled water industry might cause price shifts, which could have an impact on the economy.

Calculating interest and income splits is straightforward. The preferences of consumers are affected

not only by the water's purity but also by the brand, price, and presentation of the product. All equipment, all tools, all labor, and all taxes have their place and time.

Concern about the indiscriminate littering of plastic water bottles prompted social media and advocacy groups to launch campaigns to raise awareness of the issue. There was a worldwide surplus of plastic water bottles in landfills and on city streets between 2011 and 2016. The ecological system is threatened as a result of this. Affected the public's perception of the bottled water business worldwide. San Francisco has outlawed the use of disposable plastic water bottles due to their harmful effects on the environment. Since Los Angeles is at capacity, San Francisco is an obvious choice for new construction.

California's growth will slow to 2%, and the Los Angeles County economy will expand by just 1.8% - near 1.9% in the country, as Lydec predicted .





**Social trends:** the bottled water industry is expanding at an unprecedented rate. Consumers in affluent nations, such as those in Los Angeles, are increasingly using bottled water in their daily meals due to its perceived health benefits.

Younger customers have been found by market experts to be more open to trying out new goods and services. Young people interested in sports, fitness, and healthy living are the target demographic for our bio plastic, thus we need them to be regular drinkers of Tranquil Water.

Because of their increased awareness of the outside world, consumers in this age group are more likely to utilize social media and other kinds of communication.

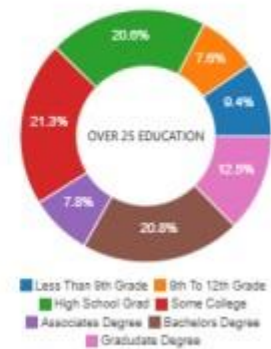
People are increasingly opting for healthy beverages over sugary sodas. The local population has been switching away from sugary drinks and buying more bottled water.

- A student could survey their classmates to learn why they think bottled water is healthier than tap water.

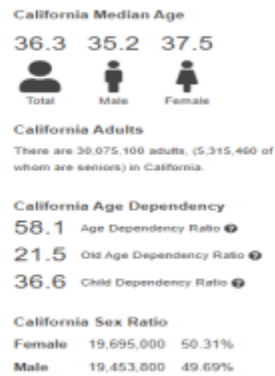
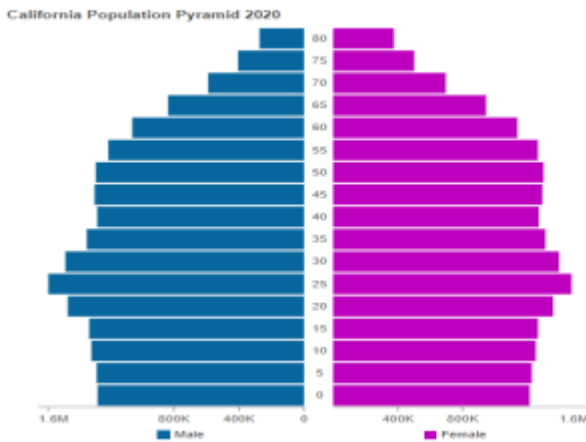
Largest cities or towns in California				
Source: <sup>1138</sup>				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	 <p>San Jose</p>
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,693	
6	Sacramento	Sacramento	508,529	
7	Long Beach	Los Angeles	467,354	
8	Oakland	Alameda	429,082	
9	Bakersfield	Kern	383,579	
10	Anaheim	Orange	352,005	 <p>San Francisco</p>

## Educational infrastructure

Education Attained	Count	Percentage
Less Than 9th Grade	2,471,190	9.43%
9th to 12th Grade	2,004,380	7.64%
High School Graduate	5,391,120	20.58%
Some College	5,582,150	21.29%
Associates Degree	2,051,310	7.82%
Bachelors Degree	5,445,780	20.77%
Graduate Degree	3,272,960	12.48%



- **Age distribution**



**Swat Analysis:**

<b>strengths</b>	<b>weaknesses</b>
<p>Knowing the ins and outs of the local economy is a plus.</p> <p>An inseparable pair, "good government relations" and "quality goods" go hand in hand.</p> <p>Skilled workers that are up-to-date on all the newest gadgets</p> <p>There are a number of advantages to Life Water that will facilitate its expansion into new areas.</p> <p>High degrees of automation throughout manufacturing provide excellent consistency across batches.</p> <p>Exciting New Market Success via Investment in Salesforce Training</p>	<p>- Considering what Ms. Leono has mentioned about maintaining credibility with customers, it is evident that high transport and energy expenses lead to a negative return on investment.</p>
<b>opportunities</b>	<b>threats</b>
<p>- - Los Angeles, the state capital of California and the second-largest city in the United States after New York. There will be 3,898,747 individuals on Earth in 2020. The cultural landscape of Los Angeles is rich and varied.</p> <p>-</p> <p>- The city has a thriving economy and is</p>	<p>Despite the product's economic success, little opportunity remains for differentiation due to rising raw material prices. Inconsistent legislation and frequent adjustments; - New technology from market disruptors poses a</p>

<p>home to several notable institutions.</p> <ul style="list-style-type: none"><li>- techniques that do less damage to the natural world</li><li>- The new product line needs more exposure.</li><li>- - Competition may see its advantages eroded as a result of new clients arriving via the internet channel. Growth of the Market</li></ul>	<p>long-term danger.</p>
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## Marketing objectives:

### Our-Vision:

Long-term water security that also helps preserve the world for future generations. You'll be the only source of water in the whole metropolis.

### Our-Mission:

At Life Water, we aim to provide clients with long-term water treatment solutions that are both environmentally and financially feasible. Through its services and products, Life Water promotes the idea that water is a valuable but limited resource.

### Our-Objectives:

By introducing a new bottle made from bioplastics, the greener firm hopes to raise its reputation.

Maintain quarterly revenue growth that is both steady and expanding. Grow your share of that market by 20% to 30% in priority areas.

Transparency, honesty, and clarity may help increase public trust in bioplastics.

We are dedicated to abiding by all regulations in the communities we serve for the benefit of future generations and the local economy.

-Make Life Water known as an expert in the sector.

Research and development expenditure must not be cut, no matter how bad the economy becomes.

It is prudent to inspire employees to boost their employability by increasing their skill set.

Dialysis units in hospitals and standalone clinics get funding support from Life Water.

With an eye towards future cost savings, Life Water's team has been investigating several cost-cutting measures.

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## **STB:**

STP is commonly utilized in today's marketing since it helps with offer selection and message formulation for several niches.

### **Segmentation:**

By illuminating the elements that have varying effects on each market segment, market segmentation may help you craft more targeted marketing tactics.

Geographical market segmentation as a potential subject for research

To attract environmentally concerned, fitness-oriented millennial who place a premium on sustainable manufacturing practices, Tranquil Water has developed a new bottle made from bioplastics.

Market segmentation based on socioeconomic status targets affluent customers.

Methods for Creating a Market Segmentation Map

Modern and well-established Life Water has the means to export its bioplastics there. Los Angeles Area Like the rest of the Golden State, Los Angeles has a long history of being an innovative, forward-thinking metropolis that embraces change.

Customers that value efficiency and speed will get special attention from Life Water.

Bottled water use is linked to a number of consumer attitudes and routines. The perception of bottled water is strongly influenced by the advertising messages used to promote it.

Theme: Development After one year, San Franciscans will be able to drink Life Water. The close proximity of the two cities and San Francisco's willingness to embrace this technology make this a natural match. As was previously noted

### **Targeting:**

Choosing which market subsets to focus on is an important part of the targeting process.

Campaigns will target adults aged 19 and above, who, on average, use 13 glasses of water per day.

### **Positioning:**

Life Water's goal is to differentiate itself from the competition by gaining a standing in the market that is unique from that of its rivals.

### Marketing Strategies:

The term "business development" refers to the process of increasing a company's revenue, market share, and clientele via novel methods of promotion, networking, and product creation.

LIFE WATER has established itself as a market leader because to its numerous successful regional events and other product lines. A bottle of Life Water is worth every penny.

If the corporation spends \$5 million on establishing a greener business in untapped markets, it may see increased profits and growth. The Ansoff Matrix may be used to help companies find new, profitable uses for bioplastics. It's possible that expanding Life Water's product offering might boost the company's bottom line, customer base, and overall success. -We priorities the company's long-term health above short-term gains in wealth.

Water comes from pristine natural environments and has several advantages for the consumer, including better health. At LIFE WATER, we are not looking to make quick money at the expense of long-term growth and sustainability.

Customers are drawn in by ads depicting idyllic natural locations and touting water's role in leading a healthy, active life.

Because demand in various regions calls for varying amounts and varieties, the product must be versatile.

-The core of LIFE WATER's business strategy is the production and distribution of its goods in a manner that generates long-term value.

### Marketing mix:

The marketing plan for Life Water makes use of the 4Ps model to evaluate the brand's product, price, distribution channels, and promotional efforts. A marketer's toolkit often includes things like research and creation of new products, cost analysis, and planning of promotional events. The marketing strategy of Life Water aids in the achievement of these objectives. The firm will be able to better position itself in the market and accomplish its aims and objectives with the help of the Life Water marketing strategy.

## **Product**

The Life Water brand has widespread renown. When supplies are limited, the lack of safe, filtered water may cause a lot of stress. Life Water provides its customers with the purest water available by combining Hydro 7 filtering technology with eco-friendly bio plastic bottles. Bottled water, available in a variety of sizes and flavors, is at the center of the company's product strategy. The brands Aquafina, Dasani, Arrowhead, and Athena are the most direct threats to Life Water.

## **Price**

Life Water is distinguished from its competitors by its high quality and environmentally friendly packaging. Because of the parity of the offerings, the only variable in the marketplace is cost. Pure and reasonably priced, Life Water is the product of a rigorous purification procedure.

Individuals between the ages of 25 and 50 who are concerned about their health and have a moderate to high discretionary income make up the bulk of their target market. In order to remain competitive, Life Water will need to be open to pricing changes. Because of the exceptional quality of its goods and the care with which it is packaged, Life Water is able to maintain a competitive price plan. Life Water is, without a shadow of a doubt, a reliable brand.

That if Life Water and its competitors are priced similarly, people will choose Life Water.

### **Place & Distribution Strategy:**

In addition to its headquarters 150 km outside of California, the firm operates five retail sites in water-intensive regions including Los Angeles, San Francisco, and New York City.

Bottled Life Water, thanks to a network of brokers and distributors, is available in almost every supermarket, drugstore, health club, or fast food restaurant. Customers will see that their purchase is worthwhile if you provide them a bioplastic container to store their food in. Life Water has to be able to effectively deliver its products to every neighborhood in California for the business to be a success.

Merchandise will be arranged such that it is both visible and accessible to customers.

White denotes purity, whereas green implies nature and encourages ecological cleanliness.

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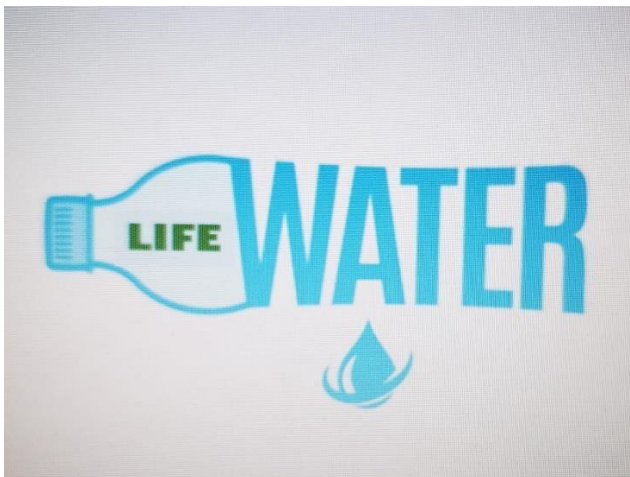
### **Promotion & Advertising Strategy:**

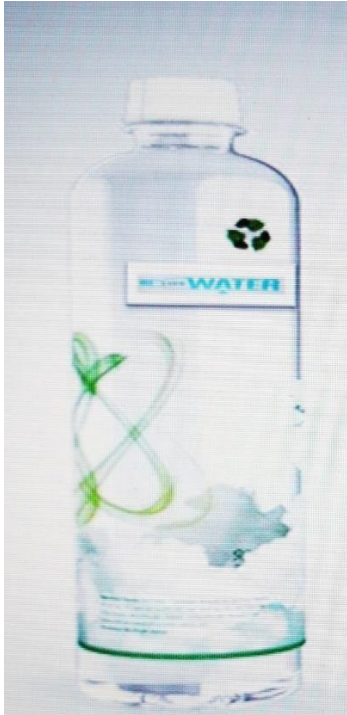
- The broader public has to be informed of the significance of this finding so that they may participate in its benefits. Therefore, there are a myriad of creative ways to promote using Custom water bottles.
- - -The sports competition has begun! Athletes drink a lot of water during the day. With a bottle of Life Water in everyone's hands, news will spread like wildfire.
- - - As a loyal Life Water client, you'll get first dibs on special offers and discounts.
- Sports water bottles from Life Water will be donated to the charities.
- - - - Throw online competitions and use the water bottles as prizes.
- - - Offer Life Water to consumers for a short time, or to a small group, to build up excitement about the product and spread the word.
- The form of the container, for example, plays a role in establishing a Brand Identity for this product and paves the way for the most eye-catching and attractive package design.
- - - To get the word out about our products, we've been using everything from celebrity endorsements to newspaper and magazine ads to television commercials.
- - - Putting up a website to let people know about our green business.
- -To maximize the effectiveness of social media as a promotional tool, use hash tags. Hashtags may help you reach a wider audience, and they may soon become standard practice in the marketing world.

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- If you want your brand to be successful, you need a logo that will get people to take notice. The font, font size, and font color must all work together to ensure that the product is readable immediately out of the box. Adding additional customers is also a simple possibility.





Email clients on a frequent basis to keep them informed of specials and other promotions and to gauge their opinion of our offerings; quickly identify and address any problems that may arise.

We're considering doing a referral marketing campaign for one of our regular-priced bottles of water, whereby existing customers would get a 15% refund for bringing in new consumers through the app.

A firm's website is generally the initial point of interaction between the company and its clients.

The success of Google's website may be attributed in large part to the company's dedication to search engine optimization (SEO). Because of Google's massive user base, optimizing your website for search engines is a very effective marketing tactic.

Keeping an eye on the expansion of a Facebook group you set up for your company to swiftly and simply communicate with many individuals at once. Twitter allows prominent personalities such as politicians, bureaucrats, dancers, actresses, and more to communicate with their fans and followers directly. To realize our full potential, we must be well-versed in the business uses of Twitter.

In the cutthroat world of online writing, maintaining a successful service blog with thousands of followers by posting fresh content on a regular basis is a smart move.

Offering bulk discounts, such as "buy five, get two free," will entice potential new buyers to try your product.

**\*Advertising:**

Building brand recognition and visibility in California's consumer market requires nothing more than setting up a few inexpensive stands to sell the bottles in their retail packaging.

Having more booths accessible facilitates window browsing.

A billboard with the words "Life Water" and the corporate emblem is visible to passing motorists.

The Los Angeles Times, the most widely read newspaper in the state, needs to report the groundbreaking work that Life Water Company has done in the fracturing industry by using bio plastic bottles.



**Schedule and Budget:**

**- Budget:**

Our media strategy for the following year includes a budget of \$1,000,000 every year. More than half a million dollars is invested in digital media.

**--Implementation Schedule:**

<b>Activities</b>	<b>Implement</b>	<b>nation</b>	<b>Responsible</b>	<b>Budget</b>	<b>Control Measure s</b>
	<b>Start</b>	<b>End</b>	<b>Person</b>		
<b>Awareness</b>					
Billboard Ad	1-Oct-2022	1-Sep-2023	c/o Steel Art Billboard	120000	
Sponsoring football ball competitions in California	1-Oct-2022	1-Sep-2023	c/o advertising department	200000	
blogging and local news Ad prints	1-Oct-2022	1-Sep-2023	c/o Los Angeles Times, blogging	150000	num. of read

small stalls	1-Oct-2022	1-Sep-2023	around California	80000	num. of sales
Transit advertising				50000	
Referrals intensive for new consumer Rewards/Incentives	25-Oct-2022	27-Dec-2022	Sales	105000	num. of referrals num. of customers
<b>Social Media Campaign</b>					
Life water's website	15-Oct-2022	1-Sep-2023	c/o marketing. Dep	10000	num. of visit
Leaflets and flyers	1-Jan-2022	1-Sep-2023	c/o marketing. Dep	15000	

<b>Liking</b>					
Intensive Ads social media	15-Jan-2022	20-Sep-2023	c/o marketing Dep I/T. Dep	25000	num. of views
Youtube	12-Jan-2022	25-Sep-2023	c/o marketing. Dep I/T. Dep	150000	num of YouTube hits
hashtag# selfie photo with a new bio plastic	1-Jan-2022	1-Sep-2023	Marketing .Dep	30000	num. of likes

bottle from LifeWater					
<b>Purchase</b>					
Personal selling	1-Oct-2022	1-Sep- 2023	distributions	50000	num. of costumers
After sales service			Customer service D.p	100000	num. of feedback
Increasing Positive Post				50000	
<b>Total</b>				1000,000	

## Controls

When did you start the marketing effort, and what new, unanticipated aspects have arisen?

The marketing programmer at Life Water is assisting us in developing a more strategic method of advertising.

Email passwords, written restrictions, and monthly evaluations of anticipated performance criteria are all necessary for the protection and monitoring of data stored on company-owned sites like Facebook.

Controlling the efficiency of your sales force, marketing, and distribution is critical. On the other hand, if Life Water is going to keep existing customers happy and win over new ones, the company has to know how its products and services stack up against those of competitors locally, nationally, and internationally.

Keep tabs on the business's marketing strategy's milestones by doing a monthly study.

## Conclusion:

In today's ever-evolving business landscape, the Life Water Company's pursuit of success requires an unwavering commitment to constant growth and innovation. The ability to adapt to change and seize emerging opportunities has always been fundamental to the success of any organization. For Life Water, there lies a strategic opportunity in California's expanding population and its favorable tropical climate. As California's population continues to grow, the demand for high-quality beverages is expected to surge. Additionally, the state's temperate climate provides an ideal backdrop for promoting and marketing refreshing and hydrating products.

In this context, the key to unlocking Life Water Company's full potential lies in not only comprehending but also mastering the complexities of distribution strategies. A well-designed distribution strategy can be the determining factor in effectively reaching and engaging the target audience. By establishing robust distribution networks and strategic partnerships, Life Water can ensure its products are easily accessible to consumers throughout the state, offering them unparalleled convenience.

To sum it up, the future prosperity of Life Water depends on its agility in embracing change, capitalizing on the opportunities presented by California's demographics and climate, and, most crucially, its proficiency in executing a meticulously crafted distribution strategy. As the company continues to evolve and innovate, Life Water is well-positioned to make a substantial impact in the competitive beverage market.

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