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## Table of Contents

INTRODUCTION .....	3
MARKETING PROPOSAL .....	3
EXCUTIVE SUMMARY.....	3
SITUATIONAL ANALYSIS .....	4
PESTEL ANALYSIS .....	5
SWOT ANALYSIS .....	8
MARKET POSITIONING.....	12
LOGO & SLOGAN .....	13
CONCLUSION.....	19
References .....	19

## **INTRODUCTION**

Marketing management typically begins by employing analytical procedures to evaluate the current market and company situation, taking into account various factors such as PESTEL and SWAT analysis. Based on this analysis, the company can then establish its vision, mission, and goals. Marketing management plays a crucial role within organizations, serving as a vital tool that encompasses various functions from the inception of a product concept to its ultimate fruition. Marketing managers have a distinct role in facilitating the achievement of the organization's strategic objectives and implementing any required adjustments.

Marketing management refers to the strategic process of identifying specific target markets and effectively acquiring, nurturing, and retaining customers by prioritizing their needs and ensuring their satisfaction through a mutually advantageous approach. According to Kotler, Burton, Deans, Brown, and Armstrong (2015),

## **MARKETING PROPOSAL**

### **EXECUTIVE SUMMARY**

Through a comprehensive examination of our SWOT analysis, encompassing an assessment of our strengths, weaknesses, opportunities, and threats, we can effectively align ourselves with the prevailing market conditions and maintain a competitive edge. There exists a significant opportunity to introduce a health-conscious alternative to soft drinks within society. The public relations system is identified as a vulnerability, while the utilization of innovative technologies, such as bioplastics, emerges as a significant advantage in mitigating the challenges posed by drought conditions.

Our campaign will commence by deploying a visually captivating logo, followed by the dissemination of information through diverse marketing channels, with the objective of maximizing the exposure of our product to a wide range of potential consumers.

Our objective is to optimize our public relations endeavors through the utilization of social media platforms, leveraging the influence of social influencers, organizing events tailored to our intended audience, and actively engaging with and acquiring insights from our target demographic.

**SITUATIONAL ANALYSIS**

From a business perspective, the consumption of bottled water in the United States constitutes a negligible fraction, specifically less than 0.01%, of the total annual water usage. However, the bottled water industry has a well-established history of effectively and consistently managing and safeguarding essential water resources. Consequently, there is a noticeable surge in demand for bottled water within the state during periods of drought. Nevertheless, upon visiting California, it becomes evident that the utilization of bottled water constitutes a meager proportion of the state's yearly water consumption, specifically less than 0.02%.

Base in studying market we found Our Competitors are ;

<u>Associated Services</u> <u>Company</u>	Alta Bottled Waters	San Leandro	California
<u>Associated Services</u> <u>Company</u>	Alta Bottled Waters	San Leandro	California

<b><u>CRH California Water, Inc.</u></b>	Culligan of San Diego	San Diego	<b>California</b>
<b><u>Culligan San Paso Co.</u></b>	d/b/a Culligan Santa Maria	Santa Maria	<b>California</b>
<b><u>Earl Ising Inc</u></b>	Culligan Soft Water Service of Livermore	Livermore	<b>California</b>
<b><u>Walter C. Voigt, Inc.</u></b>	<b>d/b/a Central Valley Culligan</b>	<b>Fresno</b>	<b>California</b>

Los Angeles, in reality, consumes the equivalent volume of bottled water that is produced in the entire state of California within a span of less than one week of its tap water consumption. The annual volume of water utilized for bottled water in California amounts to 3.09 billion gallons. According to the International Bottled Water Association (IBWA, n.d.), the city of Los Angeles consumes a total of 3.4 billion gallons of tap water on a weekly basis. To comprehensively evaluate the various conditions and factors that may impact our product marketing, we will delve further into analysis using two methods: PESTEL and SWAT.

**PESTEL ANALYSIS**

The PESTEL analysis is a framework used in strategic management to assess the external macro-environmental factors that can impact an organization

Political factors refer to the various aspects of the political environment that can influence or impact a particular situation, organization, or society. These

Local governments in the state of California frequently promote industrial and economic expansion, and their recent emphasis on fostering environmentally sustainable enterprises and products augurs favorably for the potential introduction of Tranquil Water into the market. The individuals responsible for oversight and management intend to

Based on the provisions outlined in SB-1703, the certified green business program in California advocates for the implementation of additional regulations aimed at protecting the environment

and imposing penalties on industries that contribute to adverse environmental consequences.(2003-2004) According to Alarcon's (2004) research, there is a global mobilization against industries that are responsible for increased levels of atmospheric carbon dioxide.

The subject matter at hand pertains to economic factors.

Companies such as Nestlé Waters, with an approximate annual sales revenue of \$8.1 billion and \$6.2 billion generated in the California market during the first nine months of 2019, are obligated to remunerate the state government for the utilization of its water resources by means of fees. By imposing limitations on the access of bottling companies to local groundwater, valuable insights can be gained regarding their manufacturing processes and the possibility of introducing novel products.

According to Daniels (2019), the governor of Los Angeles has enacted a taxation policy that applies to all individuals utilizing water, with the aim of funding enhancements to the infrastructure in response to the diminishing water reserves. This initiative implies that the availability of water in the city may become limited in the foreseeable future. The imposition of supplementary taxes or regulations pertaining to the utilization of water resources will be absorbed by bottling enterprises, thereby resulting in an impact on the prices we offer. Soft beverages serve as an effective means to entice individuals to sample one's merchandise.

The social factor is a significant element that influences various aspects of human behavior and societal dynamics. It encompasses the social interactions, relationships,

The sociopolitical climate in California is characterized by a state of precariousness. Contrary to the practices of water bottling corporations Concerns arise, especially during periods of drought, regarding the potential adverse effects of the water bottling industry on municipal water resources, thereby potentially affecting the market for bottled still water.

The consumption of bottled water in the United States has been on the rise due to its perceived health benefits, positioning it as a viable substitute for carbonated beverages. In contemporary society, individuals tend to consume a significantly larger quantity of water in comparison to sugary beverages. This prevailing trend provides a favorable prospect for us to enter the market with our health-conscious product.

Technological factors refer to the external elements that influence the development and implementation of technology within a given context. These factors encompass various aspects

The concept of "Sacred H<sub>2</sub>O" refers to the significance and reverence attributed to water in certain cultural and religious contexts. Investing \$5 million in a company that prioritizes environmentally sustainable practices can yield significant positive outcomes. Enhance the public perception of the company through the implementation of environmentally sustainable measures, such as the utilization of bioplastic materials for bottle caps, thereby fostering a positive corporate image.

This innovation serves as an effective means for preserving valuable resources, particularly in periods of limited precipitation. Consequently, the implementation of life water will confer a notable marketing edge.

The legal factors are elements within the legal framework that have an impact on various aspects of society and business operations. These factors encompass laws

California is set to enact numerous legislative measures aimed at discouraging the use of plastic among the population and incentivizing companies to adopt more environmentally friendly practices (Manaster, 1990). This presents a significant opportunity for Life Water to introduce their new product in the bottled water and soft drink industry.

Environmental factors refer to the various external conditions and elements that can have an impact on living organisms and their surroundings. These factors encompass a

During a period of drought, it is probable that there will be an increase in public pressure on the government to implement more stringent regulations regarding the utilization of water resources. Consequently, it is anticipated that there will be an increase in the demand for both bottled and

tap water throughout the state of California. The state's comprehensive infrastructure system will aid Life Water in fulfilling this demand.

## **SWOT ANALYSIS**

The SWOT analysis is a strategic planning tool that is commonly used in business and management. It involves assessing the strengths, weaknesses,

This section will undertake an examination and investigation of the four constituent elements of a SWOT analysis, namely strength, weakness, opportunity, and threat. These factors are crucial considerations in the development of an effective marketing strategy for the company's products.

**Strengths** • The utilization of Bioplastic Bottles as a substitute for traditional plastic, offering a more environmentally friendly alternative and contributing to our competitive advantage. • The implementation of a Greener Company initiative, involving a \$5 million investment by Life Water, which will enhance our corporate image and result in the production of purified water. Life Water has gained significant market experience in California, having been present in the market for an extended period of time. As a result, our brand has become well-known among customers, leading to the establishment of a loyal customer base. Additionally, we have successfully captured a substantial portion of the market.

Due to our extensive tenure in the market, we possess a diverse range of distribution channels at our disposal.

**Weakness:** • Given the novelty of this endeavor for Life Water, it is imperative to enhance the understanding of the importance of environmentally conscious enterprises and the consequences associated with the integration of innovative technologies within the water bottling sector, with the aim of optimizing our financial profitability.



A social media platform designed for business and command purposes, There is a pressing need to effect a change in the prevailing sentiment towards water bottling companies and our new business by exerting influence across various social media platforms. Currently, there exists a significant surge of discontentment directed towards these entities.

- The establishment of a dedicated research and development department is imperative to enhance our ability to generate innovative solutions and advancements that align with market demands and customer preferences.
- This approach exemplifies a strategic decision to separate research and development activities from the manufacturing process, thereby utilizing standard labor and resources. It is widely postulated that the outcomes of research and development (R&D) will have a significant impact on the effectiveness of these inputs. An alternative perspective posits that performance can be assessed through the examination of gross profit, while the organization effectively incorporates its knowledge generation processes. (Lööf, 2008)

Opportunity • The heightened consumer demand for bottled water in times of drought presents a favorable circumstance to promote our product.

The government's initiatives to promote the adoption of environmentally sustainable practices in businesses will provide significant support to our new venture.

Given the prevailing perception regarding the advantageous effects of bottled water in comparison to sugary carbonated beverages, our objective is to strategically promote our product, Tranquil Water, within this specific target audience.

Threats • The manifestation of public dissent regarding the potential consequences of water bottling and soft drink industries on limited water resources in times of drought.

The potential for water with life-saving properties may be hindered by the imposition of local taxes on the utilization of California's natural resources. Moreover, the adoption of bioplastic bottles as an alternative may result in increased product prices due to the higher costs associated with the materials used. Influence on Costs Arising from Material Suppliers • The adoption of a more environmentally sustainable business model by our company may potentially exert

pressure on our competitors to emulate our actions, or alternatively, it may attract new entrants into the market.

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The topic of interest is the marketing strategy, which refers to the overall plan and approach employed by organizations to promote their products or services

The topic of discussion pertains to the concept of Life Water. In order to achieve success in the California market, it is imperative for businesses to adopt a novel marketing strategy that effectively caters to the diverse customer demographics prevalent in the state. The utilization of Porter's methods, encompassing both cost leadership and differentiation strategies, will be employed in order to facilitate the achievement of our objectives.

The minimum amount of expenditure incurred

In alignment with our cost leadership strategy, we intend to introduce reduced bottle sizes of our serene water product, ensuring accessibility to a wider consumer base through affordable pricing. As an illustration, we will offer 0.3-liter containers of water, which are suitable for individual consumption.

Differentiation

The concept of differentiation in this context refers to the provision of our product, tranquil water, to a wide range of individuals and establishments across various categories. These categories include personal usage, restaurants, shops, schools, and other formal settings. The attainment of serene water should be accessible to all individuals who seek its significance.

The purpose of this response is to outline the marketing objectives.

Over the course of the upcoming three years, it is imperative for Life Water to establish itself as one of the leading ten environmentally sustainable enterprises within the California market.

It is projected that our bioplastic-based bottled water will capture a market share of 20 percent within a span of three years. Over the course of the next three years, it is imperative to increase the quantity of distribution points located in California by a factor of two, resulting in a fifty

percent augmentation. There is a need for increased consumer awareness regarding the significance of incorporating bioplastic materials in the production of water bottles. Over the course of the upcoming triennium, it is imperative that concerted efforts be made to enhance societal progress.

The primary objective of our marketing endeavors should be to prioritize customer longevity, whereby the size of our target audience expands with each subsequent purchase.

The objective is to enhance brand recognition and promote the distinctive attributes of our bottled water, thereby increasing consumer preference for its consumption.

One potential strategy for increasing profitability involves the expansion of sales for our primary product, "tranquil water." Market-STP

The STP Model encompasses three discrete phases of analysis that collectively contribute to the achievement of predetermined marketing objectives.

The concept of "market segmentation" refers to the practice of categorizing clients into distinct groups based on their unique preferences and needs.

Segmentation base on size

- |    |                      |                      |
|----|----------------------|----------------------|
| 5. | 1. 1501 ml and above | 3. 331 ml - 500ml    |
|    | 2. 501 ml - 1000 ml  | 4. 1001 ml - 1500 ml |

Segmentation base on Customer Category such as Persons

Restaurant ,Schools and shops Segmentation base in customer location Category

1. Inside California
2. Outside California Target Market

Life Water should have a crystal clear vision of the market and who they are trying to sell their serene water to before they get in. An good plan begins with a thorough and clear examination of the characteristics of the California market, including the external influences and internal elements that affect the price of life-sustaining water in the state.

1. Location: The California market

Second, we're talking about an average-income population of men and women of varying ages and marital statuses.

Thirdly, a large percentage of the population is concerned about their own and their children's health from a psychological perspective.

Fourth, everyone who, thanks to emerging health norms, needs to adopt a more healthful way of living.

Attitude: All customers who desire to switch from soft drinks and other unhealthy beverages to healthier options.

## **MARKET POSITIONING**

Life Water is poised to enter the market as an environmentally conscious company, employing bioplastic bottling for its products. It aims to position itself as a healthier alternative to the multitude of unhealthy beverages available. Furthermore, Life Water recognizes the California market as a strategic starting point for its expansion into other markets across the United States.

The marketing mix component being discussed is the product.

The product we offer is Tranquil water bottling, which is made from bioplastic material. This product is a healthy and safe choice for consumers, as it can be incorporated into our daily lives. It is available in various sizes, making it suitable for use in any location.

The availability of our product will encompass various markets and retail establishments, while also providing the option for direct procurement through our network of distributors. The expansion of distribution channels for Life water will specifically target the California market.

## **PROMOTIONS**

Our target audience will be effectively reached through various advertising channels, including online platforms, print media, television, radio, and billboards.

One potential strategy for influencing consumer opinions regarding bottled water companies is to leverage the widespread accessibility of social media platforms.

## **PRICING**

The primary goal of pricing strategy should be to achieve market penetration. In this context, the pricing of Tranquil water should be aligned with the perceived value of the product as perceived by the consumer. Furthermore, our pricing strategy will take into account the quality of our bottling, specifically the use of Bioplastic bottles, as well as the prices offered by our competitors.

We will ensure that the pricing of our tranquil water is both appropriate and agreeable to our consumers. Our product pricing strategy will adhere to the Cost Plus pricing policy. Our company, Life Water, will include a 15% net profit margin when considering both direct and indirect costs.

## **LOGO & SLOGAN**



In our logo, we have selected two colors: blue and green. The choice of blue symbolizes pure water, representing the high quality of our products. The green color, on the other hand, represents a healthy and clear nature, emphasizing that our products are a healthy choice. Additionally, the use of bioplastic bottles further reinforces our commitment to sustainability, as they are made from greener materials. This combination of colors and materials in our logo conveys our message effectively.

#### Scheduling and budgeting

The marketing budget for our new plan will be determined using the "All You Can Afford" approach. This decision is based on the fact that our company is investing in a new product as part of our commitment to becoming a greener company. Additionally, our marketing efforts will encompass various channels, including press releases, television advertisements, radio spots, billboards, social media platforms, and marketing stands at general events.

The advertising period refers to a specific timeframe during which promotional activities are conducted to promote a product, service, or brand.

The advertising period for our media plan will commence on October 1, 2020, and conclude on September 30, 2021. In the event that Tranquil water brand has effectively employed a push

media strategy, it implies that they have achieved favorable outcomes in reaching a wide customer base through extensive advertisements and messaging. A strategic framework will be devised to guide future allocations of resources towards marketing expenditures. In the upcoming year, we will need to revisit and reassess the marketing plan in order to address any existing deficiencies.

Distribution channels refer to the pathways through which goods or services are transported from the producer to the end consumer. These channels play a crucial

Distribution channels can be defined as a structured network of organizations that collectively engage in the necessary activities to establish a connection between producers and manufacturers on one end, and consumers or purchasers on the other end, with the aim of achieving specific objectives. According to Baines (2013),

The distribution of Life Water should encompass a diverse range of channels to effectively disseminate their product, Tranquil Water. The selection of these channels should be contingent upon the specific geographical area of distribution and the existing channels within that area.

The primary objective of this advertising campaign is to raise awareness among individuals regarding the environmental advantages of consuming Tranquil water as an alternative to sugary carbonated beverages. Additionally, the campaign aims to emphasize the merits associated with the utilization of plastic water bottles. It is perceived that the current period presents difficulties in introducing novel bottled water products to the market, primarily due to societal opposition towards the bottling water sector. Consequently, our marketing strategy will be executed with prudence, meticulously assessing and managing each phase to ascertain the attainment of predetermined objectives. By utilizing marketing strategies.

The supplier's evaluation of the new product, the rate at which our marketing strategy reaches consumers, and the customer's perception of their comprehension of our product.

In order to ascertain the marketing tools that exert the most significant influence on individuals, we have established a category titled "Most Effective."

- The relationship between sales and demand within the advertising period.

It is imperative that the conduct of the competitor adheres to the predetermined parameters.

The relationship between product demand and marketing expenditures.

The market analysis entails the examination of the market dynamics, encompassing the influence exerted by our product on the market as well as the duration of its viability. This analysis is conducted on a regular basis, with reports generated on a monthly and quarterly basis.

The retention rate of customers and vendors

The topic of discussion pertains to a public relations campaign on social media platforms.

A social media campaign can be conceptualized as a strategically planned and executed endeavor spanning a specific duration, aimed at achieving a specific objective, with the outcomes being subject to systematic observation and assessment. The campaign has the capacity to operate on a singular network or across multiple channels.

Our Campaign will depend on a central cohort of supporters who will aid us in enhancing our visibility and broadening our public relations efforts on social media platforms.

The administration and oversight of a social media campaign

The active engagement of employees in cultivating substantial relationships with influential individuals in social media and the media will have a substantial impact on the overall success of the organization. By cultivating relationships with journalists and media organizations through the utilization of social media platforms.

The public relations (PR) professional will assume responsibility for selecting and organizing content for the brand's social media platforms, with the aim of aligning it with the company's core principles and advancing the objectives of the PR team.

Incorporating popular hashtags, monitoring customer inquiries and discussions, and identifying occasions to enhance the visibility of our brand's unique offerings are integral components of an effective social media marketing strategy.

The concept of Sacred H2O refers to the belief in the sanctity and spiritual significance of water. The responsibility of managing any internet-related issues that have the potential to harm the



company's reputation lies with the public relations personnel. The prompt response to customer inquiries or concerns is a crucial requirement for our team.

## Approaches to Social Media Campaigns

Each of the aforementioned bloggers possesses a substantial audience, which can effectively assist in disseminating our message.

### Social media updates shared by the Chief Executive Officer (CEO)

The Chief Executive Officer (CEO) of a company frequently assumes the role of its public representative. The primary responsibility of a Chief Executive Officer (CEO) is to establish the strategic direction of the company based on its established brand identity. The active engagement of the Chief Executive Officer (CEO) in social media platforms can potentially yield substantial positive effects on the financial performance of the organization.

There is a growing body of evidence suggesting that chief executive officers (CEOs) who actively engage on social media platforms demonstrate higher levels of productivity and success compared to their counterparts who do not participate in such activities.

There is a higher probability of customers making a purchase following direct exposure to product information from the Chief Executive Officer (CEO) of the respective company.

Managers have a diverse range of strategies at their disposal to effectively engage new customers through social networking platforms.

The Chief Executive Officer (CEO) has the potential to enhance relationships with both shareholders and staff members by leveraging the utilization of social media platforms. Every individual consumer is found on at least one social media platform.

Furthermore, it is imperative to consider the implementation of influencer marketing as a strategic approach.

Within the realm of California culture, a considerable number of individuals have garnered substantial audiences on various social media platforms such as Facebook, LinkedIn, Instagram,

and similar platforms. significant online following. By providing education to influential figures in the fashion and sports sectors, we can establish our product as a viable and health-conscious alternative that aligns with their preferences and needs.

#### Participate in public discourse

Life Water can effectively educate its target audience about the social responsibility of its products through the utilization of diverse social media channels. This can be achieved by organizing or disseminating events that focus on pertinent subjects such as general health and the impact of Life Water products.

The proposed plan entails conducting visits to educational institutions, disseminating our product to students, and capturing these interactions on video for the purpose of sharing them on our social media platform. Engage in government-sanctioned activities and distribute complimentary samples to all participants. Support philanthropic initiatives.

Engage in active participation in various sporting events, secure sponsorship opportunities, and disseminate the content across multiple platforms for broadcasting purposes. Maximize the utilization of these various opportunities to enhance the promotion of our product and our shift towards environmentally conscientious investment practices. Incorporate product videos into the comprehensive compilation of features and specifications.

In order to enhance customer knowledge, we intend to regularly share videos showcasing the production process of our products, encompassing the journey from raw materials to the final goods, across all our social media platforms.

The act of relying on expertise is a common practice in various fields and disciplines. It involves placing trust and confidence in individuals who possess specialized knowledge, skills, and experience in a particular area. This reliance on experts

Given the tendency of consumers to place greater trust in authoritative figures, it is our contention that organizing a video conference on a social media platform featuring experts in the domains of general medicine, environmental sustainability, water bottling, and natural resources

would constitute a viable strategy for enhancing the promotion of Life Water's products and augmenting consumers' comprehension of said products.

## CONCLUSION

. Marketing management is a crucial tool utilized for the control and monitoring of business operations, with the aim of identifying and rectifying any deviations from the path of success. It is typically grounded in a comprehensive comprehension of both internal and external factors. A successful marketing plan serves as a bridge connecting products to consumers. The Significance of Marketing Management in Organizational Success

I possess a strong conviction that, in conjunction with the exceptional marketing team within our organization, we shall successfully navigate this challenging phase and attain heightened levels of accomplishment in the forthcoming period.

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