



**EUROPEAN  
INTERNATIONAL  
UNIVERSITY**



## COVER PAGE AND DECLARATION

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**Table of content:**

Introduction..... 3

Executive summary..... 3

Situation Analysis

PESTEL analysis ..... 3

Swat Analysis..... 7

Marketing objectives..... 8

STB .....8

Marketing Strategies .....9

Marketing mix..... 10

Schedule and Budget..... 14

Controls..... 17

Conclusion ..... 17

Reference... .. 18

## **Introduction:**

Life Water is a bottled water company dedicated to both improving the well-being of Americans and preserving the Earth's resources. We are committed to continuous innovation and excellence throughout our entire production and distribution processes.

An illustration of our commitment to cutting-edge technology is the utilization of bioplastic packaging for our premium Quiet Water brand. We are actively working on expanding our production and distribution capabilities to ensure that the refreshing Crystal Springs water, conveniently situated in California City, can be made available to the entire community

## **Executive summary:**

The impact of the drought varies significantly across different water districts in California. This study delved into the multifaceted aspects of modern Los Angeles, encompassing environmental, legal, political, technical, economic, and social dimensions. Companies like Life Water have leveraged market segmentation to offer a diverse range of bottle sizes and designs. The organization has also allocated its advertising budget and chosen its preferred advertising medium. While there are numerous challenges on the horizon, Life Water sees substantial growth potential.

Significant investments in advertising and public relations are essential to Life Water's ambition of ranking among the top five bottled water companies in the United States. Our concerted efforts in advertising and public relations are anticipated to drive sales growth.

"Life Water" intends to extend its apologies to Ms. Leono for her comments through various social media channels. These remarks do not align with the values and strategies of Life Water, a company deeply committed to the well-being of the planet and its resources. In the coming days, Life Water will continue to prioritize its valued customers.

## **Situation Analysis :**

Analyzing the past through the PESTEL framework provides insights into various factors that have

influenced Los Angeles and the bottled water industry:

#### Political Factors:

In 2004, Los Angeles voters approved Proposition O, a \$500 million water quality bond measure to comply with the federal Clean Water Act, indicating a commitment to environmental regulations.

Los Angeles mandated LEED certification for city-owned structures, emphasizing sustainability.

Policies promoting innovation and water efficiency have emerged in the city, fostering an innovation economy around water.

#### Environmental Factors:

Los Angeles relies on groundwater, State Water Project (SWP), and Colorado River Aqueduct (CRA) water sources, highlighting the importance of sustainable water management.

Population growth and warming in the Sierra Nevada Mountains have posed challenges to water retention.

Concerns about the environment and resource availability have increased after climate change events in 2021.

#### Economic Factors:

Competition in the bottled water industry can lead to price shifts, impacting the local economy.

Consumer preferences are influenced by factors such as water purity, brand, price, and packaging.

The issue of plastic water bottle littering has prompted campaigns and awareness efforts, affecting the bottled water industry's image.

#### Social Factors:

Public skepticism about public water systems has driven increased demand for bottled water.

Concerns about health risks associated with drinking water have led to a surge in bottled water consumption.

San Francisco's ban on disposable plastic water bottles due to environmental concerns has implications for bottled water companies.

#### Technological Factors:

Groundwater extraction facilities near water sources enable water pre-treatment and more environmentally friendly bottling practices.

Bottling companies are transitioning to eco-friendly containers in response to environmental concerns.

Increased awareness through social media and advocacy campaigns has impacted perceptions of the bottled water industry.

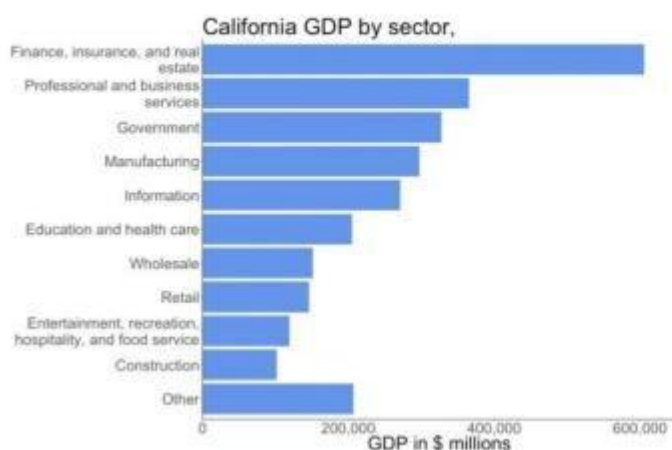
Legal Factors:

Los Angeles's commitment to complying with the Clean Water Act reflects legal obligations to maintain water quality.

San Francisco's ban on disposable plastic water bottles represents a legal restriction with potential consequences for the industry.

These factors collectively shape the dynamics of the bottled water industry in Los Angeles and influence consumer behavior, economic trends, and environmental considerations.

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 play a crucial role in the bottled water industry in Los Angeles:

**1. Health-Conscious Consumers:** The increasing trend of health-consciousness among consumers in affluent nations, including Los Angeles, has contributed to the growth of the bottled water

industry. Many consumers perceive bottled water as a healthier alternative to sugary sodas or tap water, aligning with their desire for a healthier lifestyle.



**2. Younger Demographic:** Market experts have identified younger consumers, particularly those interested in sports, fitness, and healthy living, as a target demographic for bottled water products. These younger individuals are more open to trying new products and are more likely to be regular consumers of healthier options like bio plastic bottled water.

**3. Social Media Influence:** Younger consumers, in particular, are highly engaged with social media and various communication platforms. This trend can be leveraged by bottled water companies to market their products and engage with their target audience effectively.

**4. Shift Away from Sugary Drinks:** The local population's changing preferences, with a shift away from sugary drinks and an increased preference for healthier beverages like bottled water, reflect evolving social trends. This shift is influenced by health concerns and a desire for more wholesome options.

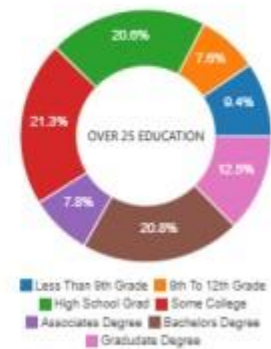
**5. Research and Survey:** Conducting surveys, like students surveying their classmates, can provide valuable insights into why people perceive bottled water as a healthier choice than tap water. Understanding consumer perceptions is crucial for marketing strategies.

These social trends underline the importance of health, fitness, and sustainability in consumer preferences, providing opportunities for bottled water companies like Tranquil Water to cater to evolving demands and target specific consumer groups effectively

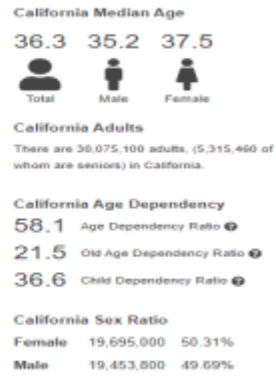
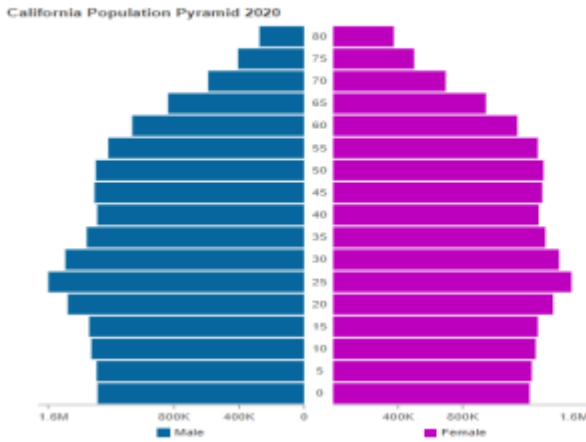
Largest cities or towns in California				
Source: <sup>13</sup> 13				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	 San Jose
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,693	
6	Sacramento	Sacramento	508,529	
7	Long Beach	Los Angeles	467,354	
8	Oakland	Alameda	429,082	
9	Bakersfield	Kern	383,579	
10	Anaheim	Orange	352,005	 San Francisco

## 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:**

strengths	weaknesses
<p>Understanding the nuances of the local economy is a significant advantage. Establishing strong government relations is closely linked to delivering high-quality products. Having a workforce of skilled professionals who stay updated on the latest technologies and trends is crucial. Life Water possesses several advantages that will support its expansion into new markets. The extensive automation employed in manufacturing ensures exceptional consistency in every batch. Investing in Salesforce training has the potential to lead to exciting successes in new markets</p>	<ul style="list-style-type: none"> <li>- Taking into account Ms. Leono's concerns regarding maintaining credibility with customers, it becomes apparent that the substantial transportation and energy costs are resulting in an unfavorable return on investment</li> </ul>
opportunities	threats
<ul style="list-style-type: none"> <li>- Los Angeles, the capital of California and the second-largest city in the United States after New York, boasted a population of 3,898,747 people in 2020. The cultural diversity of Los Angeles is remarkable.</li> <li>- The city enjoys a robust economy and houses numerous prestigious institutions.</li> <li>- Utilizing methods that have a reduced impact on the environment and natural resources.</li> </ul>	<p>Despite the economic success of the product, there is limited room for differentiation due to escalating raw material costs. Inconsistent regulations and frequent modifications present challenges. Additionally, new technologies introduced by market disruptors pose a long-term</p>



<p>The new product line requires greater visibility.</p> <p>Competitors could witness their advantages diminishing due to the influx of new customers through online channels. Expanding the Market</p>	<p>threat.</p>
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### Marketing objectives:

the Vision:

To achieve long-term water security while preserving the environment for future generations, becoming the sole water source for the entire metropolis.

The Mission:

At Life Water, we are dedicated to providing clients with sustainable water treatment solutions that are both environmentally and economically viable. Our services and products promote the idea that water is a precious but finite resource.

The Objectives:

Enhance our reputation by introducing a new bioplastic bottle.

Sustain steady and expanding quarterly revenue growth.

Increase market share by 20% to 30% in priority areas.

Foster public trust in bioplastics through transparency, honesty, and clarity.

Comply with all community regulations to benefit future generations and the local economy.

Establish Life Water as an industry expert.

Maintain research and development spending regardless of economic conditions.

Encourage employee skill development to enhance employability.

Provide funding support to dialysis units in hospitals and standalone clinics.

Investigate cost-cutting measures for future savings.

## **STB:**

STP (Segmentation, Targeting, Positioning) is a widely employed marketing strategy that aids in the selection of offerings and the development of messages tailored to various market segments.

### Segmentation:

Market segmentation helps in crafting more targeted marketing strategies by identifying elements that have varying impacts on each market segment. Geographical market segmentation, such as focusing on the Los Angeles area, is a potential research topic.

To appeal to environmentally conscious, fitness-oriented millennials who prioritize sustainable manufacturing, Tranquil Water has introduced a new bioplastic bottle. Another segmentation approach targets affluent customers based on socioeconomic status.

### Methods for Creating a Market Segmentation Map:

Life Water, a modern and well-established company, has the capability to export its bioplastics to various regions, including the Los Angeles area. Los Angeles has a history of embracing change and innovation.

Customers valuing efficiency and speed receive special attention from Life Water. Consumer attitudes and habits related to bottled water use are influenced by advertising messages.

### Theme: Development

Within a year, Life Water aims to enter the San Francisco market. The proximity of the two cities and San Francisco's openness to this technology make it a natural fit.

### Targeting:

Selecting which market subsets to focus on is a crucial aspect of the targeting process. Life Water's campaigns target adults aged 19 and above, who consume an average of 13 glasses of water per day.

Positioning:

Life Water aims to differentiate itself from competitors by establishing a unique market position

#### Marketing Strategies:

"Business development" is the process of enhancing a company's revenue, market share, and customer base through innovative marketing strategies, networking, and product innovation.

LIFE WATER has become a market leader thanks to its successful regional events and diverse product lines. A Life Water bottle offers excellent value for its price.

Investing \$5 million in establishing a more environmentally friendly business in untapped markets could lead to increased profits and growth. The Ansoff Matrix can assist in finding new and profitable applications for bioplastics. Expanding Life Water's product range has the potential to boost the company's profitability, customer base, and overall success. Prioritizing the company's long-term health over short-term financial gains is our approach.

Our water is sourced from pristine natural environments and offers various benefits to consumers, including improved health. At LIFE WATER, we prioritize sustainable growth and long-term success over quick profits.

Our advertisements showcase idyllic natural settings and emphasize the role of water in leading a healthy, active life to attract customers.

To meet varying demand in different regions, our product must be versatile. The core of LIFE WATER's business strategy lies in producing and distributing our products in a way that generates long-term value.

### Marketing mix:

The marketing plan for Life Water utilizes the 4Ps model to assess the brand's product, price, distribution channels, and promotional efforts. A marketer's toolkit includes activities such as research and product development, cost analysis, and the planning of promotional events. The marketing strategy of Life Water plays a crucial role in achieving these objectives and positioning the company effectively in the market.

#### Product:

Life Water is a well-known brand that provides customers with pure and safe water using Hydro 7 filtering technology and eco-friendly bio plastic bottles. The company's product strategy revolves around bottled water, available in various sizes and flavors. Direct competitors to Life Water include brands like Aquafina, Dasani, Arrowhead, and Athena.

#### Price:

Life Water stands out from competitors due to its high quality and environmentally friendly packaging. In the market, the primary variable is cost, given the similarity of offerings. Life Water maintains a competitive pricing strategy by offering a high-quality product at a reasonable price. The target market comprises individuals aged 25 to 50, concerned about their health, with a moderate to high discretionary income. Life Water remains open to pricing adjustments to remain competitive.

#### Place & Distribution Strategy:

Life Water operates five retail locations in water-intensive regions, including Los Angeles, San Francisco, and New York City, in addition to its headquarters. Bottled Life Water is distributed through a network of brokers and distributors, making it available in numerous supermarkets, drugstores, health clubs, and fast-food restaurants. Effective product delivery to every California neighborhood is crucial for business success.

#### Merchandising:

Merchandise placement is designed to be visible and easily accessible to customers. The packaging design incorporates white for purity and green for nature and ecological cleanliness, reinforcing the brand's values.

## Promotion & Advertising Strategy:

Creative promotional methods using custom water bottles will inform the broader public about the significance of this finding.

Leveraging sports events to promote Life Water, especially among athletes who consume large quantities of water.

Offering special offers and discounts to loyal customers.

Donating Life Water sports water bottles to charities.

Organizing online competitions with water bottles as prizes.

Providing Life Water to a select group or for a limited time to build excitement and word-of-mouth promotion.

The container's design plays a role in establishing the brand identity and packaging attractiveness.

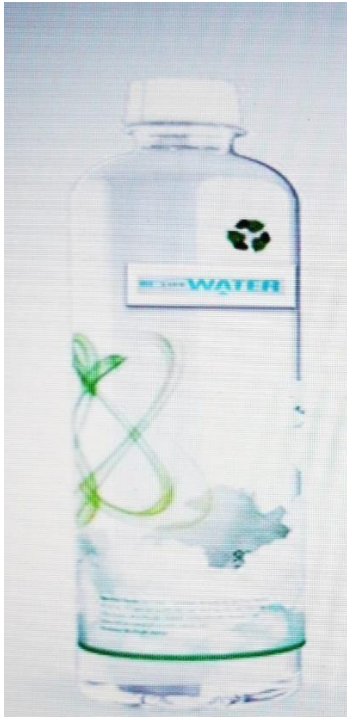
Utilizing various marketing channels, including celebrity endorsements, print and TV ads, and a dedicated website.

Maximizing social media effectiveness with hashtags to reach a wider audience.

The comprehensive marketing strategy of Life Water encompasses product quality, pricing, distribution, and promotion to achieve its objectives and maintain its position in the market.



- Creating a successful brand requires a logo that captures attention. The choice of font, font size, and font color should harmonize to ensure instant readability. Additionally, expanding the customer base is a straightforward opportunity.



To maintain strong customer relationships, regular email communication is essential. It helps inform clients about specials, promotions, and gather feedback to address any issues promptly.

Consider implementing a referral marketing campaign to incentivize existing customers to bring in new ones, offering them a discount for their efforts.

Your company's website serves as the first point of interaction with customers, emphasizing the importance of optimizing it for search engines to enhance visibility.

Leverage social media platforms like Facebook, Twitter, and a service blog to engage with a wider audience and foster meaningful connections.

Offering bulk discounts can be an effective strategy to attract new buyers and encourage them to try your product.



Consider setting up stands for retail packaging and utilizing billboards and newspaper advertising to enhance brand visibility in California's consumer market

**Schedule and Budget:**

in our media strategy for the upcoming year, we have allocated a budget of \$1,000,000, with over half a million dollars dedicated to digital media. This budget will support our marketing efforts and ensure that we reach our target audience effectively.

Regarding the implementation schedule, here is a rough breakdown of our planned activities throughout the year:

**Quarter 1 (January - March):**

- Launch digital advertising campaigns targeting our core demographic.
- Continue email marketing efforts to engage existing customers and gather feedback.
- Begin the referral marketing campaign, offering discounts to customers who refer new clients.
- Maintain our service blog with regular posts to keep customers informed and engaged.

**Quarter 2 (April - June):**

- Evaluate the effectiveness of Quarter 1 campaigns and make necessary adjustments.
- Continue digital advertising campaigns and expand into new online platforms.
- Monitor and manage our social media presence, with a focus on Facebook and Twitter.
- Consider launching new promotions and bulk discount offers to attract new buyers.

**Quarter 3 (July - September):**

- Analyze Quarter 2 results and refine our marketing strategies.
- Enhance our website's search engine optimization (SEO) for better online visibility.
- Maintain strong email communication with clients, updating them on specials and promotions.
- Explore opportunities for partnerships or collaborations with other businesses.

**Quarter 4 (October - December):**

- Allocate a portion of the budget for traditional advertising, including billboards and newspaper ads.
- Continue running digital media campaigns and assess their performance.
- Participate in local events and set up stands for retail packaging to boost brand visibility.
- Prepare for the next year's media strategy and budget planning.

This implementation schedule outlines our year-round marketing activities to ensure that Life Water remains competitive, maintains strong customer relationships, and continues to grow in the market.

## Controls

. The marketing efforts at Life Water have been ongoing for several years, evolving and adapting to changing market conditions and consumer preferences. Life Water has a dedicated marketing team that continuously assesses its strategies and tactics to ensure effectiveness.

Unanticipated aspects that have arisen in the marketing efforts include:

1. **Emerging Sustainability Trends:** As environmental concerns have become more prominent, there has been a growing demand for eco-friendly products, including sustainable packaging. Life Water had to adapt quickly by introducing bio plastic bottles to cater to this market segment.
2. **Digital Dominance:** The shift towards digital marketing and e-commerce has accelerated in recent years, especially after the COVID-19 pandemic. Life Water has had to allocate more resources to digital advertising and e-commerce platforms to reach consumers effectively.
3. **Competitive Landscape:** The bottled water industry has seen increased competition, both from established players and new entrants. Staying ahead of the competition and maintaining market share has been a continuous challenge.
4. **Data Security and Privacy:** With increased digital marketing efforts, data security and privacy have become paramount. Life Water has implemented strict data protection measures to safeguard customer information and comply with regulations.

To address these challenges and stay competitive, Life Water's marketing team has adopted a more strategic approach. This includes regular evaluations of performance criteria, keeping abreast of industry trends, and conducting monthly studies to monitor the marketing strategy's milestones. By staying agile and responsive to market changes, Life Water aims to maintain its market leadership and customer satisfaction

## Conclusion:

Indeed, for the Life Water Company to continue its success and remain competitive in the market, growth and innovation are essential. Here are a few key points to consider:

1. **Embracing Change:** Being open to change and adaptable to evolving market trends is crucial. Life Water should continuously assess consumer preferences, environmental concerns, and technological advancements to stay ahead.
2. **Capitalizing on Opportunities:** Identifying and seizing opportunities is a fundamental

aspect of growth. With the expanding population in California and the increasing focus on healthy and sustainable living, Life Water can tap into this demand for its products.

3. **Distribution Strategy:** The company's distribution strategy plays a vital role in reaching a wider audience. Expanding the reach of its products, both within California and beyond, can drive growth. Additionally, exploring new distribution channels, such as online sales and partnerships, can be beneficial.
4. **Innovation:** Innovating in product offerings, packaging, and marketing strategies can help Life Water differentiate itself from competitors. The use of bio plastic bottles is one example of how innovation can align with sustainability trends.
5. **Customer Engagement:** Building strong relationships with customers through effective communication, excellent customer service, and feedback mechanisms can enhance customer loyalty and drive repeat business.
6. **Sustainability:** Given the increasing emphasis on sustainability and environmental responsibility, Life Water should continue to prioritize eco-friendly practices in its production and distribution processes.

By staying agile, customer-centric, and forward-thinking, Life Water can position itself for continued success and growth in the future. Success in the beverage industry requires a deep understanding of consumer behavior, industry trends, and effective execution of marketing and distribution strategies.

## References

- "**Consumer Preferences for Bottled Water Attributes: Market Segmentation Analysis and Policy Implications**" by Rigoberto A. Lopez and Tsu-Tan Fu (Published in the Journal of Agricultural and Resource Economics, Volume 35, Number 1, April 2010):
  - This research explores consumer preferences for various attributes of bottled water and can provide insights into marketing strategies.
- "**The Role of Social Responsibility in Marketing: A Case Study of Ethical Marketing in the Bottled Water Industry**" by Danielle D. Green (Published in the Journal of Management and Marketing Research, Volume 15, October 2014):
  - This case study focuses on ethical marketing practices in the bottled water industry.
- "**Environmental Impact of Bottled Water vs. Tap Water**" by Emily N. Wiltzius (Published in the International Journal of Environmental Sustainability, Volume 5, Issue 1, 2009):
  - This paper discusses the environmental considerations and impact of bottled water compared to tap water, which is relevant to marketing eco-friendly water products.
- "**Bottled Water Industry Analysis & Recommendations**" by IBISWorld (Published in August 2021):
  - IBISWorld offers industry reports, including analysis of the bottled water industry, which can provide valuable market insights.
- "**Bottled Water Market - Growth, Trends, and Forecasts (2021 - 2026)**" by Mordor Intelligence (Published in July 2021):
  - Mordor Intelligence provides market research reports on the bottled water industry, including growth trends and forecasts.
- "**The Bottled Water Market in the United States: A Look at America's Thirst for Bottled Water**" by Statista (Published in 2021):
  - Statista offers statistics and market insights into the bottled water industry in the United States.
- "**Marketing Management**" by Philip Kotler and Kevin Lane Keller (Textbook):
  - This widely used marketing textbook covers various marketing strategies and principles that can be applied to the bottled water industry.

- **"Blue Gold: World Water Wars"** (Documentary):

- This documentary film explores the global water crisis and can provide a broader perspective on the bottled water industry's impact