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Tranquil Water Marketing Plan



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Life Water

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Executive Summary

Life Water as a growing company which is seeking its right share in the beverage market especially in the field of bottled water, therefore, we in Life Water have a vision to share the market of bottled water targeting specific segment which can be targeted based on our new product Tranquil Water which is concentrating on the health and environmental safety.

Bottled water market is having a great traffic due to the importance of water to the people as an easy way to use it on the run, due to this traffic, too many competitors are sharing the bottled water market with varying amounts depending on the quality of water, the power of its marketing and the proper history of products over the others, as we are considered a new line without no history, the marketing strategy will be concentrative and selective.

To achieve this vision, we have invested to turn greener by manufacturing the bottles with bio-plastic materials which have too many characteristics which will be used to manufacture health and environmental friendly products, this will reflect a much better safer water to be drunk and much safer bottles to be used and then to be re-cycled, the investment can be managed to get the maximum revenues by a marketing plan which will be targeting, as mentioned, specific segments with specific prices which will be affordable compared to the benefits the end user can gain by using and drinking our Tranquil Water, prices, which be affordable, not necessary to be very cheap nor very expensive, yet, it has to be a price which reflects the quality of water and the bottles containing it, the target audience will be located in specific places which the marketing plan will target to give as well the image of the fanciness of the water and its consumers, the design of the bottles should be sight attracting with the logo which reflects the slogan of the marketing which will be **(Go Healthy, Go Bio)** the slogan has to be mentioned in every advertising campaign to reflect the benefits and speciality of the product.

In parallel with the marketing campaign to market Tranquil Water product, another campaign to be targeting the critics who are criticising Life Water company of using excess water during the drought of California, this campaign has to focus on the amount of water to be used during the manufacturing process, plus the source of water used in our products, plus the benefits of consuming our water even during a drought.

This plan will require too much work and too much efforts to gain benefits and hence revenue, there will be some expenses in the first two quarters which can be covered in the second two quarters of this year, the campaign intensity should be high in the beginning and then to be up and down from time to time depending on the consumption trend.

Description of Business

Since 2010, Life Water has been in the market of the bottled water competing its rivals to have a proper share in California, USA and worldwide markets which was not up to the requirement till 2019, in which a new vision came up to control the market by identifying the company as a green and environmental friendly company, this step has cost the company five million dollars in a huge step from the management to turn greener by eliminating the usage of normal Polyethylene Terephthalate (PET) plastic and starting using bioplastic bottled water in a new line, this new line was named Tranquil Water. (The IBWA (International Bottled Water Association) article, n.d.)

The new line is aiming to be considered as the elite of all Water Life products, that means it is aiming to be the most successful product among all other products of Life Water.

Through the years, the bottled water became the most wanted product among beverage packed products, as per the Beverage Marketing Corporation, a beverage industry consultant firm, stated in 2017 in their research that the most wanted beverage packed product is the bottled water. (Robert Moss, M2023)

Life Water was established to have a proper market share in the beverages industry focusing on bottled waters as the most important beverages in USA and worldwide, according to data collected from different places inside USA in 2020, the poll found 9 of 10 Americans are considering bottled water as their first favourite beverage choice wherever other beverage drinks are sold , (The Beverage industry (bevimdustry.com) Articles, n.d.) therefore, improving the business required more focus on how Life Water products can compete in the market and what can be the core changes to be able to attract customers and be unique in the business

By turning greener, and transferring to use bioplastic bottles instead if normal PET bottles, Life Water is stepping forward to gain the trust of the customers and ensure to them that we, in Life Water, care about them, their health as well as the environment regardless of the amount of expenses to be paid to gain this trust.

But what is bioplastic? And why Life Water decided to spend 5 million USD to change from conventional plastic to bioplastic?

Bioplastics are those materials which made from biological substances rather than petroleum, created using sugars which are created in plants, wheat, potatoes and sugar beets. Unlike mineral based plastics, Bioplastics are renewable as they are made from organic and natural materials based in plants (The Takeaway packaging.co.uk Articles, 2022).

It appears from the source of creating the bioplastic materials that they have different advantages when it comes to saving the environment, Bioplastics are recyclable and compostable materials and can break down using natural processes, this will eliminate the possibility of waste unlike traditional plastics, (Ben Hardman, 2022), another advantage of using the bioplastics is that it has fewer Carbon emissions compared to conventional plastics throughout the life time of the bottle starting from the material manufacturing process ending with the empty bottle (The Takeaway packaging.co.uk Articles, 2022), moreover, using Bioplastics instead of conventional plastics can improve the food safety and human health which can be affected by the chemicals used or induced from the Polyethylene Terephthalate plastics (PET).(The Takeaway packaging.co.uk Articles, 2022).

According to researches, the process of making plastic bottle generates greenhouse gases, in addition, the estimations stated that producing 1 pound of plastics has the ability to emit around 3 pounds of Carbo Dioxide, which increases the global warming plus the pollution, this is according to Harvard University Office of Sustainability. (Sarah Chang, n.d.)

Bioplastics as well are considered a very economical solution, despite the resources and the amount of money required to create Bioplastics and then manufacture bottles, customers tend to spend more money on safer products whether those products were safer to the environment or their health or both, (The Takeaway packaging.co.uk Articles, 2022), with this drive of customers' behaviour, the selling of environmental and health friendly products increase against selling of conventional and non-environmental and health friendly product.

All of previous give us in Water Life most of the benefits of turning green company and environment and health friendly company

Market Analysis

When it comes to beverage industry in general and bottled water specifically, the challenges are huge due to the competition in the market, yet the chances are there to expand as the product became an essential need for everyone, that means almost everyone is a possible customer whenever he or she goes.

To analyze the market, we have to assess the bottled water market and the competitive landscape of it, we have to understand the bottled water market within the US and abroad by including the quantitative data such as the actual size of the market, prices which consumers are willing to pay against each bottle, the revenue projections, consumers' buying behavior, motive, desires and values. (The coursera.org, 2023).

To do a proper market analysis, we have to consider several levels of analysis, first level is to perform market research which means to gather all the needed information about the targeted industry (bottled water).

Next level is to investigate the market size, competitors and their landscape, there will be a study of the most effective competitors and their power in the market, what do these brands offer and how is that affecting their sales, what the sales tactics, platforms and technologies they are using and giving their sales a boost, how we can learn from the competitors and add extra value to the market.

Then the 3rd level is to perform an STP (segmentation, targeting, and positioning) of the targeted possible consumers.

Then to the 4th level in which we shall identify the market gaps which Life Water and its product can fill and the methodologies and technics to fill that gap. (The coursera.org, 2023).

Then to the last level of the analysis, in which we will use the data collected to put it in a SWOT analysis (the abbreviation of Strengths, Weaknesses, Opportunities and Threat), which is the method used to analysis and evaluate the market and assess internal and external factors which may help decision making of entering the market and how that to be done effectively. (Will Kenton, 2023).

Market Research

There are three main types of bottled water classified by the water type, chemical and physical composition and water source, those three types are: (The britishsoftdrinks.com Articles, n.d.)

1. Spring water
2. Mineral water
3. And Purified Water
4. Carbonated Water (Sparkling Water)

Spring water is located in underground springs and is protected from any source of pollution, it has to be bottled at the source and being safe to use without any kind of treatment, it has to have an amount of guaranteed chemical and physical compositions as well as having mineral composition and to be mentioned on labels, and must receive no treatments rather than the filtration to remove unneeded particles. (The britishsoftdrinks.com Articles, n.d.)

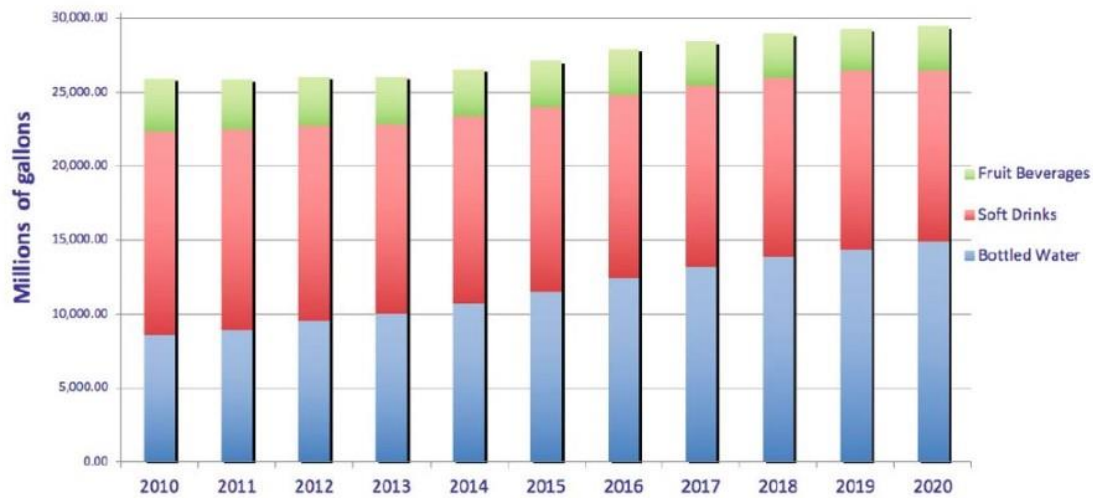
Mineral water on the other hand is similar to the mineral water except that it can receive some extra treatments rather than normal filtration to remove unneeded particles.

Purified bottled drinking water which may be referred to as “Table Water” which are different in the sources of water which may include municipal supplies (tap water) and can receive some extra treatments to add or remove compositions or particles. (The britishsoftdrinks.com Articles, n.d.).

Carbonated water or Sparkling Water is the water which is infused by using carbon dioxide gas under pressure and usually have salt added to enhance the taste, and it is different than natural sparkling water, (The sodastream.com Articles, n.d.).

Referring to the below chart which demonstrate the consumption of the US consumers of different kinds of beverages including the bottled waters, shows that the bottled water consumption increased significantly since 2010 and the increase in the consumption according to the chart is an indication of the outselling of the bottled water compared to other packed beverages (The bottledwater.org Articles, n.d.).

U.S. Consumption by Beverage Type 2010 - 2020



Source: Beverage Marketing Corporation, 2021

U.S. consumption by beverage type 2010-2020 (The bottledwater.org Articles, n.d.)

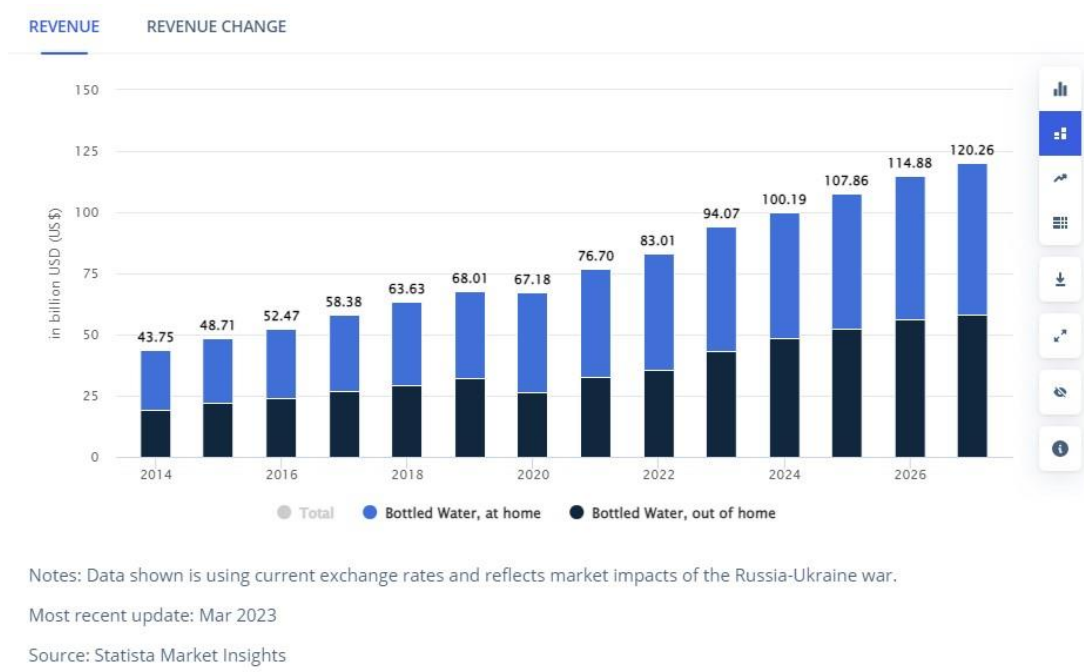
According to a recent survey conducted online by the Harris Poll, in 2019 the survey results showed that about 91 percent of the Americans want or like bottled water over other beverages are sold, among those who were surveyed, 86 percent drink bottled water during travels, 83 percent of American employees are drinking bottled water at work, 76 percent are drinking bottled water at home. (The bottledwater.org Articles, n.d.).

Market Size

According to the recent statistics, the revenue in the bottled water sector reached 94.07 bn. US Dollars in 2023, this number is estimated to grow on annual basis by 6.34% till 2027, as per the same stud, the most revenue in the bottled water business is generated in the united states in 2023. (The statista.com, n.d.).

The first graph below shows the bottled water revenue change since 2014 and the forecast of the revenue till 2027. (The statista.com, n.d.).

It shows that the revenue increases slowly in at-home market (the market which covers all retail sales, including super and hyper markets, and similar sales channels) and the revenue increasing more rapidly in out-of-home market (the market which covers restaurants, hotels, clubs, bars, cafes, catering services, etc.). (The statista.com, n.d.).



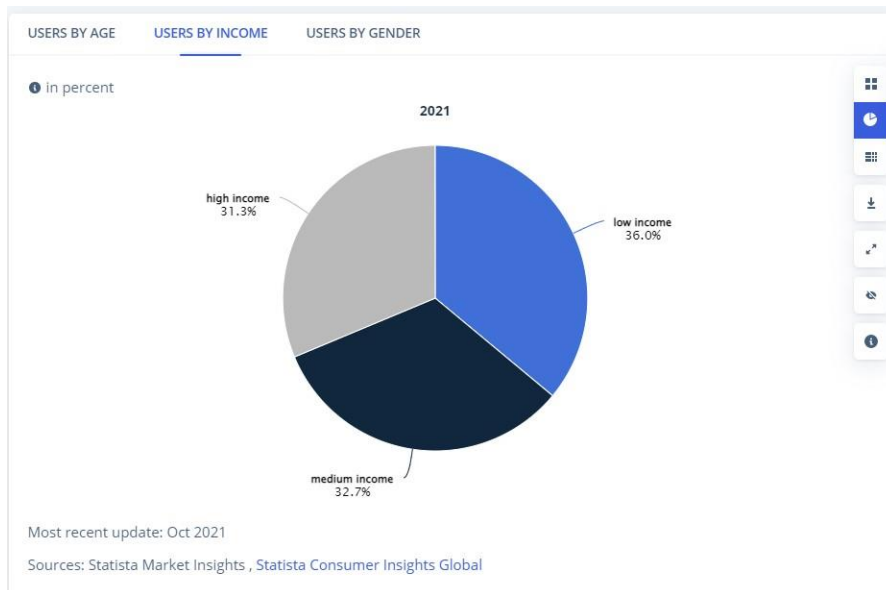
revenue change of bottled water business till 2027

The next graph shows the segmentation of consumers segmented by age, this statistics lastly updated Oct. 2021, it shows that the most consumers are in the age range between 35 to 44 years old, followed by the younger range from 25 to 34 years old, followed by the older range from 45 to 54 years old, then the oldest age range in this segmentation 55 to 64 years old and the least consumers are in the age range of 8 to 24 years old, that gives an indication of the possible targeted consumers and how we can increase the consumption in the lowest usage age ranges to increase revenue. (The statista.com, n.d.).



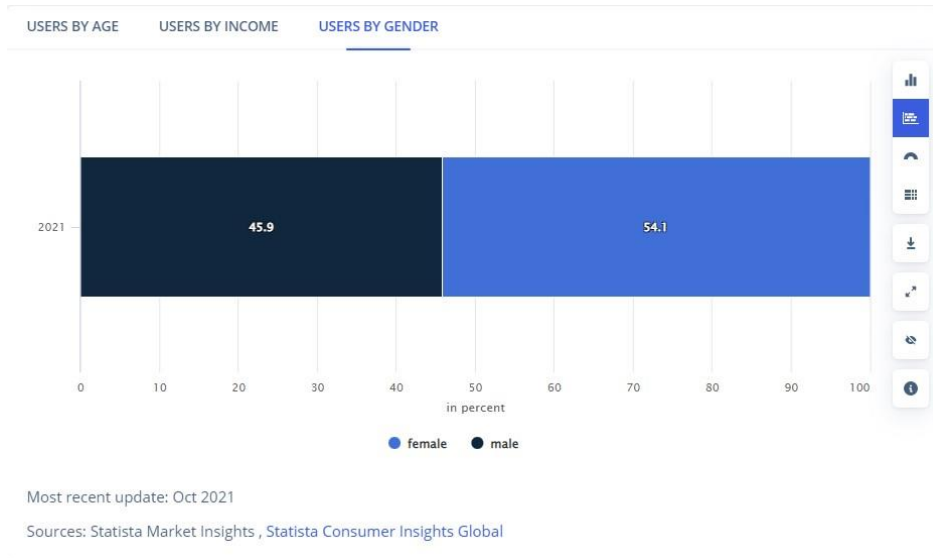
segmentation of bottled water usage by age

The next graph shows the consumers of the bottled water based on income, we can see that the highest consumers are from the low-income segment (around 36%), followed by the medium income segment consumers which is 32.7% and ending with the high-income segment which consumes around 31.3% of the total consumption segmentation, this is an indication of the popularity of the bottled water even among the low-income society segment. (The statista.com, n.d.).



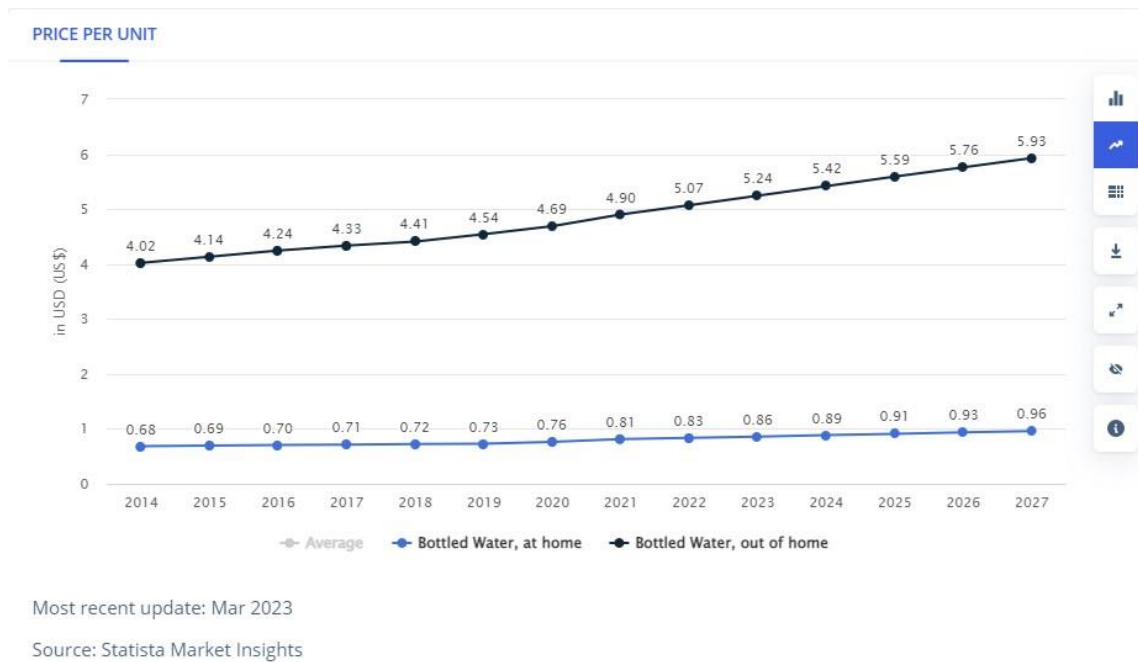
segmentation of bottled water usage by income

the next graph shows the usage of bottled water segmented by gender, it shows that with a slight majority, females are leading the usage over males. ((The statista.com, n.d.).



segmentation of bottled water usage by gender

The next graph shows the price per unit forecast in the bottled water business in the next 5 years, which shows the ability of increased revenue for bottled water (The statista.com, n.d.)

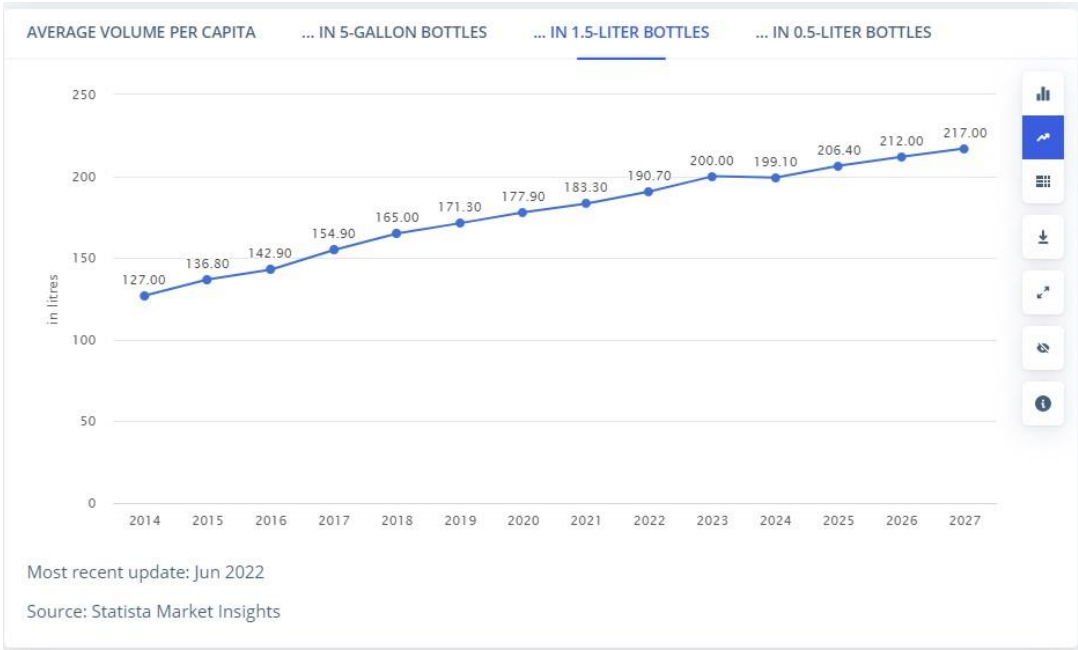


segmentation of bottled water usage by age

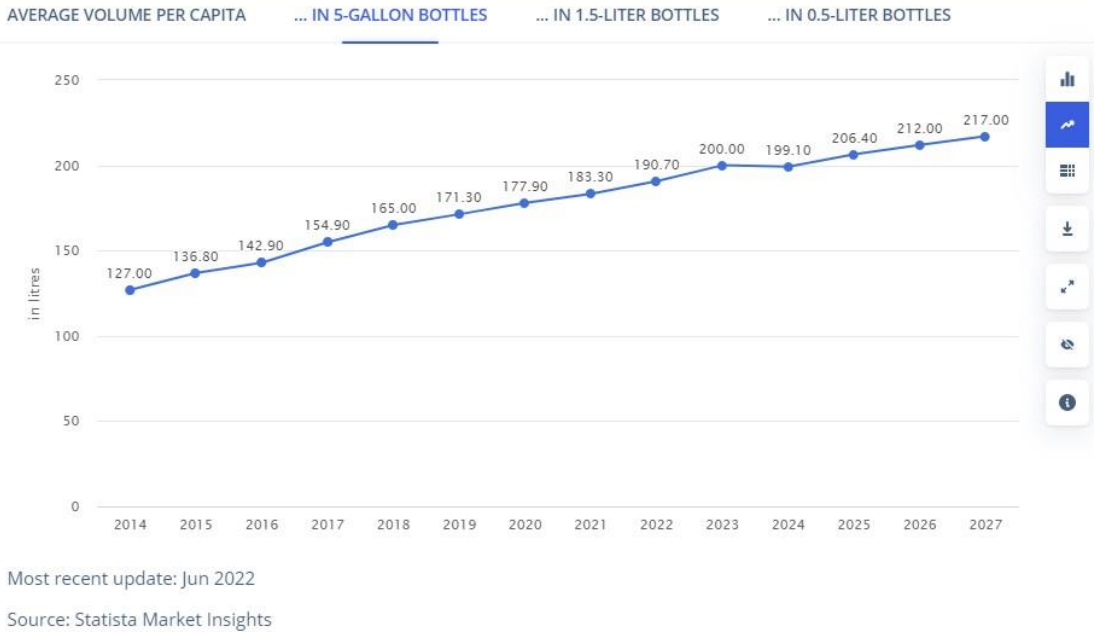
Then the next three graphs show the increased consuming of bottled water in different bottle sizes till 2027. (The statista.com, n.d.)



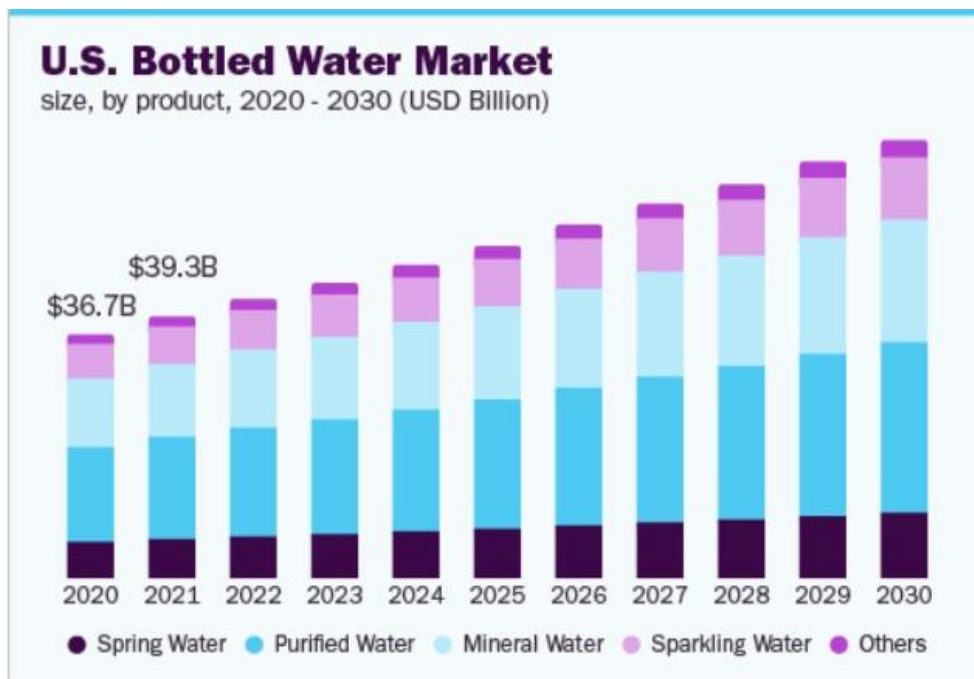
0.5 L bottled water consumption till 2027



1.5 L bottled water consumption till 2027



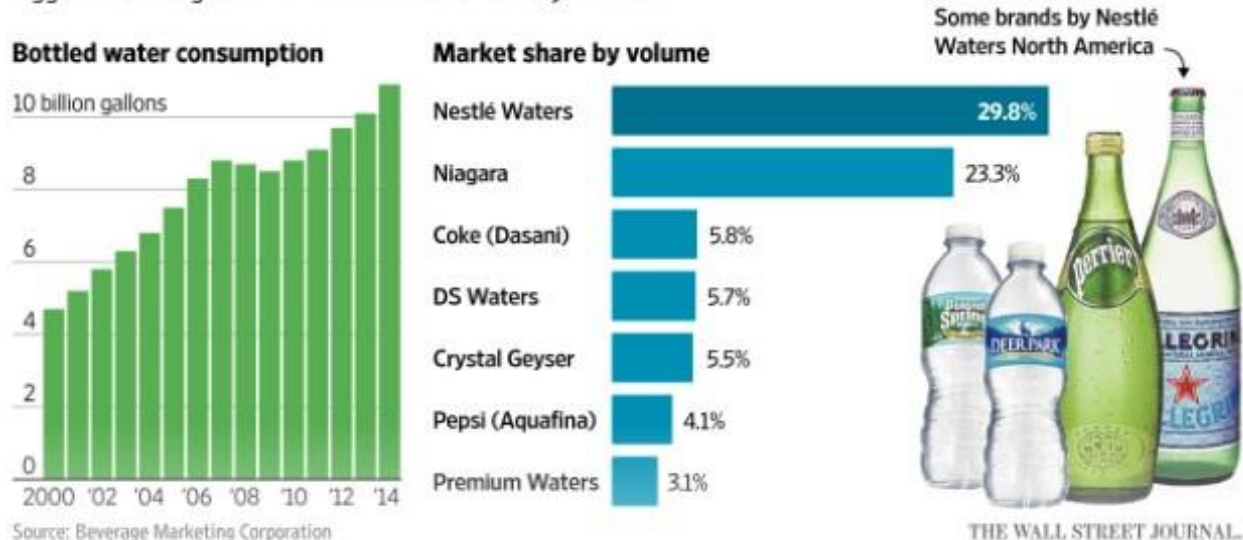
5 Gallons bottled water consumption till 2027



Bottled Water Market Based on Water Type (The Grandviewresearch.com, n.d.)

Bubbling Up

Bottled water consumption in the U.S. has recovered from a slump during the recent recession. Nestlé says its biggest area for growth is within its home-delivery business.



Bottled Water Market Based on Company (Mike Ester, 2015)

From previous, we can estimate that:

- Bottled water market is increasing and the revenues are forecasted to be increasing as well.
- The competition is high, around 20 brands are in the USA market
- Two companies are sharing the most market share and behind them other companies
- Market size is around 9.2 Billion US Dollars (The factmr.com Articles, n.d.)
- Market revenue is forecasted to be 13.5 billion US Dollars by 2033. (The factmr.com Articles, n.d.)
- All types of water are in demand increasingly

Market Gaps

The analysis showed that the gap in bottled water consumption is mainly in the elite usage of the water, bottles water is available at any place yes, but what about the quality of this water? the quality of the bottles? From the analysis, most of bottled water in the market is missing the health benefits of bioplastics which our product (Tranquil Water) is possessing, on the other hand, most of them are targeting everyone, which is fine in case of market penetration strategy, but we are going to focus on selective markets to give the feeling of the high quality of the product, which is already having.

SWOT Analysis

Strengths

- New technology to produce bottles of high quality and health and environment friendly materials
- High quality water compared to others
- New marketing strategy to target specific segment and giving the rest the idea of the high quality of the product

Weaknesses

- The ability to produce the required number of ordered bottles, needs improvement
- Plan B in case of revenue decrease

Opportunities

- Market needs of health and environmentally friendly products
- The increase in the awareness in people's behaviour towards healthy products
- Market of high-income segments is not as crowd as the low-income segments

Threats

- Market saturation
- Critics towards plants manager statement towards the usage of water during drought

Marketing Strategy

Based on previous analysis, the marketing plan strategy below can be considered.

Target Audience

As per Life Water strategy, the new approach of producing water bottles made from bio plastics and turn to a greener company, a health and environment friendly firm, the targeted audiences should be sharing the same concerns in regards of health and environment, the targeted audiences might be:

- Athletes
- Middle aged and old people
- Moms with children or babies
- Audience on diet

- Hospitals
- Restaurants (excluding fast food)
- Fancy hotels
- Middle class who likes to like high class
- High class
- Gyms and health clubs

Marketing Approach

Depending on the target audience, we have set the marketing approach as follows:

- Designing the bottle to be sight attractive and looks fancy to trigger the art feeling of the consumers, especially who likes to carry something looks fancy.
- Searching for sponsors from different kinds of industries, especially car manufacturer who are famous of their environmentally friendly vehicles (Electric Motors driven vehicles or famous of car races or both)
- Targeting the in-home market especially the hyper markets to display the bottles in the health sector shelves, those shelves are targeted always by the target audience and will help, besides the looks of the bottle, to grab the attention of consumers.
- Continuing the approach of in-home markets, a campaign of having a booth in hypermarkets for two weeks to demonstrate the new product with some other surprises like a draw from one prototype designed the same way the bottles are designed and the draw will be prized by either to have a full dozen of the bottles free, a mobile phone, and the big prize will be a vehicle of the same sponsor of the bottles.
- Another campaign targeting the out of home markets
- Targeting famous health clubs and gyms by giving them the ability to use our products with 50% discount for one month (with limited number of Gallons depending on the consumption history of the Gym) and then to have a booth inside those gyms to sell our products with a draw to have those who buy the bottles to participate in a draw with the prize of 6-months free subscription in the same gym.
- In hospitals, a plan to use the product for one month with 50% discount for one month for the usage of the patients (with limited number of Gallons depending on the previous consumption of the hospital).

- Coupons for all newly delivering mom to use our water for free for a whole month with a limit of number of Gallons based on the normal need of two people.
- Sponsoring one of the famous clubs in Basket Ball.
- Targeting the matches of the club to sell bottles with a draw for each buyer to win a day in the club, meet the players and attending the trainings plus one match for free.
- Each winner to be photoshoot drinking the water.
- Targeting Gas Stations with a prototype design of our new product Tranquil Water with the design of the bottle.
- Targeting Gas Satiations to sell the bottles in a special shelf addressed as Healthy (in case the shops don't have specific shelf for healthy products)
- Supplying the famous streets, beaches, picnic places and beside famous places with trash cans designed the same shape of the bottle mentioning on it (ONLY FOR TRANQUIL WATER BOTTLES, WE WILL BE RECYCLED, OTHERS WILL NOT)
- Make the deal with famous restaurants to use the water with 50% discount for one month, and then the next month to be with half of the price, with coupons to guests who consumes more than one bottle to have a coupon of one extra dinner in the same restaurant to be used in one month.
- Famous hotels to be targeted by having a marketing deal with them to use two bottles with 50% discount for one month for each room, and extra bottle to be consumed and charged by the guests to be awarded with a coupon to have a 25% discount for one night in the same hotel.
- A one-month campaign on different social media platforms to put the logo on their profile picture for two weeks and then to be awarded by a coupon for dinner for two people in one of the restaurants which are included in the campaign.
- Making reels with random street passers, putting in front of them a case of anti-environmental or healthy situation and whomever acts in a way to save the environment or health will be rewarded in the same video with a proper prize (amount of money) and videoshoot him drinking Tranquil Water.

Campaign to Promote LIFE WATER Image

Lately Life Water company has been under the fire of criticism due to the critics claiming that the company is using much water during the drought in California, analysing the criticism, it seems

logic in case we are using much water, and in case this water for the benefit of the company regardless of other benefits which the society will gain when using Life Water's products, especially the new product Tranquil Water, to promote and enhance the image of Life Water image, we are preparing a new campaign in parallel with the marketing approach to include the replies to those criticism as below:

- Social media campaign to target most of platforms (Facebook, Twitter, Instagram, Tic Tok, Snap Chat, etc.)
- The campaign will focus on the health and environment benefits of using Life Water's products especially the new product Tranquil Water.
- Reels and videos showing some of manufacturing steps to show that the water consumption in manufacturing is not as much as the criticism reflected
- Reels and videos showing the sources of water springs from outside California.
- Targeting emails and WhatsApp of all critics to send them messages of the benefits of Tranquil Water.
- Include environment activists in the campaign to transfer a good image to the public in regards of the benefits of Tranquil Water towards environment.
- Prepare advertising campaign which starred by the stars of our sponsored Basket Ball team to advertise the Tranquil Water showing the benefits of it.
- An educational campaign to educate people of California the importance of water spillage prevention in different places of California and outside California, the campaign shall be done by Life Water's sales wearing T-shirts with Tranquil Water bottles printed on it.
- Reels and videos (same as what we have suggested before) putting in front of the passers in streets a case of water spillage or misuse of it and whomever be proactive to change this wrong situation, he or she will be rewarded with a gift and one dozen of Tranquil Water.
- A campaign targeting the places which have been affected by the drought, the campaign includes distribution of Life Water products, especially Tranquil Water, in those places showing the support of the company toward the people who suffer the most.

Financial Projection

Budget

Based on the total revenue of Life Water, the previous budgeting history, and the market research, the budget will be estimated as a percentage based on the goals of the marketing plan, we will assume that 2% of the total revenue of 2022 will be considered the marketing budget of marketing Tranquil Water. (Francesca Nicasio, 2021).

Marketing Expenses

The expenses will be estimated based on the expenses of each component mentioned in the marketing plan, breakdown of each component to estimate the expenses of each one, and then determine the estimated expenses and whether it is within the budget or not (it should be within the budget).

Revenue Forecasting

Based on the budget and the expenses estimated, the revenue can be forecasted within the first 12 months taking into consideration the below:

- Sales projection by using a simple formula “Number of customers x average sale value x number of units = projected sales”. (The americanexpress.com Article, 2023).
- Using some financial ratios to test the forecast (The americanexpress.com Article, 2023).

Profit Forecasting

By calculating the profit from the expenses and revenue forecasting, the marketing plan Return of Investment (ROI) can be calculated.

Tracking Results

Each quarter, the numbers to be compared to the estimated numbers for each of the previous and based on that, the deviation can be calculated and hence the budget suitability can be tested.

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