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Table of Contents

Introduction.....	3
A marketing plan is what?	5
Run a marketing strategy	6
How to Create a Market Marketing Plan in Seven Easy Steps	9
Market recognition.....	9
Determine your value	10
Develop a product strategy.....	11
Talk about your channels	12
Look at outbound marketing	12
Help your customers	13
Evaluate success	14
How can my company successfully reach the intended market?	15
How do you create a digital marketing plan?.....	15
What makes a successful marketing strategy for the product as a whole?	16
Product marketing plan (Nada water) using bioplastics	18
Vision.....	18
Second, the message	18
Strategic Objectives	18

Analysis	19
Strengths and weaknesses of competitors.....	19
Summary of strengths and weaknesses.....	21
Strengths and weaknesses of the water company Nada.....	22
Summary of strengths and weaknesses.....	24
Market Opportunities and Threats	24
Target Segment:	25
slogan Water Company Nada	26
The duration of the plan.....	26
The touch and the implementation.....	26
Marketing budget	26
The woman who is the best.....	27
Statement of follow-up of content and weekly advertising on social media platforms	27
Conclusion	28
References	29

Introduction

Marketing is the art of finding potential customers who will later become valuable customers for your company.

Marketing strategy is the biggest lever in the corporate process to achieve the desired result.

For the beginning to be distinctive, you must define your company's goals. Find out where you stand now in terms of marketing. Identify future marketing strategies, plans, and methods. The budget and operational activities will also be determined.

Thus, developing the ideal consumer personality. Make a list of their fears, irritations, desires, and aspirations.

Consider yourself a potential customer. What are they thinking? What is your customer most eager to get? What does the customer want to stay away from the most? What stage of product knowledge do they have – uninformed, beginners, weighing their alternatives, or experienced buyers? What do customers value and are willing to pay for?

In addition to the importance of conversion rate, which is the percentage of leads, this element is considered the most essential element in a marketing strategy. It is by calculating the marketing price for each new customer. And the scope of each customer's claim for a lifetime return Is your marketing effective, or do you need to make changes?

Therefore, you must have a foundation for creating a marketing strategy for the project or product to produce a physical, digital, or paper prototype. Introduce the market and target to you and gauge their interest in the concept. Continue until you get a customer. List the rationale and momentum for the customer's purchase. Make a list of the main advantages. Who will benefit from the product or service. What dream is the customer trying to achieve? What makes your product special? Make a customer journey map that shows the touchpoints related to the sale. Awareness, evaluation of options, selection of choice and purchase Use automation as much as possible.

Use effective techniques to identify target markets. The number of monthly searches per inch can be seen by country or the entire world using Free Google Ads - Keyword Planner. Is there a strong enough market for your good or service? It also illustrates advertising competition for specific conditions. With Facebook ads, you can target users by city, age, gender, hobbies, and industry. Before investing any money, the size of the market can be determined.

Prepare and explain the plan using SWOT analysis to identify its strengths and weaknesses. Both probabilities and risks. Your skills and how to differentiate yourself from your competitors are examples of your strengths. Your weaknesses can be skills gaps or areas that need improvement. Opportunities include how you can take advantage of changing market dynamics. Competitors, company risk, marketing competition, and low profits are some of the threats. Consider your company from a SWOT perspective.

To deliver your product or service to potential customers, marketing is a roadmap. It requires you to create a marketing plan and do business, but it will not take long or be expensive. Working on them early will help secure the company's future success.

A marketing plan is what?

A marketing plan explains the company's marketing strategy and contains specific steps to be taken as well as expected results.

A marketing strategy serves as a roadmap for a business to implement and evaluate the results of a marketing activity within a certain period. There are diverse types of marketing actions, such as:

1. Paid Marketing: Pay Per Click and Advertising
2. Social media marketing, which involves the use of sites such as Facebook, Instagram, and Twitter.
3. Marketing window: A period during which the campaign is used.
4. Content Marketing: Using unique content to highlight a calm water product packed in bioplastics
5. Promote a new good or service Create a product launch promotion for Quiet Water using bioplastic packaging.

You can think of the marketing plan as the compass that any company or organization goes with so that you can know:

Goals that the company seeks to achieve within a specific period of time.

The current position of the company's position in the market.

Position the main competitors of the company in the market.

A presentation of the most important needs of the customers targeted by the company.

The different e-marketing strategies that the company will rely on.

Determine the expected time period for the implementation of each of the objectives of the marketing plan .The main factors that will be followed to determine the success of the marketing plan or not.

The marketing plan is one of the most important factors for the success of various companies and institutions , because it puts all the dots above the letters ,in order to help the company grow ,prosper and compete in the market. (NOOR, 2022)

Run a marketing strategy

An effective marketing strategy provides guidance to future initiatives and helps in the company's understanding of the target market, competition, impact of marketing decisions and outcomes. Without market research, you cannot create a marketing strategy that focuses all your marketing activities and gives you important knowledge about your target market and the feasibility of your goods and services. Listed in market research must be:

1. Monitor trade and economic trends
2. Look for opposition to find ways to outdo it in price and customer service.
3. Choose the most effective means, including social media and traditional advertising, to reach your target audience.

Benefits of a marketing strategy The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over competing companies by understanding the needs and desires of consumers .Whether it's print ad design ,mass personalization ,or a social media campaign ,a marketing asset can be judged based on how effective it is in communicating a company's core value proposition .Market research can help chart the effectiveness of a particular campaign and can help identify underutilized audiences to achieve end goals and increase sales. (Alkhalailah, 2022)

Depending on the sector, the nature of the goods or services, and the goals you have in mind, marketing strategies may vary, but most always have the following basic ingredients:

1. Overview of the company's operations

Second, analysis of the situation

3. Business and marketing goals

4. Delivery Strategy and Target Market

5. Innovative Marketing and Presentation Strategies

6. Messaging Instructions

7. Budget

8. Monitoring and evaluation

The executive summary of the marketing plan provides a high-level summary. For people who may not be reading the entire strategy, this section should provide a summary. The location of the business, the owners, the market position, the mission statement, the core values, and external elements that will have a current or potential impact on the business activity are included in the business description.

Details of analyzing your situation and setting up your marketing activities. You will examine the internal and external aspects that will affect your marketing strategy in more detail in this section.

SWOT analysis, which combines external and internal analysis to list strengths, weaknesses, opportunities, and threats, is used by many companies.

The importance of SWOT analysis is that it helps organizations improve their position in the market by :Identify strengths and maximize them to achieve business goals .It shows the weaknesses of the company and gives its owners a chance to turn it over for their benefit .Explores opportunities for the company to leverage in crafting

vital development arrangements .It helps to study potential threats to the business ,and make fundamental improvements to work arrangements and development plans .Encourages the development of complementary or alternative plans and emergency arrangements .The entire SWOT analysis methodology highlights the company's resources ,adding creative ideas to marketing strategies to help weather the odds. (Ibrahim, 2023)

Lighting: SWOT analysis should also indicate areas where the company needs to make improvements to better compete.

With a focus only on business aspects that marketing can influence, marketing goals will be linked to overall business goals. For example, if a company's overall goal is to provide calm water in bioplastic containers next year, a relevant marketing goal may be to increase the number of consumers who subscribe to the company's product or build trust with them. With customers already subscribed, many potential new customers buy the product.

One of the most important ideas in marketing is the idea of target markets. Since it is impractical to think you can attract everyone, you should decide who your ideal customers are. You need to know what they enjoy, what they dislike, and where to look for them.

How a company sells and distributes to customers is determined by a distribution and delivery strategy. Retail, wholesale, direct sale of homes or businesses, and the Internet are all acceptable forms of sale and delivery.

A company's ability to gain a competitive advantage in the market by offering customers one or more of the following advantages is described as a unique selling proposition.

1. Promote the use of bioplastics as an innovative or superior product as an alternative to hazardous plastics
2. Provide customers with affordable and convenient products for them to carry in their hands.
3. Give customers service in a more effective, user-friendly, and attractive way.

Strategies are the steps you must take to implement those goals. For example, your strategy might be to introduce new customers to Calm Water using bioplastics through personalized invitations that highlight the benefits of the program if you're trying to get a certain number of people to sign up to buy the product from the company or gain the trust of a number of potential new customers through subscribers who have already purchased the product. Use bioplastics instead of dangerous plastics, which you may be interested in, and then provide top-notch customer support to help them with Startups.

The exact steps you will take to put your strategy into practice are your tactics. Let us imagine that you sent personalized invitations to new customers to encourage them to use the product. Sending emails to each new customer by name, identifying the exact benefits they can access using the product, and including a link to instantly sign up for points for incentives is one of the strategies you can use in this case.

The right communications can help your brand solidify itself in the market, differentiate itself from competitors, show value to potential customers, and target specific audiences.

In your overall strategy, you can create some basic messaging principles that you can use as a starting point to develop more targeted messages for each campaign and different target market categories.

How to Create a Market Marketing Plan in Seven Easy Steps

We have created a seven-step plan that you can use when creating a marketing plan to enter the market. Through the company's activity, we can build a marketing plan to enter the market for the product launch. These seven stages will enable us to develop a clear action plan that will lead to the introduction of the company's Calm Water product in bioplastic packaging.

Market recognition

Without identifying your target market first, it can be difficult to create a go-to-market strategy that is effective.

When launching a new product, start by identifying your ideal customers.

Since few products are acceptable for all demographic groups, marketing segmentation is necessary. In addition to age and demographics, you should consider the personalities of buyers as well as their locations, professions, and purchasing power.

Next, check if these customers are already part of your customers or if you have not contacted them yet. You should choose the lead generation techniques you want to use if you need to find new customers.

Do not forget to consider your competitors' offers. You may need to change your strategy if your product is already selling at a lower price.

Identifying an organization's target market allows you to focus your marketing efforts in the most cost-effective way possible ,start by clearly defining your product or service and then decide which person or business will want to use what you offer ,as understanding consumer needs is essential ,you can often discover exactly how you can meet consumer needs through careful market research including managing a focus group ,surveying industry reviews ,or conducting a market survey. (Atoum, 2020)

Determine your value

What you are guaranteed to deliver to your customers is your value proposition, which is commonly referred to as a unique selling proposition. Examine the key features of your product or service to determine your value proposition. Once you have identified the different benefits your product offers, identify the issues that these benefits might solve for your target market.

To determine your value proposition, you must adopt a customer-centric mindset. What issues or difficulties in your life need to be resolved? Once you do this, you will be able to monitor how customers use your items to meet their demands and adjust your marketing strategies, as necessary.

Start compiling your price strategy once you have defined your value proposition. Your lead base and market penetration targets inform your pricing strategy. When developing your pricing plan, you have the following options to consider:

1. Fees based on subscriptions
2. Value-based pricing, second
3. Instant Read Price

Knowing the market value of your product also helps in preparing product development goals and strategies ,if the market value leaves little room for profit or no room for profit ,you need to focus on product development or run your business without tangible gains .You can use research to uncover desired attributes and benefits and optimize your product to fit ,doing so puts you in a position to optimize the value of the product and then promote the increased value proposition to increase prices. (Atoum, 2020)

Develop a product strategy.

Choosing what to offer and how to promote your brand are two important additional aspects of your go-to-market strategy. You should usually have a distinct product strategy for each of your target markets.

Setting up marketing or creating assembly plans may be part of this process. In addition, marketers must look for ways to differentiate their products from those of competitors.

After launch, small business owners should keep in mind that their strategy may need to change in response to customer feedback. Even if the timeline is set for a go-to-market plan, decision makers will want to align with customer input so they can make any necessary minor changes to the go-to-market approach.

Social media monitoring is a wonderful way to see how customers are responding to a new good or service.

Its importance arises from the fact that there are a number of separations between the producer and the consumer , which the marketing channel seeks to reduce ,and they are :Spatial separations Time intervals Perceptual breaks Possession Dividers Value intervals) University(2014 ,

Talk about your channels

No matter how great your product is, if you do not have a flawless marketing plan, it will not matter. You must choose the right marketing channels to achieve this. The places where you advertise and sell your goods are known as marketing channels. Once you have determined who your target market is, you can identify the locations where they shop frequently. Stores that are extremely popular include:

1. Internet Marketplaces
2. Shops in general
3. Trade Shows

Depending on who your target market is, your marketing channels will change. Whatever channel you use, it is critical to provide your brand with sufficient development time and consistency. No matter where and when customers buy your products, the goal is to have a consistent experience.

You should ensure that GTM is coordinated across all your business channels if you are part of a larger organization. By doing so, you can ensure that your message is coherent. A go-to-market strategy will require more coordination and planning the bigger your company is.

Look at outbound marketing

You may want to consider creating a third-party marketing strategy if you want to promote your new commodity or service. Customers are more likely to learn about your product through outbound marketing.

To start drawing attention to your new product, you may need print or web ads. Outbound marketing is likely to play a key role in determining your go-to-market strategy, along with market research.

As already discussed, you should ensure that your messages are consistent throughout your outbound marketing content. Creating your brand is among the best strategies to achieve this. So, who are you? What vocabulary will you use to present your new business and product? How will you ensure that your new product matches your existing brand?

Help your customers

The absence of customers after the emergence of a new product or service is among the most important mistakes made by business owners. You should train your support staff to manage the necessary flow before launching the product.

You might expect more in the weeks after the launch of a new product or service, whether it is an increase in troubleshooting requests or an increase in web traffic.

You risk alienating customers if you do not help them. Building a consumer base is based on retaining existing customers. Try to keep them on the sales funnel once they get there. It is a wonderful way to delight customers to give them the right support.

makes customers feel important and encourages them to communicate with the company frequently because of the great interest they receive ,whether in the form of a phone call ,text message ,or others .It helps companies build a large customer base ,which undoubtedly helps them increase their profits .It is a guide that helps companies correct their production path and correct the way they provide a service or product ,and this is achieved by listening to different customer opinions .It contributes to increasing the profitability of companies and institutions ,as achieving customer satisfaction with the service or product provided by the company will increase their demand for its various products and will constitute a golden opportunity to attract more customers.

(Doueiri, 2022)

Evaluate success

Setting the goals of the go-to-market plan before launch will make it easier to measure future success. Determine what success looks like before product launch. Is reaching a certain sales volume your goal? Are you trying to reach out to early adopters? To keep your sales staff on track and increase your chances of success, be precise and honest.

Lighting Making an excellent product is just the beginning. A company that has managed to get its products into the hands of the target market is successful. You can offer your company the best opportunity to maximize its potential by spending some time thinking about all the components of your go-to-market plan, including who you will target and how and where you will contact those people.

Customer reviews are very important in freelance platforms ,so don't ignore them on fives ,and here are some of them :Continuous cooperation with customers Getting positive reviews from past or existing customers increases the chances of collaborating with them again ,as providing a rich buying experience ,with a positive evaluation of this experience ,contributes to maintaining long-term contracts for new services and projects ,so the buyer will not look for someone else to buy the service from if you are available .

Gain the trust of new customers %73 of customers believe that valuations give them more confidence to buy a service or product ,and the need for this confidence increases in the freelance markets ,especially Khamsat .The above detailed positive reviews encourage new customers to buy from you ,it is not easy to gain the trust of customers ,but the reviews make the job easier.

Enhance reputation Positive reviews contribute to creating a good reputation for you among your competitors ,as the first thing that a new customer sees on Khamsat when looking for services is the rate of evaluation you got , and this has a great impact on his decision to choose you or not. (Muhammad, 2022)

How can my company successfully reach the intended market?

Identify the points where your prospects meet the outside world. Do they read newspapers and magazines, use private social media, use YouTube, do Google searches, ignore billboards, use certain websites, use email, engage in certain types of e-commerce, belong to certain organizations, etc.

What can you offer first at no charge? For example, a checklist or guide to download, a case study, an eBook, a downloadable object, a workbook, a template, a resource list, or a white paper.

Get a call to action with your contact information for the next step. Set up you are marketing so that it is close to your horizons and use the right lead magnet.

How do you create a digital marketing plan?

Find out where your potential customers spend time together online. Create your own digital marketing plan so that it works with those sites.

Ads can be seen on social media platforms as well. With Google Search, YouTube, partner websites, Google Shopping, Gmail, and Google Android, Google may serve ads. What features will the ads show, and where will the click go? Your website's landing pages must be compatible with your ads.

Ads may also be for public awareness, paying per 1,000 impressions. Mobile ads may include calls made to businesses.

Retargeting is the practice of showing ads to website visitors who have already visited you, which can increase familiarity and trust.

Use Google Analytics or your website's social media platform to monitor the success of your digital marketing efforts. Repeat to improve customer conversion rates.

What makes a successful marketing strategy for the product as a whole?

Marketing strategy development is an integral part of any business process .It is used to develop the company's marketing plans and help the company achieve its goals in addition to helping it enhance its brand value .Offering a competitive advantage A marketing strategy helps you identify your strengths and weaknesses and compare them with your competitors .With this information ,you can improve weaknesses and focus on strengths .A marketing strategy enables you to gain a competitive advantage in the market and improve your position against emerging competitors .It also helps you showcase the benefits of your products and services .Build your own customer base A marketing strategy allows you to identify new markets and add additional customers .Customer research allows you to create a more customer profile based on customer interests and income levels .It also makes it easier for your company's marketing department by creating a more targeted advertising strategy that improves conversion and brand recognition .Helps you with the right pricing Looking at similar products of the same quality ,the customer is more likely to buy the lowest-priced product .Competitive research enables you to understand the market and ,more importantly ,the purchasing power of your customer base .The marketing strategy also helps to determine the optimal pricing plan for products and services .Help you build your brand A marketing strategy highlights the strengths of your products and why your products are better than your competitors .A structured and unified messaging style helps build your brand and gives you a unique identity in a volatile and competitive market .Help develop better products and services Competitor and customer research gives you an in-depth look at the market and what products and services it needs .This helps you develop new products or how you can improve your existing offerings .Marketing research also gives you a clear picture of the current market ,competitor offerings ,government regulations ,and other factors that affect sales .Part of improving your products and services is having an effective distribution plan .This plan includes brick-and-mortar and e-selling .A marketing strategy can also indicate the development of a more robust distribution network .Create an online service for products and services or use commission marketers for distribution .Helps plan marketing budgets Each department of the company plays a role in the promotion and future development .A marketing

strategy takes this into account and determines the specific role that each department should play and how much resources should be allocated .A planned marketing strategy ensures that budgets are distributed accordingly .Focusing on marketing strategies helps you provide the best return on investment .It also helps in aligning the company's overall efforts to achieve business goals and objectives .Important for your company's future success and growth Marketing strategies improve brand value ,give you a competitive advantage ,improve sales figures ,increase market share ,and most importantly ,improve profit .Its benefits are spread across all operations ,helping your company grow and preparing you for the future .It also gives your company a competitive advantage that enables it to gain significant market share in the market .Moreover ,market strategy allows you to build your brand and help your products and services stand out from competitors .A marketing strategy goes a long way in achieving your company's goals .It enables you to create a roadmap for success and keep your company's short-term and future goals on track. (BAKKAH, 2019)

Create a free listing in Google My Business and Bing My Business directories. This includes your business contact information and internet map pins. Create a website to showcase your goods and services. Share your website's content on social networks.

Do some paid marketing first to raise awareness. List your website in the bioplastic's user manuals. Graphic potential customers will see your website for free thanks to subsequent organic search results. Increase lifetime value for your customers with email.

Vision

High-quality premium water with vital bottles for a healthy and refreshing environment that is effective locally and competes globally.

Second, the message

We use the latest and most advanced technology in the fully automated filling process and adhere to the highest standards of health, safety, quality, purification processes, antibiotic and full automation of bottled water directly from the source and bottling it using bioplastics compared to local competitors to produce drinking water that we trust to provide to you and your family safely and that your hand is the first hand to touch the bottle.

Strategic Objectives

Enhance the trust of potential customers and belonging to employees.

Improving production, manufacturing processes, and improving the company's global position.

Developing the production system to meet the requirements of development and the needs of the labor market.

Developing the capabilities of working cadres.

Enhance new customer engagement in improvement and development

Ensure the product for everyone and enhance the chances of gaining new customers.

Raising the quality and effectiveness of the use of bioplastics in packaging

Development of the packaging manufacturing system and water production

Analysis

And we start by evaluating the market, especially evaluating competitors in the production of the same commodity, which is the supply of bottled water.

Who are the competitors: (Hajar Water Company) (Nova Water Company) (Tania Water Company)

Strengths and weaknesses of competitors

Tania Water Company					Nova Water Company					Hajar Water Company					Statement
Product															
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Number of approved quality certificates for the product
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Variety in package capacity
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Use of biopacks
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Fit minerals and vitamins
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Product Exterior
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Customer satisfaction
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Recommending the company's product to customers
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Services during marketing
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Post-marketing services

Tania Water Company					Nova Water Company					Hajar Water Company					Statement
Website															
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	hast
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Languages
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Easy access to information
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Design
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Rateof page protection
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Show the advantages of the offer to the customer
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Contact Details
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Business Mail

Tania Water Company					Nova Water Company					Hajar Water Company					Statement
Social Media															
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Twitter
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Facebook
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Inquiry
5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	Youtube

Summary of strengths and weaknesses

Tania Water Company	Nova Water Company	Hajar Water Company	Statement
Through the analysis previously write here the elements of strength	Through the analysis previously write here the elements of strength	Through the analysis previously write here the elements of strength	Strength
Through the analysis previously writes here the elements of weakness	Through the analysis previously writes here the elements of weakness	Through the analysis previously writes here the elements of weakness	Vulnerability
Elements observed during the analysis but not mentioned	Elements observed during the analysis but not mentioned	Elements observed during the analysis but not mentioned	Other

Strengths and weaknesses of the water company Nada

Website					
Nada Water Company					Statement
5	4	3	2	1	fast
5	4	3	2	1	Languages
5	4	3	2	1	Easy access to information
5	4	3	2	1	Design
5	4	3	2	1	Thread tolerance
5	4	3	2	1	Show the advantages of the offer to the customer
5	4	3	2	1	Contact Details
5	4	3	2	1	Business Mail
Nada Water Company					Statement

Social Media					
Nada Water Company					Statement
5	4	3	2	1	Twitter
5	4	3	2	1	Facebook
5	4	3	2	1	Inquiry
5	4	3	2	1	Youtube

Product					
Hajar Water Company					Statement
5	4	3	2	1	Number of approved quality certificates for the product
5	4	3	2	1	Variety in package capacity
5	4	3	2	1	Use of biopacks
5	4	3	2	1	Fit minerals and vitamins
5	4	3	2	1	Product Exterior
5	4	3	2	1	Customer satisfaction
5	4	3	2	1	Recommending the company's product to customers
5	4	3	2	1	Services during marketing
5	4	3	2	1	Post-marketing services

Summary of strengths and weaknesses

Nada Water Company	Statement
Through the analysis previously write here the elements of strength	Strength
Through the analysis previously writes here the elements of weakness	Vulnerability
Elements observed during the analysis but not mentioned	Other

Market Opportunities and Threats

Demolition D	Opportunity	Statement
External constraints to the company such as environmental changes	External factors that work to achieve gains for the company, such as its proximity to a pure water source	environment
External obstacles to the company such as the emergence of new legal restrictions	External factors that work to achieve gains for the company such as easing legal restrictions	The economic system of the country

External obstacles to the company such as customer taste	External factors that work to achieve gains for the company, such as the presence of a new type of consumer in need of the product	Community Culture
External obstacles to the company such as incompatibility with a media outlet	External factors that work to achieve gains for the company such as the emergence of modern technologies	Media

Based on the analysis of marketing operations, we then move on to identify the target segments

Target Segment:

Categorize potential customers from the his.: Upon reaching this stage, we have achieved sufficient and specific knowledge in managing the marketing process

Target	Classification factor	M
	Categories (Interests)	1
	genre	2
	lifetime	3
	Geography	4

slogan Water Company Nada

Because it's dew. We have made it vital.



The duration of the plan

3 Months - 6 Months

The touch and the implementation

Income	Tasks assigned to him	Statement	M
			1
			2

Marketing budget

Total expected costs including salaries, promotional campaigns, and preparation

Budgeting takes time, but once you are done you will be aware of every penny you spent in the marketing process ,although online marketing is less expensive than traditional marketing ,but setting a marketing budget for marketing-related activities is essential ,so determine how much you intend to spend on marketing and promotion during a certain period of time ,three months ,six months ,next year , .and tactics you can afford .Many companies plan their marketing budget based on what they spent in the previous year and

how much they intend to spend on marketing during the current year ,which is an ideal way to measure results for achieving your sales goals ,and avoid spending too much wasted effort (M.I, 2021).

The woman who is the best

Here the four principles of product, price, and location are identified, used, and promoted to be applied to the strategic position of the Nada water company's product in the market and we may add to it the process, environment, and people.

The four elements" are product ,price ,promotion ,and place) "product ,price ,promotion , and place .(These are the main factors involved in the marketing of a good or service .

The four elements can be used when planning a new business ,evaluating an existing offer ,or trying to improve sales with the target audience .It can also be used to test an existing marketing strategy on a new audience (Alkhalailah, 2022)

Statement of follow-up of content and weekly advertising on social media platforms

Evaluation	Advertising budget	Content												The week
		Pictures of the product				MQL SGY R				video				
														1
														2

E-marketing has grown in importance and even become a necessity of life, and social media and its applications, as well as the existence of the Internet, have all contributed to this. As a result, the majority of business owners now rely on e-marketing to reach the largest possible audience and build a sizable community of people interested in working with e-marketing and making purchases over the Internet, and numerous studies and research are being conducted in this area.

Additionally, this marketing process occurs quickly and is devoid of numerous limits or requirements in order to receive the item; the only thing needed is.

The sale and purchase process can occur at any time of day or year as long as the commodity is still available and available to the buyer. Additionally, this marketing process occurs in a short amount of time without many conditions or restrictions in order to obtain the commodity; the only requirement is that the buyer has the commodity's price. Additionally, there is no cost to set up a sales outlet or pay a bill for rent, labor, electricity, water, and other expenses.

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