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COVER PAGE AND DECLARATION

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1.Introduction

Life Water is committed to giving customers great and sound drinking water, and the association containers and conveys its thing using bio plastics, a materia that is minding to the environment. It is around 150 miles from the area of California and is tracked down right past Los Angeles. As a result of the extended care among clients that water lack and the biological impact of the things they buy could have serious repercussions, associations have been obliged to change their preparation: to remain vicious. Likewise, Life Water Firm looked at merging bio plastics into their undertakings to change themselves into an earth competent association.

To cultivate this advancing arrangement, an assessment of the inside resources an examination of the external competitors, and a market examination of the water market did. As a result of this, it was crucial to spread out different focuses for the elevating method to achieve these objectives. The exceptional financial resources of the affiliation were viewed as in the enumerating of our strategic for genuine setting. It was assented to start an exhibiting exertion for the new bio plastic thing, as well as a web-based diversion PR work to propel Life Water as an even more earth trustworthy association. Both of these drives would be shipped off meanwhile. Another brand character for the association was made in light of the catalyst. These activities were assigned a particular proportion of money and a particular proportion of time to ensure that they met the essentials of the displaying plat.

The association Life Water uses Imaginative packaging and the uttermost down the line advances to convey separated water that is perfect for people's prosperity. It highlighted its eco-obliging progression, which is the utilization of bio plastic in water bundling. In light of public anxiety about water deficiency, the association has begun using water-recognizing verification subject matter

experts. The assessment furthermore tries to find procedures that will help with decreasing water use and waste. Moreover, it used cutting edge propels and bio plastics to save water and prevent natural damage, therefore calming people's worries. The's association will probably overpower the water supply industry.

2.Association Profile

Life Water is an excessive bouling water association that is 150 kilometers past Saudia Arabia. It revolve around its own noticeable water bottle creating unit instead of associations who moreover sells soft drink pops, wines, soda, etc. There is for the most part interest for clear, heavenly, sterilized water keeping watch. As such Life water decided to ship off its new supreme item offering "Calm Water", which is made of bioplastic bottle. This plan is connected to shipping off the new sproduct with an electronic exhibiting systems and gadgets. People needs the pure water to be hydrated and strong. The association run trucks ordinarily to Saudia Arabia, and in the center between. The association is driven by buyer interest, hence they will relaunch the supreme quiet water thing with clear publicizing strategy. No matter what the way that, drought has set off displays at the venture's bundling plant. It has been settled that sifted water serves a good use, especially in drought stricken locales where people's wells have gone dry.

The approaches that I prescribed to achieve targets are Market Entry, in South, West and North California., Thing Progression; using the bioplastic compartments and Fixation; zeroing in on the supreme of the neighborhood the innocuous to the biological system. Anyway, the publicizing mix of thing worth, put and headway were in like manner described on the sensible bases of the opponents explicitly. Indeed, Public Association crisis is an important opportunity to restore the trust of purchasers. Consequently, a well unequivocally organized correspondence is the strategy for

propelling the association's greener plans and manage the response from Miss Loono's comments. Supporting environment social occasions, giving 5% off the pay to assist with watering treatment projects, enrolling a particular internet based diversion bunch are examples of how we can have incredible PR. Similarly, incredible publicizing is a basic component for progress. I proposed to use radio ads, paid advancements by means of virtual diversion stages, and sheets and Travel. The spending plan will be secluded in light of the need on the headway mix, PR and publicizing.

Finally, extending the slice of the pie, having a good PR, growing the interest, and being a striking brand are pointers for the result of the plan.

3. Situational Assessment

.Industry assessment

Separated water industry has seen an amazing advancement in the new past in view of numerous components. The clients' prosperity experience with the ailments, in particular, achieved by sullied water have risen massively. Furthermore, the tendency towards a particular lifestyle provoked increase the interest for sifted water considering its flexible useful nature. Besides, people these days are more stressed over leftover fit and sound and nothing can fill this need an abundance.

The overall market is separated by the sort and topography. The most famous sorts of separated water are Still Water (66% of the total slice of the pie), Carbonated Water and Upgraded Water. "Geographically, the market is researched across North America, Europe, Asia-Pacific, and LAMEA."! (Valuates Reports)

The U.S. is the second greatest customer market for separated water in the world. In 2018, sifted water use extended to 14 billion gallons, up 5.8 percent from 2017, with the ordinary American

drinking 41.9 gallons of separated water consistently. 'Separated water in Reward Promoting (Association. 2018)

The overall market for Sifted water is projected to show up at US\$307.6 billion by 2025. Driven by the creating need to slake the thirst of a creating all out people. Complete people is prepared to create from 7. 8 billion out of 2019 to over 9.8 billion by 2050. As per this turn of events, there will be an equivalent development well known for safe drinking water. (ReportLinker.2020)

California is the 3 greatest country in the US Though the ceaseless dry season issues it faces, California has a system that is sufficient to transferee and move water even to the most distant districts It has channels siphons, beast dams, tunnels that run under mountain ranges, and lines that go over them (Johnson. 2015)

Moreover, all water used for sifted water in California yearly is 3.09 billion gallons. Los Angeles uses 3.4 billion gallons of customary water every week. Bundled waters industry finishes only 0.04% of all water in California,

The California sifted water industry pays \$1.74 billion in state and close by obligations, and \$1.49 billion In government charges.) (BWA).In short, Market assessment shows a rising revenue for an extensive variety of separated water especially Still Water. Nevertheless, there is an overall inclination to shield typical resources and to use reused compartments. As such, I truly ask the association's decision to make a greener association and to include bioplastic compartments in its five star item offering.

4.Environmental examination

PESTEL Examination

Political components: California is a Ubiquity based slanting state with a liberal people. It transformed into a popular hypothesis objective for tremendous economies, inferable from the public power's different endeavor catalysts. Neighborhood governing bodies in California routinely advance business and financial development, particularly change to greener associations with greener things, and that suggests we will have a good chance to enter the market with our new thing Peaceful Water. The world is deceiving all undertakings that contribute

To extended petroleum derivative results in the climate, so using bioplastic bundling for our new thing Quiet water will be productive. As demonstrated by SB-1703 California affirmed green business program, the public power will foundation additional rules to guard nature and to fight various endeavors that antagonistically influence the environment ("Bill Text-SB-1703 California ensured green business program.", 2021).

Monetary factors: California's economy is the greatest in the US, with a gross State thing (GSP) of \$3.2 trillion beginning around 2019. California would be the world's fifth greatest economy in 2019, before India and behind Germany, if it were a nation state. All bundling water firms pay costs to the California government for using typical resources, but certain associations make colossal arrangements in the close by market, for instance, Nestlé Waters, which had arrangements of by and large 8.1 billion bucks in 2018 and 6.2 billion bucks for the underlying nine months of 2019. Because of the Crown issue, associations halted assignments, achieving a development in joblessness, essentially influencing the Monetary status of families in California, as well as different US and the World. California, of course, has a thriving economy.

Social factors: With a general population of 4,015,940 people. Los Angeles is the most packed city in California (50.44 percent females and 49.56 percent Folks). Los Angeles is racially widened, with whites addressing 55.17 percent of long term affirmation holders. The average yearly remuneration is \$34,681. The current culture consumes far More water than soft drink pops, which allows us an opportunity to enter the market With a sound thing, as prosperity things overall have a positive remaining in the public eye.

Mechanical factors: California's Silicon Valley added to the locale's particular Headway. An extensive part of the world's driving state of the art associations as of now call the locale home ("Silicon Valley – Wikipedia", n.d.). The web is credited for aiding associations in Gathering information from suppliers, competitors, and client analysis, which incited The progression of new things. Life water Put \$5 million in a greener association. This move will help a numerous people. Make a positive image of the association in the Eyes of individuals by and large, use greener advancement, and use bioplastic in the bundling framework.

Organic factors: The climate in California is a mix of Mediterranean and semi-polar. The state's run of the mill precipitation is higher in the north than it is in the south. The forest Incorporate around 40% of the land district, and it is named an agrarian zone. Its Tenants like to buy normally agreeable things and work with innocuous to the environment associations that reuse trash. California is in the actual front of tries to reduce a hazardous climatic deviation pollution. Los Angeles offers a unique geographic region for water adventure. The state plans to cut climate tainting by 40% by 2030. The California establishment association will assist Existence With watering in conveying their things any spot they are required. Using bioplastic compartments will protect the environment from any dangerous effects, and one of the primary benefits of using bioplastic bottles is the diminishing of petroleum derivative results.

Genuine components: because of the risky effects of using plastic and the need of reusing plastic junk, the California government will arrange different guidelines to limit people from using plastic and to ask associations to change to greener practices. The FDA controls bottled waters to ensure that they fulfill security rules. Bottled water is regulated by FDA rules, yet also by the Public authority Food, Drug, and Restorative Showing, as well as administrative and state rules.

5.SWOT Assessment

In a SWOT assessment, jump further Into Life Water characteristics, weaknesses, open entryways, and risks. These factors should be seen as In Life Water advancing arrangement since they directly influence things. In the table that follow, analyze and investigate each part.

a.Characteristics:

1. The monetary arrangement is exceptionally enormous.
2. Bioplastic containers are being used.
3. 7Greener business.
4. The region.
5. Having arranged delayed down who understand how to broaden a business.
6. Life water has a lot of market knowledge; It's been there for a long time In California.

b.Inadequacies:

1. Public relations.
2. A piece of water use.
3. Insufficient association with publicizing and virtual diversion the leaders.

4. Our association, Life Water, will have its most vital contribution in new development. Change, interest in greener associations.

c.Important entryways:

1. Increasing public appreciation of the meaning of water In one's prosperity.
2. During the dry seasons, typical Interest for bundling water would Addition, allowing an inconceivable opportunity to sell our thing.
3. Government sponsorship for advancing to a greener business and legitimate social assist with willing be a colossal motivation for our new Interest.
4. Due of the Crown Pandemic, demand is growing

d.Risks:

1. Concerns about the environment.
2. Life water may be reliant upon an obligation constrained by the California neighborhood government for the use of ordinary resources.
3. Material expenses may be Influenced by material suppliers' expenses due to the change to bioplastic bottles.

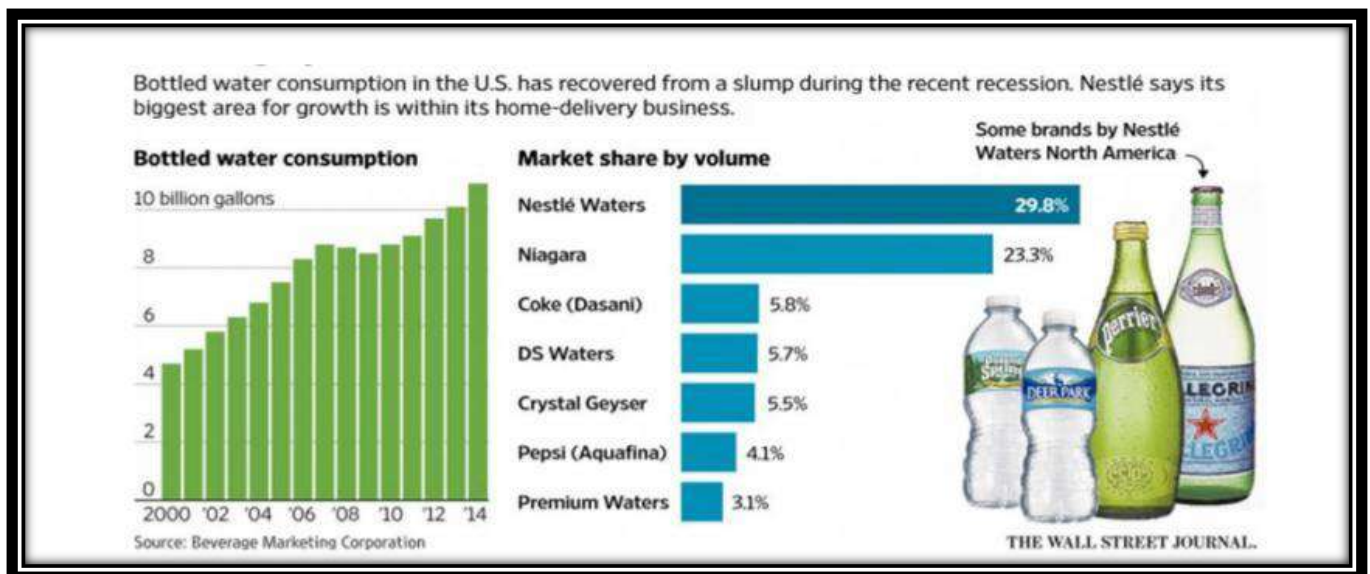
e.Showing goals

Dissecting the business and ordinary state coming about to picking the affiliation's assets and limits. While at the same time coordinating Miss Leono's remarks, the going with targets are great to show Life Water as a greener affiliation.

1. Inside the going with three years, Life Water should be one of the truly ten green firms in California.

2. In the going with a half year, increment how much client visits to our stores by 30%.
3. In the scope of three years, getting an enormous cut of the pie.
4. Inside the going with three years, our thing quiet water ought to have a fundamental cut of the pie, with 10% packaging water in bioplastic bottles.
5. In the going with three years, increment the level of transport arranges in California By 20%.
6. All through the following years, increment client relationship through challenges and online redirection areas.
7. Making an Asset and Improvement office to isolate the market and buyer premium while remaining current with types of progress.
8. Increment brand care in regards to our remarkable serene water, which is explicit from other packaged waters.
9. Relaunch the Tranquil Waters first rate range with bioplastic bundling.

6. Competitors Examination



Settle has the greatest slice of the pie in separated water bargains in the US, as shown here from the Cash Street Journal (Daltorio, 2015).

Settle is putting \$200 million of each and every seven new water creation units in the US. The association's creation limit has decisively expanded over the latest five years.

Settle, Niagara, Coca-Cola, Ds Waters, Valuable stone Wellspring, Aquafina, and Premium Water are the top separated water associations in the US (Daltorio, 2015).

Considering the association's SWOT assessment, as well as the PESTEL and competitor's assessments, the going with ought to be feasible to overcome weaknesses and seek after open entryways:

Despite the most excellent line bioplastics bottles, use the immense money we really want to fabricate aFacility for gathering bottles made of recyclable materials, reducing the cost of creation. To beat rivals, exploit our huge advantage (the utilization of bioplastics).

Ship off an exhibiting exertion underlining the value of separated water and the utilization of bioplastic bottles for prosperity and neighborhood, well as propelling Life Water as an even more innocuous to the environment organization.

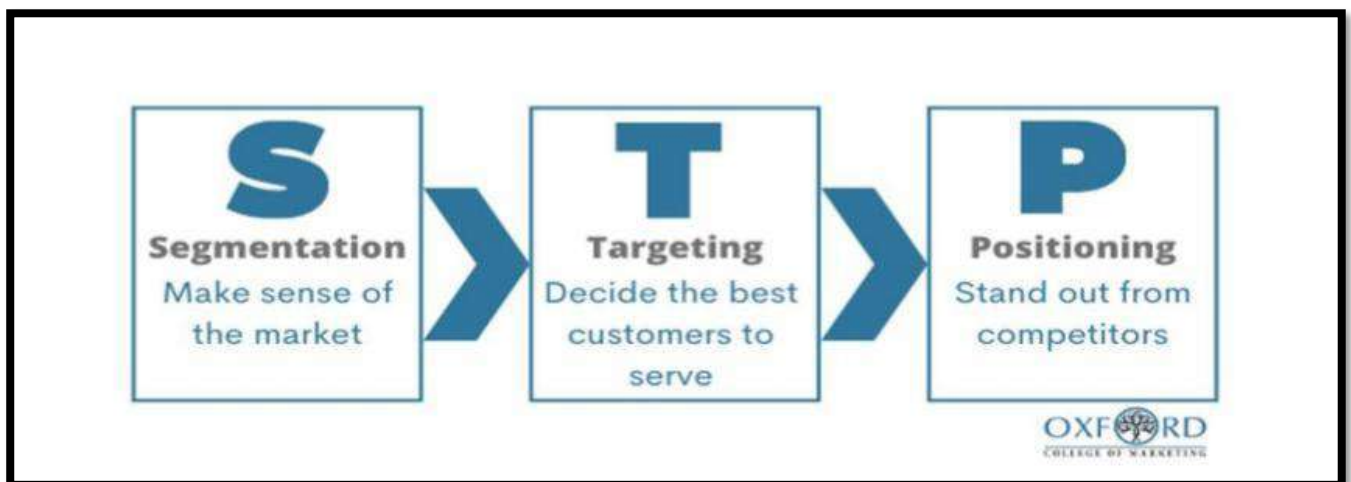
7. Publicizing Targets

Separating the business and environmental state ensuing to choosing the association's resources and cutoff points. While simultaneously regulating Miss Leono's comments, the going with targets are great to grandstand Life Water as a greener association.

1. Within the accompanying three years, Life Water ought to be one of the vitally ten green firms in California.
2. In the going with a half year, increase the amount of client visits to our stores by 30%.
3. Within three years, procuring an enormous slice of the pie.
4. Within the accompanying three years, our thing calm water should have an enormous slice of the pie, with 10% bundling water in bioplastic bottles.
5. In the going with three years, increase the degree of dissemination redirects in California by 20%.
6. Over the next years, increase client relationship through challenges and virtual amusement objections.
7. Creating a Resource and Improvement office to examine the market and buyer premium while staying current with upgrades.
8. Increase brand awareness of our uncommon calm water, which is specific from other bundled waters.
9. Relaunch the Peaceful Waters most excellent reach with bioplastic packaging.

8.(STP) Publicizing Model

In the Model of STP there are three phases of assessment which is help us and guide Presence With watering to achieve the publicizing targets, STP addresses:



a.Part Market

California is separated into six geographical regions:

North California, Central California, West California, South California, Silicon Valley. Jefferson.

Los Angeles is the most packed city. It is arranged in West California, and people there have a significant association pay. San Diego, in South California, is the second greatest space in regards to people.

California can be assembled into three segments or living circumstances with on the center family pay.

- 1- High pay
- 2- Medium pay
- 3- Low pay (Poverty impacts 17% of the quantity of occupants in California)

b.Target Market

With respect to advancing sifted water, there are a large number of sorts of clients. The goal market can't be limited to a single get-together, yet ought to be extended. We advanced research all through this regard. We give markdown scattering and proposition of sifted water to the going with clients:

Motels, bistros, celebrities, contenders, visitors, and party coordinators are completely involved. The goal market for this thing tranquil water, as well as the economic situations. Should be totally seen by Life Water. The justification behind great orchestrating is a gotten done and clear examination of the features of the California market, which consolidates both external and inward parts.

c.Market Position

Life water will enter the market as an even more innocuous to the environment association, using bioplastic bundling for their things. Life water will fight as a superior choice as opposed to any excess sad beverages, and Life water will see the California market as the early phase for any leftover US markets.

9.MARKETING Mix

a.Thing

Cultivate the previous creation line while spreading out another creation line that relies upon bioplastic for bundling serene water. Our thing is Tranquil water bundling in bioplastic Material, which is a sound and safe decision that can be used in our ordinary schedules. It shows up in various sizes that can be used wherever. Sizes of life water things proposed are 200 mL, 300 mL, 500 mL, I liter, and 5 gallons.

b.Assessing

Quiet water assessing should reflect the thing worth to the end client. Likewise, we will think about the idea of our bundling (Bioplastic bottles) as well as the expenses of our opponents while choosing the expense. Clients will take a gander at esteeming and quality before choosing the best expense for a thing.

c.Place

The not completely settled by the association's goal market segments. Life water will develop its allocation redirects in the California market, which may be referenced clearly from our wholesalers.

e.Headway

To show up at the greatest number of clients, announce on the web, in the paper, on TV, radio, and on sheets.

f. Logo and Brand name



Logo

Brand name: Life water is the supporting of a sound lifestyle.

Budget

I advocate using the All-We-Can-Deal with the expense of Methodology for the monetary arrangement resulting to taking a gander at the market, the association, and the thing. The monetary arrangement will be isolated into classes considering the going with requirements:

- A mix of headways.
- A promoting effort by means of virtual amusement Openness.
- Add new item contributions to your portfolio.

Our course of action's spending plan is evaluated to be \$5 million consistently, however it may be refreshed depending upon the outcome.

Control

Using KPIs, the going with will be indications of our exhibiting plan's thriving.

1. Gaining a basic slice of the pie in three years.
2. Increase the amount of customer visits to our areas by 30% in the accompanying a half year,
3. Increase the degree of scattering coordinates in California by 20% during the accompanying three years.

10. Social Media PR Mission

An electronic diversion mission can be described as a lot of activities expected to accomplish a predefined objective all through some time frame, with results that can be followed and estimated. Life Water missions could occur on a singular stage or across different channels. The target of the mission is to help the association's image and make PR through internet based diversion.

It can confer to individuals through the casual correspondence campaign that Life Water is set out to water insurance, normal shielding, and client prosperity.

● Since in every practical sense, everyone uses Facebook, it's a splendid stage for shipping off publicizing endeavors since it licenses association to show up at all segments of society, which makes the strategy engaged with advancing and thing headway more direct for the best possible part of the objective neighborhood. Other web-based amusement Stages like Twitter, Instagram, and others are moreover utilized.

● Hashtag creation for an internet based amusement campaign. Moreover, look out for all virtual diversion examples and endeavor to make advantage of them, as well as screen customer Issues and conversations to set out open entryways or portray our value.

● Life Water should make and propel a fantasy for social commitment. Pass this vision on to buyers through various internet based diversion stages, and hold public events.

Partake in gainful events and ponder funding them.

● Support games and advance them across all virtual diversion stages.

● Make events that accentuation on expansive prosperity and the meaning of the association's thing to that prosperity.

● Life water should post accounts of the thing's improvement start to finish reliably across all virtual diversion stages.

● Disperse new blog passages in adjacent circulations and on the association's virtual amusement arranges reliably.

11.Conclusion

Finally, promoting the board is the foundation of any compelling business. Water is both a strong reward and an everyday presence source. Likewise, understanding its significance is influential for its defending. Life Water is one of the critical associations that esteems the value of water and attempts to stay aware of ordinary resources' long common sense. Water is essential for human perseverance, and it is crucial to be familiar with the various types of water open. A considerable number individuals who hydrate in like manner drink tap or filtered water.

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