



EUROPEAN  
INTERNATIONAL  
UNIVERSITY



## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	General Management
<b>Module Code &amp; Module Title:</b>	"MGT540 - MARKETING MANAGEMENT MBA -EIU"
<b>Students' Full Name:</b>	MAHMOUD MOHAMED ABDEALLA AHMED
<b>Word Count:</b>	3983 Words
<b>Date of Submission:</b>	SEPTEMBER /2020

**I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.**

---

**E-SIGNATURE:**

**DATE:**

SEPTEMBER / 2020

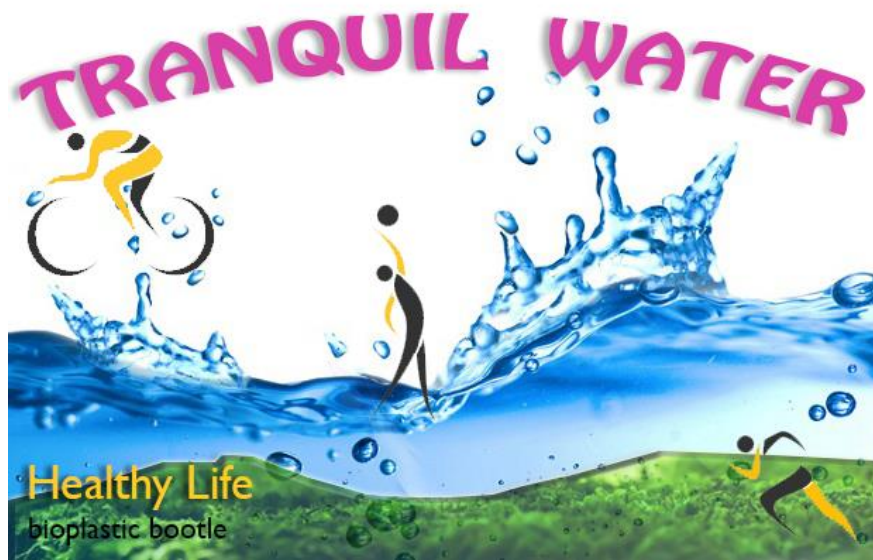
**EIU Paris City Campus**

**Address:** 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33188320435 | **Mobile/WhatsApp:** +33607591197 | **Email:** [paris@eiu.ac](mailto:paris@eiu.ac)

**EIU Corporate Strategy & Operations Headquarter**

**Address:** 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** [info@eiu.ac](mailto:info@eiu.ac)

## MARKETING PLAN OF LIFEWATER COMPANY (Tranquil Water)



presented to:- ceo

presented by:- mahmoud moh`d abdulaal

SEPTEMBER/2020

## CONTENT

	Description	NO,
1	Introuduction	4
2	1-Executive summary	5
3	2- Pestel Analysis <ul style="list-style-type: none"> <li>- Politics.....</li> <li>- Economic.....</li> <li>- Social.....</li> <li>- Technology.....</li> <li>- Environment.....</li> <li>- Legal .....</li> </ul>	6
4	3-SWOT Analysis <ul style="list-style-type: none"> <li>- Strength.....</li> <li>- Weakneth.....</li> <li>- Oppourtunity.....</li> <li>- Threats.....</li> </ul>	14
5	4- Segmentation, Targeting and Positioning (STP) <ul style="list-style-type: none"> <li>- Segmentation.....</li> <li>- Targeting.....</li> <li>- Positioning.....</li> </ul>	15
6	5-Marketing objective	18
7	6-Marketing Strategy:	19
8	7-Marketin mix <ul style="list-style-type: none"> <li>- Life wate Product Strategy.....</li> <li>- Life Water Pricing / Pricing Strategy.....</li> <li>- Life water Place &amp; Distribution Strategy.....</li> <li>- Life water Promotion &amp; Advertising Strategy.....</li> </ul>	20
9	<b>8- Schedule and Budget</b> <ul style="list-style-type: none"> <li>- Budget .....</li> <li>- Implementation Schedule.....</li> </ul>	27

## MARKETING PLAN OF LIFEWATER COMPANY

10	9 –Controls	29
11	10-Conclution	30
12	11- Bibliography	30

## Introuduction

Water is life, and there is no doubt that obtaining clean and healthy water is one of the priorities of different societies in all countries, so the role of the lifewater company came in order to provide this by using the latest technology to obtain healthy bottled water that uses environmentally friendly bioplastic material and the choice was on the state of California and Los Angeles. In order to produce the company's new production line for several factors, including the population density and the rate of population use of bottled water, and in the following research, an adequate explanation of the state of California and the company's media plan in the next per

## **1- Excutive summry**

After the company's decision to create a new production line for the **lifewater** company in the state of California, during the next plan, the current situation of the state of California in terms of the political, economic, environmental, legal, social and technological aspects was studied in the state. Overcoming them and exploiting the possible opportunities to develop the company and develop the production of the company, especially in the months of July and August at the highest temperature in the year, and to exploit the population density in the state. The objectives of the strategy were defined in the next period and based on the study, the differential strategy was proposed by proposing different sizes and types of water bottles, and there is no doubt that dividing the market into segments And determine the target segment and the work of the status of the company In the minds of customers in a positive way, it is an essential element in participating in the market in the state, and the media budget has been determined for the next period, and places to place advertisements and sponsor sports competitions in the state so that our brand is known to all customers.

## **2- Pestel analysis**

### **2-1-Politics**

- **Bureaucracy:**

Laws are enforced in organized societies as in California Federal Reserve.

- **Corruption:**

California Commission on Ethics has jurisdiction over current and former public officials and public servants. California ranked highly in executive branch accountability and government budgeting.

- **Freedom of the press:**

The Press Freedom Index is an annual country ranking compiled and published by Reporters Without Borders based on the organization's own assessment of the countries' press freedom records in the previous year. The United States of America ranks the country 45th in terms of the Press Transparency Index in 2020.

- **Government type :**

The government of California is the governmental structure of the state of California as laid down in the California Constitution. It is made up of three branches: the Executive, consisting of California's governor and constitutionally elected and appointed staff and offices; Legislature, which is made up of the California state legislature, which includes the Assembly and the Senate; The judiciary, which consists of the California Supreme Court and the lower courts.

### **2-2- Economics**

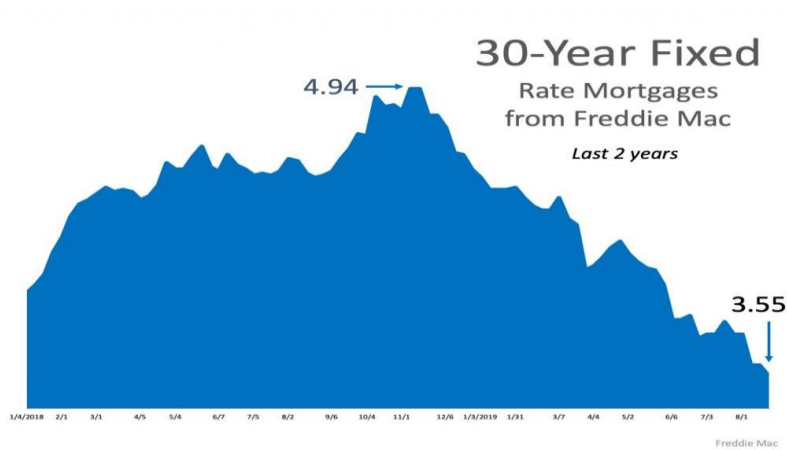
#### **Interest rates:**

California , CA Mortgage Rates

## MARKETING PLAN OF LIFEWATER COMPANY

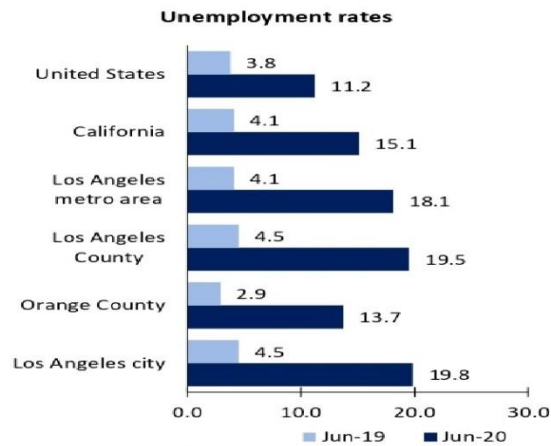
Loan Type                      Rate

30 Year Fixed                      3.17% 0%



## UNEMPLOYMENT RATE:

Unemployment rates for the nation and selected areas



It was noted that unemployment rates in California increased from the same period last year due to the spread of the Corona pandemic.



## MARKETING PLAN OF LIFEWATER COMPANY

- **employment on nonfarm payrolls and employment by major industry:**

### California

#### California

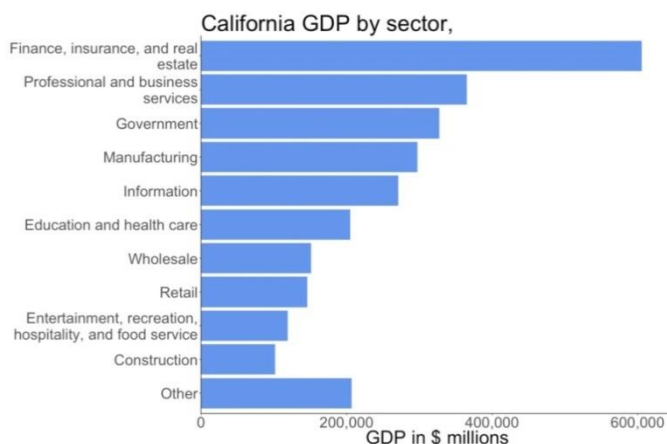
Data Series	Back Data	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020
<b>Labor Force Data</b>							
Civilian Labor Force <sup>(1)</sup>		19,516.0	19,168.0	18,582.7	18,506.8	18,971.2	(P) 18,804.0
Employment <sup>(1)</sup>		18,756.7	18,115.8	15,539.4	15,463.7	16,140.2	(P) 16,293.9
Unemployment <sup>(1)</sup>		759.3	1,052.2	3,043.3	3,043.1	2,830.9	(P) 2,510.1
Unemployment Rate <sup>(2)</sup>		3.9	5.5	16.4	16.4	14.9	(P) 13.3
<b>Nonfarm Wage and Salary Employment</b>							
Total Nonfarm <sup>(3)</sup>		17,604.5	17,394.0	14,979.0	15,113.2	15,655.7	(P) 15,796.1
12-month % change		1.5	0.2	-13.8	-13.1	-10.1	(P) -9.4
Mining and Logging <sup>(3)</sup>		22.7	22.7	21.7	22.8	22.2	(P) 21.9
12-month % change		0.4	0.9	-4.0	0.9	-1.3	(P) -3.1
Construction <sup>(3)</sup>		896.9	878.5	746.9	822.1	847.9	(P) 833.1
12-month % change		2.8	0.3	-15.1	-6.9	-4.3	(P) -6.3
Manufacturing <sup>(3)</sup>		1,315.7	1,303.7	1,181.9	1,194.5	1,216.7	(P) 1,220.4
12-month % change		-0.9	-1.8	-10.9	-9.9	-8.0	(P) -7.4
Trade, Transportation, and Utilities <sup>(3)</sup>		3,063.9	3,055.0	2,659.4	2,682.8	2,786.0	(P) 2,826.9
12-month % change		0.5	0.2	-12.7	-12.0	-8.6	(P) -7.4
Information <sup>(3)</sup>		588.2	586.3	509.5	504.1	513.8	(P) 514.4
12-month % change		4.6	5.0	-8.1	-9.2	-7.9	(P) -8.1
Financial Activities <sup>(3)</sup>		851.7	852.9	826.8	826.9	831.8	(P) 835.9
12-month % change		1.7	1.9	-1.3	-1.3	-0.9	(P) -0.7
Professional & Business Services <sup>(3)</sup>		2,743.2	2,718.9	2,483.6	2,504.5	2,540.7	(P) 2,557.4
12-month % change		1.3	0.4	-8.5	-7.8	-6.7	(P) -6.2
Education & Health Services <sup>(3)</sup>		2,853.8	2,828.5	2,525.9	2,569.8	2,643.5	(P) 2,673.2
12-month % change		2.9	1.8	-9.4	-8.0	-5.6	(P) -5.0
Leisure & Hospitality <sup>(3)</sup>		2,055.3	1,960.4	1,072.9	1,130.6	1,406.2	(P) 1,412.1
12-month % change		1.5	-3.3	-47.1	-44.3	-30.7	(P) -30.5
Other Services <sup>(3)</sup>		581.3	553.6	408.6	413.5	440.7	(P) 458.6
12-month % change		1.4	-3.6	-28.8	-28.1	-23.3	(P) -20.7
Government <sup>(3)</sup>		2,631.8	2,633.5	2,541.8	2,441.6	2,406.2	(P) 2,442.2
12-month % change		1.4	1.4	-2.3	-6.1	-7.6	(P) -6.2

- **Average yearly wages for selected occupations:**

- A person working in California typically earns around 112,000 USD per year. Salaries range from 28,200 USD (lowest average) to 498,000 USD (highest average, actual maximum salary is higher).

- **Economic growth-GDP-FDI:**

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 .



## 2-3-Social

### • Location and population

1- **California** is a state in the Pacific Region of the United States. With 39.5 million residents across a total area of about 163,696 square miles (423,970 km<sup>2</sup>).

2- **California** is the most populous U.S. state and the third-largest by area, and is also the world's thirty-fourth most populous subnational entity

3- **California** or the golden state as it is called the third largest US state in terms of area, after Alaska and Texas. Nevada in the east of the country, Nevada in the east of the country, the ranges the domains the domains of influence in the east of the country, the country, the east of the country, the country, the east of the country, Nevada, Nobada, Nevada in the east of the country.

Largest cities or towns in California Source: <sup>[139]</sup>				
Rank	Name	County	Pop.	
1	Los Angeles	Los Angeles	3,990,456	 San Jose
2	San Diego	San Diego	1,425,976	
3	San Jose	Santa Clara	1,030,119	
4	San Francisco	San Francisco	883,305	
5	Fresno	Fresno	530,093	 San Francisco
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	

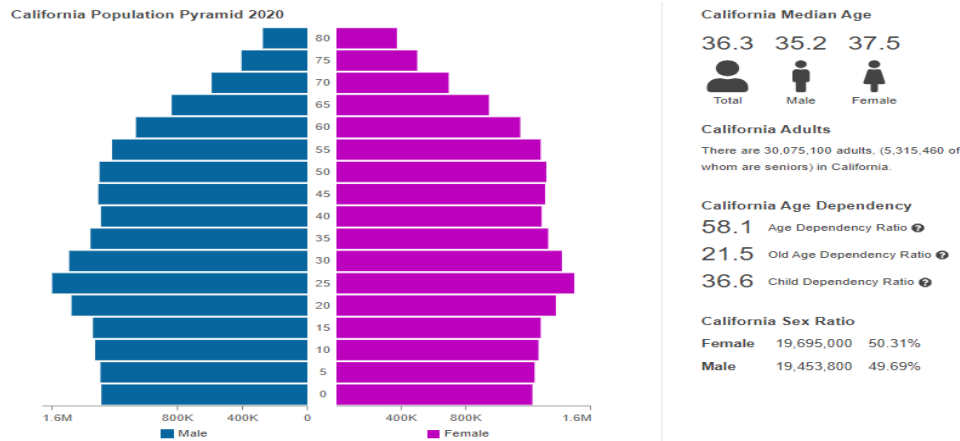
### • Regions:

Further information: List of regions of California and List of places in California

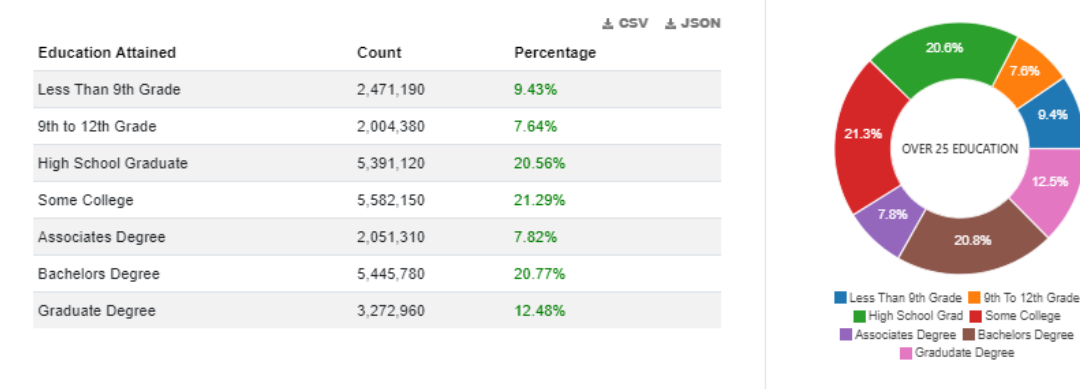
- Coastal California
- Northern California
- Greater Los Angeles
- Greater San Diego–Tijuana
- Greater El Centro
- Central California
- Eastern California
- Southern California

## MARKETING PLAN OF LIFEWATER COMPANY

- **Age distribution**



- **Educational infrastructure**



## 2-4-Technological

- **Degree of automation :**

Is the technique by which a process or procedure is performed with the least amount of human assistance. California is expanding its use of automatic control and the use of various control systems to operate equipment such as machines and processes in factories, boilers, and heat treatment furnaces, operate telephone networks, direct and stabilize ships, aircraft, applications and other vehicles with minimal or less human interference.

- **R&d activity :**

California ranked first in the United States on CBRE's Tech Talent Momentum Markets list, a measure of the acceleration of growth in the labor pool of its tech talent, in the company's sixth annual Scoring Tech Talent Report, which ranks 50 US and Canadian markets according to its potential to attract Technical talents and their development. California tech talent workforce grew 12.3 percentage points faster in the past two years (2016-2017) compared to the previous biennium (2014-2015). Orange County ranked fourth, up 10.6 percentage points over the same time period.

### 2-5-Legal

- **Antitrust law :**

Antitrust laws are laws put in place by California to protect consumers from aggressive business practices and to ensure fair competition. Antitrust laws in California apply to a wide range of questionable business activities, including market allocation, bid rigging, price fixing, and monopolies.

- **Consumer law:**

California maintains consumer laws. The Los Angeles Consumer Attorney Association (CAALA), formerly known as the Los Angeles Trial Attorney Association (LATLA), is one of the largest plaintiff attorney associations in the United States.

### 2-6-Environmental

- **Weather and climate :**

California has a hot Mediterranean climate in summer, with hot, dry summers and cooler, wetter winters. While the typical dry summer and winter patterns typical of most Mediterranean climates are part of Los Angeles' climate, annual precipitation is less than in many typical Mediterranean climates.

## MARKETING PLAN OF LIFEWATER COMPANY

The dry season in summer usually runs from May to October, when clear skies, high temperatures and very little change in reasonable weather occur from day to day. California experiences droughts in May, June, July, August, September and October.

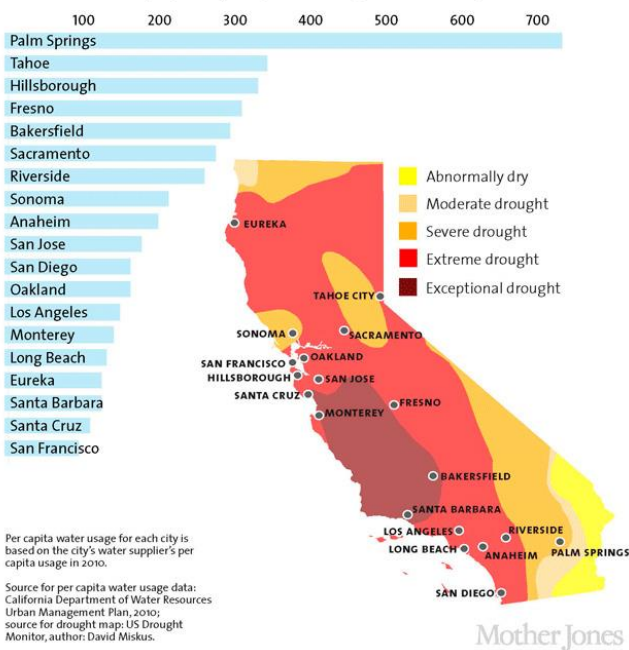
The warmest month is August with an average maximum temperature of 29 ° C (84 ° F).

The coldest month is December with an average maximum temperature of 19 ° C (67 ° C)

- **Water resource in California**

### How Much Water Are California Cities Using?

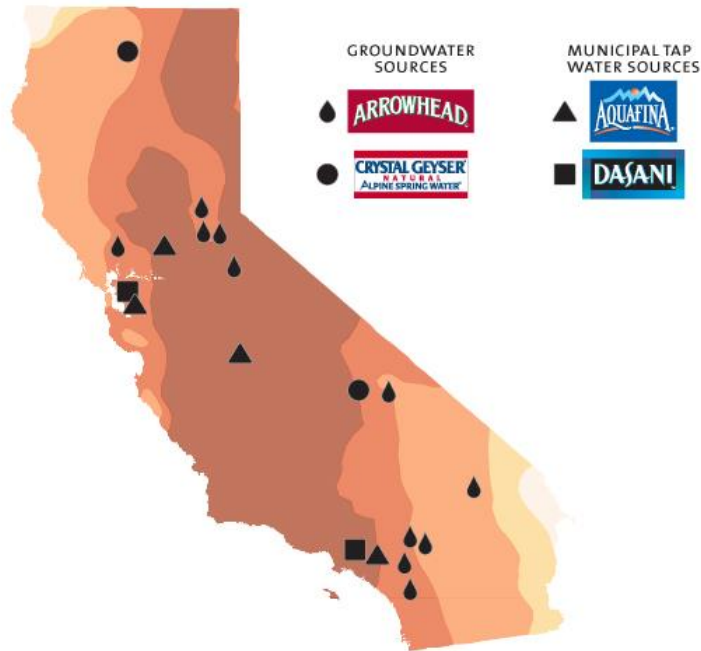
Gallons of water used per person per day, not including water used for agriculture



### Drinking California Dry

These brands use water straight from drought-ridden California

Abnormally dry Moderate drought Severe drought Extreme drought Exceptional drought



Note: Drought map is from April, 2015. Arrowhead source locations are approximations based on the counties listed in Arrowhead literature.

Sources: US Drought Monitor; Aquafina/PepsiCo; Dasani/Coca-Cola; Arrowhead/Nestle Waters; Crystal Geyser. Logos courtesy of Brands of the World; icons courtesy of MapBox.

Mother Jones

- **Geography:**

California is among the most geographically diverse states. The Sierra Nevada, the fertile farmland of the Central Valley, and the arid Mojave Desert in the south are some of the major geographical features of this US state. It is home to some of the most exceptional trees in the world: the tallest (Coast Redwood), the largest (Giant Sequoia), and the oldest (Pristlecone Pine). It is also home to the highest point (Mount Whitney) and the lowest point (Death Valley) in the 48 contiguous states. The state is generally divided into Northern and Southern California. Downtown, the eastern parts such as Buell Heights, the Crenshaw area around the Baldwin Hills, and the San Pedro area.

### **3- Swot analysis**

SWOT analysis is a systematic and comprehensive strategy identification tool that considers factors relating to water resource systems, that is, internal and external factors.

#### **3-1- Strength:**

- Exclusive bootel water design
- The variety of sizes of the company's bottles (200-500-1000-2000) mm

Diversity of water products

- Regular mineral water. 2 - Sodium free water. 3 - Sparkling mineral water.
- The company uses disposable and biodegradable bioplastic bottles(environment friendly plastic )
- Inexpensive
- strong competence of human resource.
- Effective legal system .

#### **3-2 -Weaknees:**

- Devolpment needs effort and time .
- New porn water bootle company .
- slow decision making.

#### **3-3-Opportunities:**

**Excellence in califonia Cultural and Tourism Site:** LIFE WATER should look for more relationships with hotels, restau.rants, sports teams, etc., which will increase its sales in addition to promotional offers.

- **Climate in califonia :** The weather in California is hot and dry most of the year, with average temperatures reaching 40 degrees Celsius in the months of July and August, which helps residents and visitors to use the company's mineral water.

- **Population** : The increase in population in the state of California is one of the main reasons for the success of water companies in terms of use .statistics show a population of 39.51 million (2019).

### **3-4 – Threats :**

- **Local Competition: Local Competition** : also become a deterrent to growth in the industry and hence rise of Local competition is also a threat. Because of the presence of many companies in the local market of the state such (Aquafina-nigra- dr pepper-ds water-arrowhead-athen-crystal geyser-dasni ).
- **Media statements** : Especially what the director of the company Zara Leno announced in the social media about the use of water, which made the company either a big challenge in terms of improving its media image in various media.
- **Low Capital Requirement:** The bottled water industry is a low-capital, intensive industry, especially at the local level, thus facilitating market entry for new entrants.
- **High brand switching:** When it comes to bottled water, people generally do not prefer the brand and hence sales depend on the retailer / seller. As long as the bottled drinking water and people are thirsty, they will take whatever brand they are offered.

## **4- Segmentation, Targeting and Positioning (STP)**

Segmentation, targeting and positioning (STP) is a familiar strategic approach in modern marketing. It is one of the most popular marketing models in practice.

The STP model is useful when creating marketing communications plans because it helps marketers prioritize offers and then develop and deliver personalized and relevant messages to interact with different audiences.

### **4-1-Segmentation:**

**Demographic segmentation:**



## MARKETING PLAN OF I

Through studying the market in the state of California, It divides the market into smaller categories based on demographics, such as age, gender, and income.

Instead of reaching an

entire market, a brand uses this method to focus resources in a specific group within that market.

Segmenting the market into smaller segments, each with a common variable, allows a company to use its time and resources more efficiently. They can better understand your potential market, and use ad personalization to ensure that the target group's needs are met:.

### 4-2-Targeting:

Targeting includes identifying the most attractive segments you've identified. Basically, you are trying to determine the commercial attractiveness of each segment.

From the above, the best strategy that can be used is to differentiate the market with a focus on the age group above 19 years, which uses an average of 13 cups of water, which will be the focus of advertising campaigns.

Divide the product by volume

(0.200-0.500-1-2-5) liters.

Divide the product by terms of types:

mineral water - sodium free mineral water - carbonated mineral water.

### 4-3- Positioning :

The different variables considered in the previous two steps can be identified and life water put in place differently from competitors in customers' minds.

Estimated Daily Fluid Needs from Beverages			1 cup = 8 fluid oz
Age (years)	Male	Female	
1-3	32 fluid oz (4 cups)	32 fluid oz (4 cups)	
4-8	48 fluid oz (6 cups)	48 fluid oz (6 cups)	
9-13	64 fluid oz (8 cups)	56 fluid oz (7 cups)	
14-18	88 fluid oz (11 cups)	64 fluid oz (8 cups)	
19-50	104 fluid oz (13 cups)	72 fluid oz (9 cups)	
51 and over	104 fluid oz (13 cups)	72 fluid oz (9 cups)	
Pregnancy (14-50 years)	-----	80 fluid oz (10 cups)	
Lactation (14-50 years)	-----	104 fluid oz (13 cups)	
*Adapted from 2004 National Academy of Sciences Dietary Reference Intakes for total water.			
**These numbers are estimates based on DRI for total water (80% fluid from beverages and 20% moisture from food) derived from generally healthy individuals who are adequately hydrated. Individual fluid needs are based on a number of different factors including body weight, age, gender, level of activity, overall health, climate/elevation, etc..			

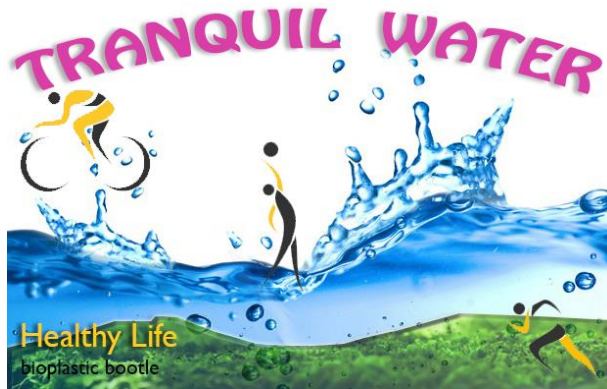
## MARKETING PLAN OF LIFEWATER COMPANY

Where we want to achieve a unique position in the market. From the marketing point of view,

### Our company promise

(healthily life )

### Logo



## 5- Marketing objective:

**Mission statement:** To develop and establish Life Water, this requires educating and helping the community about the benefits of using water by using modern technologies to extract water from wells and exploit the temperature of the weather in the state. As well as to ensure employees' commitment and belief in the benefits of drinking mineral water.

- 1- Increase its market share by 20% in the first year.then 25 % in the next two year.
- 2- Developing the geographical market by 30% and focusing on the state of California as a first stage.
- 3- Renting 4 different places in California (Los Angeles, San Francisco, Sacramento and San Jose).
- 4- Building a reputation through the use of social media: Start a conversation about the benefits of water on the health of individuals in the various media
- 5- Communicating with local business associations (inside the leadership area for water refilling works). Through networking, you can build businesses through referrals and contacts with influential individuals in the state.
- 6- Increasing public awareness of the environmental benefits of refilling water (for large dispensers) over individual water bottles.
- 7- Increasing public awareness of the health benefits of drinking water and consolidating this idea in the minds of customers.
- 8- Activate and pay attention to the company's research department, allocate a specific budget for that, and pay attention to the shape of packages and diversify them in shape and size.
- 10 - Maintaining a positive and steady sales growth every quarter.
- 11- Establish the ownership rights for the trademark so that life water becomes a familiar word for all clients.

## 6-Marketing Strategy:

The LIFE WATER marketing department is expected to design a marketing strategy for each target market for the product or service which includes creating the marketing mix. The marketing mix consists of multiple aspects of the following four elements: the product, its price, where is it placed, and how will the company promote it? These four elements aim to meet the needs of the target market and equally important are the marketing objectives of the organization on the other hand.

The corporate strategy is guided by several basic principles. LIFE WATER will grow through continuous creativity, innovation and innovation while maintaining balance in the various geographical events and other product lines of the company.

- **LIFE WATER** adheres to the following business objectives in all countries, subject to domestic legislation, cultural and religious practices:
- **LIFE WATER's** business goal is to manufacture and market the company's products in a way that creates sustainable long-term value for shareholders, employees, consumers and business partners.
- **LIFE WATER** does not favor short-term profit over long-term successful business development.
- **LIFE WATER** understands that consumers have a sincere and legitimate interest in the behavior, beliefs and actions of the company behind the brands they trust, and that without their customers the company would not exist.
- **LIFE WATER** continues to maintain its commitment to follow and respect all applicable local California laws.

Across the four dimensions of people, products, science, and communication, the LIFE WATER strategy can be presented as follows:

### **Differentiated Marketing Strategy**

According to Porter's strategy, the differentiated marketing strategy is represented by dividing the aforementioned market sectors into 6 age groups and providing the product in different sizes and different types to address all the target market sectors according to the following table.

### **7-Marketing mix :**

Life Water's marketing mix analyzes the brand / company covering 4Ps (product, price, place, promotion) and explains Life Water's marketing strategy. As of the company establishment, there are various marketing strategies such as product / service innovation, marketing investing, customer experience etc., which will help the brand growth.

Marketing strategy helps companies achieve business goals and objectives, and the Marketing Mix (4Ps) is the widely used framework for identifying strategies. Clarify the product, pricing, advertising and distribution strategies that Life Water uses.

Let's start the marketing mix and the Life Water strategy

**7-1- Life water Product Strategy:** Product and mix strategy can be explained in Life Water marketing strategy as follows:

#### **a-core product :**

Life Water uses environmentally friendly bioplastic bottles that use technology such as Hydro 7 filtration technology that filters water and provides the best quality drinking water to consumers. The product strategy in its marketing mix focuses on clean water that is available in various sizes and types. Life Water also offers mineral, sodium-free and carbonated water. Bottled water is available in different sizes. Consumers use water of various volumes from 0.200-0.500-1.00-2.000 liters. Life water's biggest competitor is Aquafina-Dasani-Arrowhead-Athena

#### **b- Expected products:**

using new product Sparkling comes in the following flavors:

- Mango Pineapple
- Black Cherry Dragon Fruit







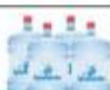
## MARKETING PLAN OF LIFEWATER COMPANY

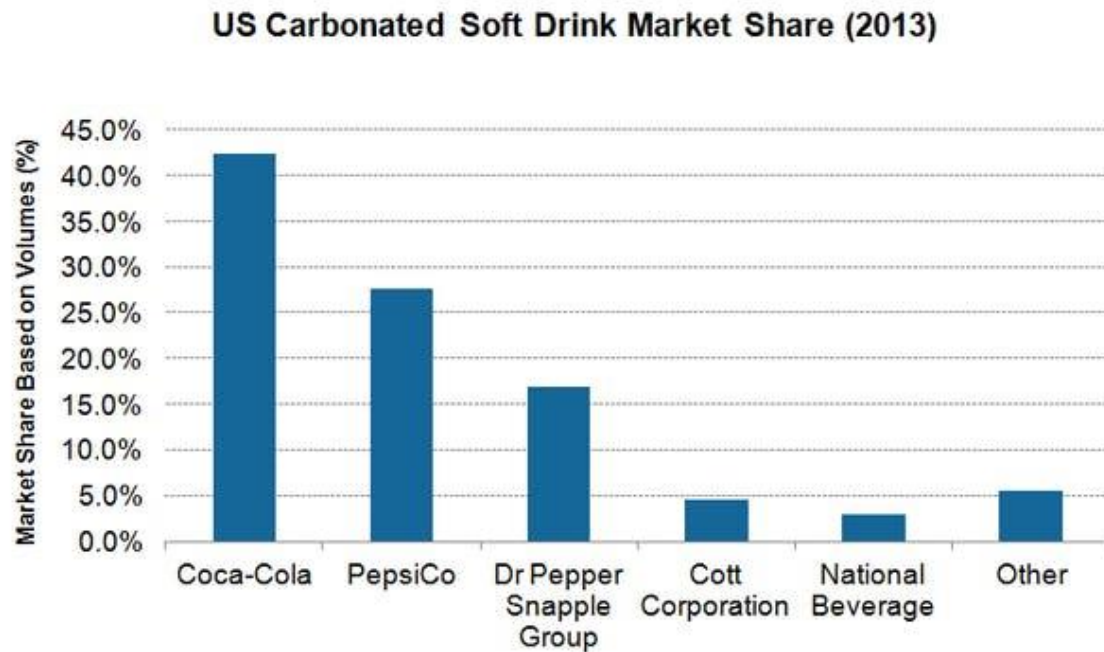
- Lemon Lime
- Orange Grapefruit

### 7-2- Life Water Pricing / Pricing Strategy:

Here is the pricing strategy in Life Water marketing strategy:

Since there is no differentiation in the bottled water market with respect to the product, the competing factor becomes price. Life Water is very selective when it comes to pricing its products. Although water is a freely available resource, bottled water is an exception and price is an important revenue-generating factor that targets consumers. Life Water adopts a competitive pricing strategy in its marketing mix because it provides good product quality and environmentally friendly bottles giving it an advantage over other competing brands. Life Water pricing the product at different prices in different countries depending on the consumer market. However, the product is aimed at middle-income group and people aged 20-50 as they are more health conscious.

Water Type	Product	Average Size / Retail Price	Water Price Per Gallon	Annual Water Cost	15 Year Total Cost
Kangen™ Water		\$3980.00	\$ .002	\$417.79	\$6,266.90
Dasani		24 / 16.9 fl oz \$5.99	\$1.89	\$1,379.70	\$20,695.50
Aquafina		24 / 16.9 fl oz \$4.99	\$1.59	\$1,160.70	\$17,410.50
Fiji		6 / 16.9 fl oz \$6.99	\$8.82	\$6,438.60	\$96,579.00
Evian		6 / 16.9 fl oz \$5.99	\$7.49	\$5,467.70	\$82,015.50
Arrowhead Home Delivery		20 gallons \$29.96	\$1.49	\$1,087.70	\$16,315.50
Sparkletts Home Delivery		20 gallons \$27.99	\$1.39	\$1,014.70	\$15,220.50



Market Realist

Source: Beverage Digest

### 7-3-Life water Place & Distribution Strategy:

Here is the life water distribution strategy:

Being an indispensable commodity, Life Water is available in bottles in all major supermarkets and medical stores as well as most small local stores. The company will establish relationships with wholesalers in all California cities to sell its products. They have many brokers. The most important factor that consumers see is availability. If bottled water is available in the store, the company's success depends largely on distribution. Another smart strategy the company uses at Life Water is that it makes the product available at many food chains and fast food joints because the likelihood that consumers will purchase a bottle of water with their food is very high.

#### **a-location**

Life Water Company is 150 kilometers outside the state of California, and it is the headquarters of the company and the presence of four stores in the cities of Los Angeles, San Francisco, San

Jose and San Diego, where products are easily accessible to areas that use the most water and so that distributors can obtain products easily.

### **b-image :**

- The primary colors: green, white and blue are suitable colors for the product to add a new and clean image to customers as it brings a sense of the environment.
- Posters and banners will be placed in areas that can be easily seen by the public, so that customers can see the business
- All goods will be placed in accessible shelves and cooled when necessary.

### **7- 4-Life water Promotion & Advertising Strategy:**


Life Water will use many traditional and traditional technologies to promote its products. By promoting in print media, TV ads, endorsing celebrities, etc. to promote their products. The brand is used on hydration that is free of any bacteria and safe for drinking. Life Water will offer smart marketing offers with promotions and discounts from time to time. . The company will also promote by conducting contests and offering coupons and gifts on a regular basis.

#### **a- Website**



- At the beginning of 2020, to support the company's #lfewater campaign and start the awareness campaign, <http://www.LIFEWATER.com.us> was created and it will also be used to move the target audience to the buying funnel. The site will be the main online channel for the #lfewater campaign.



**b-SOCIAL MEDIA STRATEGY:**

SOCIAL MEDIA CALENDAR 2020				
Social Media Tool	1 <sup>ST</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips • Advantages of drinking clean water</li> <li>• Daily download of quotes or tips on the advantages of using clean water using #lifewater• Blog sharing</li> <li>• What do you think of our new website, a new Facebook page.</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips • Advantage s of drinking clean water • Daily download of quotes or tips on the advantage s of using clean water using #lifewater• Blog sharing</li> <li>• What do you think of our new</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips • Advantag es of drinking clean water • Daily download of quotes or tips on the advantage s of using clean water using #lifewater</li> <li>• Blog sharing</li> <li>• What do you think of our</li> </ul>	<ul style="list-style-type: none"> <li>• Daily download of quotes or tips • Advantage s of drinking clean water • Daily download of quotes or tips on the advantage s of using clean water using #lifewater• Blog sharing</li> <li>• What do you think of our new</li> </ul>

## MARKETING PLAN OF LIFEWATER COMPANY

		website, a new Facebook page.	new website, a new Facebook page.	website, a new Facebook page.
	<ul style="list-style-type: none"> <li>• Quotations or tips about water features and green-friendly bioplastic bottles with #lifewater</li> </ul>	<ul style="list-style-type: none"> <li>• Sports and athletes support</li> <li>• Celebrities used to publicize the product.</li> </ul>	<ul style="list-style-type: none"> <li>• Life water with different size</li> <li>• Life water environment friendly .</li> </ul>	<ul style="list-style-type: none"> <li>• Life water athletes friendly</li> </ul>
	<ul style="list-style-type: none"> <li>• Life water company environment friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Testimonials from plan holder</li> <li>• How to keep your health by drink water life</li> </ul>	<ul style="list-style-type: none"> <li>• Life water support athletes .</li> </ul>	<ul style="list-style-type: none"> <li>• Life water Sponsoring beach ball competitions in the beaches of California</li> </ul>

### C-Advertising:

**1-Billboard Advertising:** Billboard advertisement with #lifewater banner will be displayed along road axes, the place is visible to cars. The billboard ad is strategically placed on the site to create greater visibility and awareness among the target market.



**2- Local News Ad Prints:** To create more fanfare to consumers, lifewater will release a publication in the Los Angeles Times, which appeared as California's most-read newspaper. This will feature a half-page color banner for the #lifewater campaign in order to create more awareness for the audience and push them towards the website for more information. The printed advertisement will be released weekly in July and August.

**3-Transit Advertising:** Another promotional activity that will be used is to place a banner on city buses. The aim of this method is to spread awareness and reach the target market throughout California. This transit announcement must last for one year.



## 8- Schedule and Budget:

### **8- 1- Budget :**

The budget for our media plan is \$ 920,000 specifically for the next calendar year

Over \$ 400,000 goes to digital media (about 40 percent of our budget).

### **8-2 -Implementation Schedule :**

The table below details the implementation schedule, the activities, responsible persons and corresponding budget.

Activities	Implementation		Responsible	Budget	Control
	Start	End	Person		
<b>Awareness</b>					
Billboard Ad	1-jun-20	1-Dec-20	c/o Steel Art Billboard	120000	
Local News Ad Prints	1-jun-	1-Des-	c/o los angeles times	150000	

# MARKETING PLAN OF LIFEWATER COMPANY

	20	20			
Transit Advertising				50000	
Sponsoring beach ball competitions in the beaches of California	1-jul-20	1-Dec-20	c/o advertising department	200000	
<b>Social Media Campaign</b>					
Life water's website www.lifewater.com.us	1-mar-20	1-Dec-20	c/o Mktg. Dept	10000	no.of visits
Leaflets and Flyers	1-Jan-20	31-des-20	c/o Mktg. Dept	15000	
<b>Liking</b>					
intensive social media campaign	jun-20	Dec-20	c/o WeProtect website	25000	
youtube testimonials from plan holders	Apr-20	Dec -20	c/o Mktg./IT Dept	15000	no. of youtube hits
"Best selfie photo with life water " using #life water. campaign	Feb-20	Dec -20	c/o Mktg. Dept	30000	no. of likes

Mall Exhibit (one week)	15-Jun-20	15-sep-20	c/o SM	5000	no. of applicants/referrals
<b>Conviction</b>					

## MARKETING PLAN OF LIFEWATER COMPANY

Personal selling (Rewards/Incentives)	1-Jan- 20	31-Dec- 20	Marketing depart.	100000	no. of customers
Purchase					
Personal selling (Rewards/Incentives)	1-Jan- 15	1-Dec- 15	ditrubutions	50000	no. of customers
Increasing Positive Post Purchase Behavior				50000	
After sales service			Customor service department	100000	no. of feedbacks
			Total	<u>920000.0</u> <u>0 USD</u>	

## 9- CONTROLS

In order to maximize the return on marketing efforts, it is important to continuously monitor and evaluate the actual performance of Life Water against the marketing and financial expectations.

A monthly analysis should be made in order to follow up the performance of the company and to determine the current situation of the company in relation to the objectives set in each stage of the marketing activities. Control measures should assist this company in making its decisions to determine the necessary actions that the company must take in order to reach its target goals or to make some adjustments in its strategies and objectives, if the results are collected in the marketing dashboard for example. In terms of website traffic, YouTube subscribers, number of views, Facebook likes, Twitter followers, and the like, they demonstrated the need to do so.

## 10-conclusion :

The increase in the population density of California as the third largest state in America in terms of census and tropical weather for the state is one of the most important factors in the success of lifwater and media promotion in different media, one of the most important factors for increasing the distribution of the company. The development of research in the field of water and its extraction is one of the company's priorities for development and growth. Distribution strategy at the beginning of the company and the use of the appropriate strategy for that.

## 11- Bibliography

(n.d.). Retrieved from <https://en.wikipedia.org/wiki/California>.

(n.d.). Retrieved from <https://www.bottledwater.org/california-drought>.

(n.d.). Retrieved from <https://www.statista.com/topics/1302/bottled-water-market/>.

(n.d.). Retrieved from <https://www.sunset.com/food-wine/bottled-water-companies-are-getting-rich-off-california-water>.

(n.d.).

(n.d.). Retrieved from <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>.

(n.d.). Retrieved from <https://microbialcellfactories.biomedcentral.com/articles/10.1186/1475-2859-10-81>.

(n.d.). Retrieved from <https://www.jstor.org/stable/3702889>.

(n.d.). Retrieved from [https://books.google.com.om/books?hl=en&lr=&id=x8jNKR7MI4C&oi=fnd&pg=PR13&dq=bottled+water+industry+USA&ots=-NjF3JBN44&sig=gD4L1syhHIA7UuurrRuSpk8xufQ&redir\\_esc=y#v=onepage&q=bottled%20water%20industry%20USA&f=false](https://books.google.com.om/books?hl=en&lr=&id=x8jNKR7MI4C&oi=fnd&pg=PR13&dq=bottled+water+industry+USA&ots=-NjF3JBN44&sig=gD4L1syhHIA7UuurrRuSpk8xufQ&redir_esc=y#v=onepage&q=bottled%20water%20industry%20USA&f=false).

Kotler, P. (2000). *Marketing Management, Millenium Edition*.