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AUR'A NATURAL GOLD WATER MARKETING PLAN



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1. EXECUTIVE SUMMARY

The following marketing plan has been developed for Aur'a Natural Gold Water, a Romanian company dedicated to the bottling of alkaline water, founded in 2013. The main objective of this work is to expand the presence of Aur'a in the Spanish market.

For this purpose, the external and internal environment of the company has been analyzed. Also, it is possible to appreciate the products that are intended to be distributed, although it is of vital importance to analyze the market and the bottled water sector in Spain, for this purpose tools such as PESTEL analysis and Porter's 5 forces have been used. In addition, an analysis of the competition in Spain has been carried out.

Through the SWOT analysis, threats and opportunities in the sector have been identified, as well as Aur'a's strengths and weaknesses. The analyst provides a clear view of the current situation of the company.

The target audience for the Spanish market is defined, and the brand positioning is analyzed about the existing competition. Based on all the information gathered, six key objectives are established for the marketing plan.

To ensure that the objectives are met, a detailed timeline has been created showing the estimated time it will take to execute the marketing actions.

However, the limitations of the marketing plan and possible areas for improvement should be taken into account, as they can strengthen the distribution network and develop new market opportunities.

In summary, Aur'a Natural Gold Water's marketing plan aims to expand the brand's presence in the Spanish market and strengthen its presence in the bottled water sector, through the objectives and actions that have been proposed.

2. ANALYSIS OF THE SITUATION

2.1. Internal Analysis

2.1.1. Presentation of the Company

The "miracle of the Romanian mountains", is how Aur'a Natural Gold Water is referred to. It comes from the Banat Mountains, an area that delimits Romania's border with Western Europe. This area used to be known for the extraction of rare and precious minerals, such as gold and silver, during Roman times. (Aur'a Natural Gold Water, 2023).

The spring is located in an area covered by lush forests of oak and birch trees, far from any possible human contamination. (Aur'a Natural Gold Water, 2023).

The water does not undergo any transformation, it is only passed through particle filters to guarantee its quality, although the 100% content that is introduced in the bottle is natural. (Aur'a Natural Gold Water, 2023).

The founder of Aur'a Natural Gold Water, Horatiu Rada, was a businessman dedicated to the field of electricity, with no intention of entering the water market. It was an acquaintance who invited him to his factory to sell it. After seeing the disastrous bottling process, he decided to create his own company with a different approach. He already had the idea, but lacked the most important thing: water. (Iancu, 2018).

Together with one of his partners, he set out in search of an undiscovered spring. They conducted countless tests and analyses of all the water sources they found along the way, without any success. However, they finally found an unexplored cave called Ursoanea in Ocna de Fier. When he first tasted the water from that spring he felt a sense of energy throughout his body and knew that this was the water he had been searching for so long. (Iancu, 2018).

After sending samples to the best laboratories in the country and obtaining positive results, he decided to repeat the analyses in Hungary and Germany to confirm the same result: it was an alkaline water, with gold and silver colloids. (Iancu, 2018).

Alkaline water can neutralize the acid in the human body, providing countless health benefits and ensuring proper hydration. The people living around the spring drink this water and have a longer life expectancy than the rest of the country. The locals called the water the "miracle of the Romanian mountains". (Iancu, 2018).

2.1.2. Company Resources

2.1.2.1. Human Resources

At present, the Aura Natural Gold Water factory located in Ocna de Fier employs only fifteen workers. However, thanks to its development and progress, it is expected that next year the number of workers will increase to a maximum of twenty. This achievement is attributed to the automation of the production process that the company has implemented. For their part, the workers only ensure the smooth operation of the machines, quality control, surveillance, and safety of the facilities. (Iancu, 2018).

The Aur'a factory is the only investment in the locality, its presence provides the town with a prosperous image and an employment opportunity in the region, as some of the employees of the Oca de fier factory are local and others belong to the surrounding regions of Resita, Bocsa, and Timișoara. Aur'a contributes to strengthening ties and fostering development in the area. (Iancu, 2018).

We can see that Aur'a Natural Gold Water shows a hierarchical structure, starting with the top management, in charge of strategic decision-making and supervision of the company. From there, it is broken down into different divisions that establish relationships of dependence and coordination between them (Iancu, 2018). The following organizational chart has been designed to facilitate the understanding of the organizational structure. As shown in Annex 1.

2.1.2.2 Physical Resources

Since the establishment of the company in 2013, Aur'a Natural Gold Water established its water bottling factory in the Ocna area of Fier in Caras-Severin County (Iancu, 2018). As we can see in Annex 2. This area is located in the Banat region of Romania. As we can see in Annex 3.

2.1.2.3 Marketing Resources

PRODUCTS

Aur'a Natural Gold Water is pure natural mineral water that contains naturally occurring gold and silver colloids, which provide multiple health benefits. It has an alkaline pH of 8.25 which

helps the body regulate its acid-base. Alkaline water helps balance the body's pH by protecting cells from harmful attacks and hydrating the body (Aur'a Natural Gold Water, 2023).

The gold particles in the water impart anti-inflammatory, antibacterial, and antioxidant properties vital to the human body. On the other hand, the silver particles found in Aur'a water make it a natural antiseptic, which regulates bacteria and helps detoxify the body. It also has regenerative properties that delay the onset of aging and stimulate the body (Aur'a Natural Gold Water, 2023).

Aur'a Natural Gold Water comes in two formats, both in glass bottles, one of 0.33 L (11.16 FL OZ) and 0.75 L (25.40 FL OZ) (Aur'a Natural Gold Water, 2023). As for the nutritional information, we can see it in Annex 4.

Regarding the importance of glass packaging (The Food Tech, 2022 and Aur'a Natural Gold Water, 2023):

- Glass is the most hygienic material in which water can be bottled, as it does not contaminate the water by not interacting, which guarantees its purity.
- It is environmentally friendly, as it is the only material that is 100% recycled.
- It meets the quality and safety standards imposed by SGS IFS food certification, ensuring product excellence, and is the only material that meets the standards of all countries.
- The risk of contamination is reduced, as glass provides an effective barrier against external agents.
- It gives a sophisticated and attractive appearance to consumers, and the transparent glass allows the water to be appreciated in its purest state.
- Glass bottles do not contain bisphenol A (BPA) or other chemicals that can penetrate the water, guaranteeing the purity of the water and the well-being of the consumer.

PRICE

The following section shows the price of Aur'a Natural Gold Water products, which are the focus of the marketing plan.

Still Gold Water is a carefully crafted water, available in an elegant and luxurious 25.4-ounce bottle, for those looking for a one-time purchase the 6-bottle case is offered for \$43.20. Alternatively, a recurring purchase is offered, with a monthly subscription, priced at \$36.72 per month, the discount applied is 15%, and the subscription can be canceled at any time (Aur'a Natural Gold Water, 2023). Annex 5.

Still Gold Water, now available in a convenient 11.16 oz. bottle. For those looking for a one-time purchase, the 24-bottle case is offered for \$108. Another alternative would be a recurring purchase priced at \$91.80 per month, at a 15% discount, with the option to cancel at any time (Aur'a Natural Gold Water, 2023). Annex 6.

DISTRIBUTION

The company recently won a contract to supply its water to luxury hotels in Saudi Arabia and the Burj Khalifa in Dubai. Aur'a is also distributed in the US, Canada, Mexico, China, the UK, Italy, France, and the Canary Islands (Aur'a Natural Gold Water, 2023).

Aur'a uses more than one distribution channel, on the one hand, it has adopted a direct-to-customer sales approach through the website. This short channel allows the end customer to purchase Aur'a's products without any middlemen. By eliminating intermediaries, a personalized shopping experience is offered, with products being purchased more easily and quickly. Through the website, consumers can browse the product catalog and obtain detailed information on all products, and purchase in a more convenient and relaxed way from the comfort of their home (Aur'a Natural Gold Water, 2023).

In addition to the direct sales approach, Aur'a also uses a long distribution channel, which involves intermediaries between the end customer and the company. In this case, Aur'a sells its products to retailers, who in turn market and distribute to other outlets. In this case, Aur'a's retailers sell the products to distributors, such as gourmet restaurants and luxury hotels, who purchase the product in question, and it is offered to the end consumer (Aur'a Natural Gold Water, 2023).

COMMUNICATION

The means of communication used by Aur'a are mainly social networks since they are the most used means of communication nowadays. The company has an Instagram account with 1119 followers and a Facebook account with 1563 followers. It also has a YouTube

channel where they post videos showing the production and bottling process of the brand, as well as a section where experts talk about their products. One of the videos that stands out the most is when TV celebrity Martin Riese, one of the best-known water sommeliers in the industry, praised the quality of Aur'a natural Gold Water.

In addition to social media, the brand has been featured in magazines, newspapers, online articles, and even on Romanian radio. All publications highlight that Aur'a is one of the best alkaline waters in the world, and it comes from Romania.

2.2 External Analysis

2.2.1 Macroenvironment analysis

When analyzing a company's operating environment, it is important to take into account the external factors that can influence the success of the organization, as this is fundamental to defining any business strategy.

A useful tool for analyzing external factors is the PESTEL analysis, which examines the political, economic, social, technological, environmental, and legal factors that can affect a company's business operations and overall success.

In this section, we will examine in detail the main factors of the PESTEL analysis to provide a comprehensive understanding of the environment in which the company finds itself and the potential impact on its business operations.

2.2.1.1 Political factors

The political factors that may affect the bottled water market, according to the PESTEL analysis, could be:

- Government regulations and policies affecting the water industry, such as new environmental laws, water access rights or new regulations regarding quality standards.
- Tariffs and government agreements affecting the export and import of bottled water.
- Import duties and taxes affecting the distribution of bottled water and its cost of production.

- Political and diplomatic relations between Aur'a Natural Gold Water and other countries where it is marketed.

2.2.1.2. Economic factors

- Regarding the economic factors that could affect the bottled water market, following the PESTEL analysis we have:
- If the economic conditions in the market where the brand is sold are favorable (a strong increase in GDP), it could lead to higher consumer spending and that translates into increased sales.
- Consumers' disposable income is a factor that can influence bottled water sales, because if consumers have a lower income, they will be less likely to buy premium water brands.
- Strong premium bottled water competition in the market, so the brand may face challenges in terms of pricing and market share.
- The high cost of production of Aur'a Natural Gold Water could hurt the brand, because of the increase in the cost of raw materials or production costs that imply a rise in product prices, so demand could decrease.
- The exchange rate is one of the factors that could affect Aur'a Natural Gold Water, since it is sold in international markets, and the exchange rate could affect its sales, since exchange rate fluctuations may affect the product in terms of local currency, and affect its demand.

2.2.1.3. Social factors

Social factors that could affect the bottled water market, according to a PESTEL analysis:

- More and more people are concerned about their health and well-being, this could be an advantage for Aur'a Natural Gold Water from which it could benefit as its water is known for its natural and detoxifying properties.
- Cultural beliefs and values are another factor that can influence sales, since in some countries, consuming water with a high pH is considered beneficial to health, but in other countries there is no information and ignorance can lead to rejection. For this

reason it is necessary to raise awareness and educate about the benefits of alkaline water, thus improving the brand image.

- Social networks are a powerful marketing tool and more and more people are using them. Using positive reviews on social media has been shown to increase brand awareness and drive sales.

2.2.1.4. Technological Factors

In terms of the technological factors that could have the greatest impact on water bottling companies, according to the PESTEL analysis, we have:

- Using new, more efficient water filtering and treatment technologies. These include automated filling, labeling and bottling systems, which improve efficiency and effectiveness in production, thus reducing costs. Water bottling companies could benefit from these new systems if they keep their production lines up to date.
- Packaging is another factor to which companies should devote special attention. Today's consumers are looking for packaging that is environmentally friendly and provides them with greater benefits.

2.2.1.4. Ecological Factors

The ecological factors that have the greatest impact on water bottling companies are as follows:

- Climate change represents a challenge for the companies, since extreme weather events, such as droughts, floods and other natural disasters, can affect the availability and quality of water.
- Water extraction for subsequent bottling has negative impacts on the area's ecosystems over time. Overexploitation of aquifers and springs alters the flow of habitats and ecosystems in the area. Companies must manage and mitigate the damage caused and the negative impact they cause
- Bottled water packaging generates a large amount of plastic waste. Spain discharges more than 126 tons of plastic per day into the Mediterranean Sea, making it the second country in the world with the highest plastic consumption, which presents a challenge for water bottling companies, as society is becoming aware of the great problem it poses to the environment (Crespo, 2022).

2.2.1.5. Legal Factors

In relation to the legal factors that affect water bottling companies in Spain, the following are observed:

Water exploitation rights, as these are protected natural areas, there may be restrictions on the exploitation of springs, or it may be necessary to apply for certain permits and licenses, although there may be problems with local communities, especially where access to water is scarce. The following are some of the laws that affect companies in the water bottling and spring extraction sector in Spain:

- Commission Directive 2003/40/EC of May 16, 2003,(Official State Gazette, 126, of May 22, 2003), establishes that the list, concentration limits and labeling indications for the components of natural mineral waters, as well as the conditions of use of ozone-enriched air for the treatment of natural mineral waters and spring waters are fixed.
- Royal Decree 1799/2010, of December 30, (Official State Gazette, 17, of January 20, 2011) establishes that the process of elaboration and commercialization of packaged prepared waters for human consumption is regulated.
- Royal Decree 1798/2010, of December 30, (Official State Gazette, 16, of January 19, 2011) establishes that the exploitation and commercialization of natural mineral waters and spring waters packaged for human consumption is regulated.
- Order of July 1, 1987, (Official State Gazette, 163, of July 9, 1987) establishes that the official methods of physicochemical analysis for drinking water for public consumption are approved.

2.2.2 Microenvironment analysis

Next, we will analyze the microenvironment and evaluate the factors that affect the Aur'a Natural Gold Water company and how its capacity is affected.

To analyze the microenvironment, the strategic model developed by Michael Porter, also known as "Porter's 5 forces", will be used. This model will allow us to measure and analyze Aur'a Natural Gold Water's competitiveness in its sector. The 5 forces that make up Porter's model are:

2.2.2.1. Bargaining power of customers

The bargaining power of customers refers to the ability of customers to reach agreements to purchase the product offered. Customers' bargaining power will be higher the greater the number of substitutes available in the market. However, with regard to the bargaining power customers have over Aur'a Natural Gold Water, we should bear in mind that the brand offers alkaline water, with gold and silver colloids. In the current market there are not many products with these characteristics, but there are multiple substitute products. For this reason, we believe that the bargaining power of customers is high.

2.2.2.2. Bargaining power of suppliers

The bargaining power of Aur'a Natural Gold Water's suppliers depends on the number of suppliers that supply the products or inputs. If there are many suppliers in the market, the bargaining power will be lower; on the other hand, if there are few suppliers, their bargaining power will be higher.

First of all, we must take into account the products or inputs that the suppliers offer to the company (such as glass bottles for bottling water, hermetic caps for the bottles, personalized labels, boxes, filtration equipment) and other machinery for the bottling process. It should be emphasized that Aur'a has few suppliers to supply itself, (Iancu, 2018). Therefore, it should be said that the bargaining power of suppliers is high.

On the other hand, it should be noted that Aur'a main product is water from the Ocna de Fier spring. This is only possible to find in that area of Romania.

2.2.2.3. Threats from new entrants

In the bottled water scenario, the entry of new competitors into the bottled water sector will depend mainly on the barriers already in place. The more barriers, the greater the difficulty of entry for new companies, and consequently the fewer competitors in the sector.

In this case, we identified certain barriers that may hinder the entry of new competitors into the market, such as, for example:

An oversaturation in the bottled water market can be observed, due to the presence of numerous established brands recognized by consumers. This means a highly competitive environment for new entrants, making their presence in the market difficult. In addition, there are high capital and upfront investments. This acts as a barrier for new entrants with insufficient financial resources.

Also, the difficulty of differentiation in the bottled water market represents a challenge for new competitors, since all companies offer the same product. It is necessary to stand out among the numerous options available, which requires investments in innovation, marketing, and strategies to achieve effective differentiation.

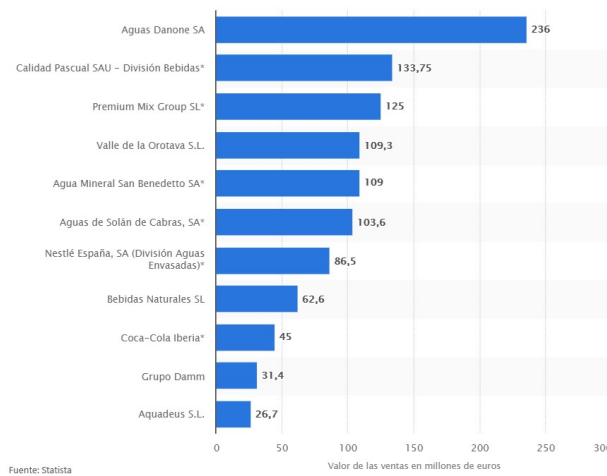
In summary, the bottled water market is very oversaturated, in which new competitors must find new ways of positioning themselves in order to capture the attention of consumers. This has led to multiple barriers that make it difficult for new competitors to enter the market.

2.2.2.4. Rivalry between competitors

Next, the rivalry between competitors in the bottled water market will be analyzed. It should be taken into account that the most consumed beverage worldwide is bottled water, so it has a wide variety of brands around the world. The main focus will be on the Spanish market, and the companies that lead the bottled water market will be analyzed.

It is observed that the company Danone, known worldwide, leads the ranking of bottled water sales in Spain. The company has Evian, bottled water brand with which it obtains 236 million euros, followed by the company Pascual (Bezoya) with 133.75 million euros, and in third place with 125 million euros we have the company Premium Mix Group SL, known for the Lanjarón, Font Vella or Vichy Catalan brands. (Statista, 2019). As we can see in Illustration 3.

Graphic 1. List of turnover of the main companies in the bottled water sector in Spain (2019).



Source: Statista

In summary, competitive rivalry in the bottled water market is high, as there are numerous brands present. Therefore, it is necessary to establish greater visibility. In addition, there are brands that have very competitive prices and a good brand image, and consumers have their own preferences, which makes it difficult for many other brands to position themselves.

2.2.2.5. Threat of substitute products

The threat of substitute products refers to those products that fulfill a similar need. In this case, we are talking about bottled water, where we can observe some potential threats such as:

- Other types of bottled beverages, such as: carbonated beverages, soft drinks, juices, sports and isotonic drinks, infusions, teas, flavored waters, such as coconut water or aloe vera, dairy drinks, or alcoholic beverages.
- Water filtration equipment. Many consumers have decided to opt for tap water filtration systems or reverse osmosis systems. This offers some savings and convenience in the long term, but poses a risk to bottled water sales.
- Tap water. In multiple regions tap water meets drinking quality standards, decreasing the need to purchase bottled water.

In conclusion, there is a great threat of substitute products in the bottled water market, which is why water companies must remain the consumers' preference.

2.2.3 Competency analysis

2.2.3.1 Levels of Competition

In the following section we will proceed to analyze Aur'a Natural Gold Water's competition. In order to carry out this analysis, it is necessary to study the different levels of competition (Manuera and Rodríguez, 2007). Among the main competitors of Aur'a Natural Gold Water. This is shown in the following diagram:

Illustration 1. Levels of competition



Source: Own elaboration.

- **Competitors in product form:**

Competitors in product form are those that offer the same product that meets the same needs. In the case of Aur'a Natural Gold Water, these would be the alkaline water brands, which have the same or similar composition, and a pH similar or equal to 8.2. At this level of

competition is the water brand D'ORA, it should be noted that both are water brands from Romania.

- **Competition in product category:**

In terms of product category competition, there are products that offer the same thing but with different attributes among their compositions. Among these are the brands of Fiji Water, VOSS, Evian, Solan de Cabras, Bezoya, 22 Artesian Water and Rain Forest Artesian Water.

- **Generic competition:**

In terms of generic competition, substitute products that satisfy the same need are found. In this case, we are talking about the need to drink, or to be thirsty. This level includes beverages such as, for example, juices, beers, soft drinks, wines, tea and infusions, etc.

- **Budget competition:**

Finally, when we talk about the budget competition level, we refer to any product or service that has the same price as Aur'a Natural Gold Water.

2.2.3.2 Main Competitors

In the natural mineral bottled water sector, there are a large number of water brands that are considered competitors of Aur'a Natural Gold Water. In the following point, eight water brands will be analyzed, chosen based on specific criteria: water brands that are worldwide competitors of Aur'a Natural Gold Water and water brands that are competitors in Spain.

D'ORA:

D'ORA, is a Made in Romania product, a water brand that comes from the mountains of the Rodna natural park in Transylvania, Romania. This is one of the few alkaline waters in the world containing natural mineral water with gold and silver colloids. D'ora emerges from an artesian aquifer, through the mountain at a temperature of 14°C, which is bottled naturally. A pure, light water, revealing a delicate taste, a true moment of exclusive pleasure. D'ORA has a pH of 8.2, considered an authentic alkaline water, with the perfect balance of mineral salts and without the intervention of chemical products that alter its composition (D'ora, 2023).

FIJI WATER:

FIJI WATER is more than just water. It was launched in 1996 and is considered a synonym of luxury, the fashionable water consumed by Hollywood celebrities, offered in restaurants, hotels and parties in more than 60 countries. It is the first brand of bottled water from the remote valleys of Viti Levu (Fiji), besides being the main product exported from the Fiji Islands. The filtering process is done naturally through volcanic rock, allowing the water to take on electrolytes and minerals, giving it a smooth and distinctive taste. It is a pH neutral 7.3 water noted for its regenerative properties (Fiji Water, 2023).

VOSS:

The VOSS Water brand comes from a small town Vatnestrøm in Birkeland, southern Norway, a country unspoiled in natural resources with high standards and known for its fresh air. The brand is known worldwide for its elegance and admirable aesthetics. Its iconic bottle makes a distinction against the rest of the waters on the market, but without forgetting its inner beauty, pure and refreshing. The water comes from an artesian spring in southern Norway and has emerged from the earth for centuries, filtering through layers of ice and rock, without the need to alter its process. It is considered by many to be the best water in the world, with an acidic pH of 6 and low in sodium, and is a complete success in more than 50 countries around the world, even reaching the table of high society in the USA. (VOSS Water, 2023)

EVIAN:

When the glaciers of the Alps melted they gave rise to a new landscape, revealing the refuge of one of the most valuable treasures of the planet, an area created more than 50,000 years ago, during the ice age. (Evian Water, 2023).

The filtering process of Evian water is completely natural, through the subway layers of rocks that have been protecting the water from external agents and pollutants for more than 15 years. Once prepared, the water emerges to the surface, full of natural minerals and electrolytes, all without human intervention. (Evian Water, 2023).

The Evian water brand, with a neutral pH of 7.2, gives the water a unique crisp taste that comes from the natural spring of Cachat in the French Alps, near Évian-les-Bains and located on the southern shore of Lake Geneva. Today, the Evian water brand belongs to the Danone group, and is recognized as one of the healthiest bottled water brands in the world.(Evian Water, 2023).

SOLAN DE CABRAS:

The Solan de Cabras brand emerges from a spring surrounded by numerous forests in the Serranía de Cuenca, Spain, at an altitude of 950 m above sea level. The water has numerous properties, is weakly mineralized, and is filtered through layers of pure minerals, with no need for extraction, as the water emerges on its own to the surface. Solan de Cabras, one of the most famous and popular waters in Spain, belongs to the Mahou San Miguel company. The water is distributed in more than 33 countries around the world and has a neutral pH of 7.82 (Solan de Cabras, 2023).

BEZOYA:

The Bezoya water brand is considered one of the most famous and popular waters in all of Spain, the favorite of consumers for its very weak mineralization, and few dissolved minerals in the water (27mg/l). It comes from the Bezoya spring in Trescasas in Segovia, Spain. (Bezoya, 2023).

Bezoya is committed to the quality of the water, guaranteeing its purity. The water is filtered inside the mountain, through the rocks in a natural way. Once it emerges, it is taken through a pipe to the bottling plant, but first it is necessary to analyze if the water has suffered any contamination. For that reason, Bezoya's team analyzes hundreds of samples a day, in order to guarantee the quality of the water. Bezoya is a totally pure water with no chemical treatments that modify its original composition, with an alkaline pH of 8. (Bezoya, 2023).

22 ARTESIAN WATER:

22 Artesian Water, a brand of water born in the territory of La Rioja. 22 Artesian Water emerges to the surface in the spring of La Rioja, at a temperature of 22°C, a fact that gives its name to the 22 Artesian Water brand. The water must first pass through more than 500 meters of different levels of layers that were formed millions of years ago, containing minerals, sandstones and red clays, giving the water minerals and a pure, refreshing taste. With a pH of 7.1, it is considered neutral and beneficial to health. (22 Artesian Water, 2022)


RAIN FOREST:

Rain Forest Artesian Water comes from the rainforests of Costa Rica, in the fields of Lapa Verde, and is considered one of the most sustainable waters in the world thanks to the use of

reusable and recyclable bottles. The water comes from tropical storms that return the water to the earth and flows inside one of Costa Rica's most valuable mountains. It is a balanced water, which retains all its original properties because it is filtered by Mother Nature, through rocks found in the depths of an artesian aquifer. Rain forest has a pH of 6.8 slightly acidic (Rain Forest Artesian Natural Water, 2023).

The following table shows some aspects of Aur'a natural Gold Water's main competitors:

Table 1. Competitors of Aur'a Natural Gold Water

Brand	Product	Price	Distribution	Communication
		<p>2,70€ (Bottle 700 ml)</p>	<p>D'ORA Website Specialized Stores</p>	<p>Social Networking Website</p>
		<p>4,99 € (Bottle 1 L)</p>	<p>Supermarkets Specialty stores Restaurants and cafeterias Hotels Fiji Website Amazon El Corte Inglés Gourmet</p>	<p>Social Networking Website Events and sponsorships Collaborations with Influencers and celebrities</p>
		<p>3,95 € (Bottle 37,5 cl - 10,53 € / L)</p>	<p>Supermarkets Specialty stores Restaurants Hotels Voss Website Amazon El Corte Inglés Gourmet</p>	<p>Social Networking Website Events collaborations with Influencers</p>

		<p>1,29 € (Bottle 2,58 € / Litre)</p>	<p>Supermarkets Specialty stores Restaurants Hotels Evian Website Amazon</p>	<p>Official website Social media TV commercials and online advertising Promotions and collaborations</p>
		<p>0,87 € (0,58 € / Litro)</p>	<p>Supermarkets Restaurants Hotels Solán Website Amazon</p>	<p>Official website Social media TV commercials and online advertising Events</p>
		<p>0,73 € (0,49 € / Litro)</p>	<p>Supermarkets Restaurants Hotels Bezoja Group Website Amazon</p>	<p>Official website Social media TV commercials and online advertising Events</p>
		<p>2,05 € (Bottle 52,2 cl - 3,93 € / L)</p>	<p>El Corte Inglés Gourmet</p>	<p>Official website Social media Online advertising Events</p>
		<p>3,49 € (Bottle 50 cl - 5,20 € / L)</p>	<p>El Corte Inglés Gourmet</p>	<p>Official website Social media TV commercials and online advertising Events</p>

Source: own elaboration

3. SWOT ANALYSIS

Next, we will examine the SWOT analysis. This analysis serves to identify Aur'a Natural Gold Water's strengths, opportunities, weaknesses, and threats. This tool is widely used in the strategic and business sphere, as it is very useful for evaluating the company's situation and determining its long-term viability. Annex 7.

STRENGTHS

- **Exclusive design:**

Aur'a Natural Gold Water is recognized for its luxurious and exclusive glass bottle and label that represents femininity and nature. It is a design created to attract attention and convey luxury, a true symbol of elegance and exclusivity that has become a distinctive icon of the brand.

- **Quality certificates and awards:**

The brand has been recognized with the Superior Taste award, the international Taste and Smell Quality Testing Institute of Brussels with 3 gold stars, certified by the jury of the world's best chefs and sommeliers of the international taste institutes for the seventh consecutive year, among many other recognitions the brand has received for its excellent natural water.

- **Authenticity:**

The brand stands out for the quality of its products, without altering the water through chemical processes, its selection and filtering process being totally natural. Thus, its freshness and hydration are guaranteed, providing the brand with a solid and unimpeachable reputation in terms of quality and authenticity.

- **Strategic distribution:**

The brand has decided to distribute its products to luxury establishments, such as events, restaurants and exclusive and prestigious hotels. This has allowed it to reach its target audience and continue to maintain its market positioning.

- **Sustainability:**

Aur'a Natural Gold Water is a committed company and for that reason is focused on the circular economy. This means that its products, such as glass bottles and caps, can be reused. These are subjected to a process of reincorporation into the production cycle. These types of practices help the environment by minimizing waste and conserving resources, in order to help minimize the impact on the environment.

- **Technology:**

The company uses state-of-the-art machinery for the bottling process of its water, as well as for its extraction. These technologies allow the process to be carried out efficiently and effectively throughout the production cycle, ensuring product quality and conservation.

WEAKNESSES

- **High prices:**

Compared to all other bottled water products, Aur'a Natural Gold Water's prices are notoriously higher. This is mainly due to the bottle design and components, but also to the brand's positioning as a luxury brand.

- **Transportation Costs:**

One of the brand's biggest weaknesses is the transportation costs it faces, as the spring is located in a mountainous area that is difficult to access. Transportation costs are affected, as well as costs associated with storage and handling. On the other hand, the brand distributes to many countries in different continents, this generates large amounts of CO₂.

- **Dependence on the spring:**

Aur'a Natural Gold water obtains water from the Ursoarea spring. The production of bottled water requires the extraction of large liters of water, which makes the brand vulnerable to changes in the spring. If the water runs out, the company would not be able to continue supplying water to meet demand.

- **Limited market presence:**

The brand's reach is rather limited compared to other natural mineral water brands. This is due to the positioning of the brand.

- **Dependence on distributors:**

The company may be affected by dependence on its international distributors, as they are responsible for distributing the products to the market.

THREATS

- Competition:

There is a lot of competition in the bottled water market, as there are multiple options to choose from. In addition, there are well-established brands in the market, with different types of qualities and prices. This means strong competition that makes it difficult to differentiate between the different brands in the market.

- Changes in consumer preferences.

Consumer preferences may change over time, which can affect the demand for bottled water. As a result, brands must adapt to these trends to remain relevant in the marketplace.

- Regulations and standards.

There are government regulations related to water quality that establish certain limits for microorganisms, heavy metals and water contaminants. They must also comply with good manufacturing practices to ensure the safety of food products, taking into account plant facilities, hygiene and labeling, and above all, packaging must comply with safety standards to avoid external contamination.

- Environmental impact.

Recent concerns about the environmental impact generated by the companies lead to greater pressure, since large amounts of energy and greenhouse gas emissions are consumed to extract water from natural sources and carry out the purification and treatment process. Another factor is the single-use plastic used to bottle water, which ends up in landfills or in the oceans, contributing to the contamination of ecosystems.

- Health crises, wars and natural disasters

In recent years, some unforeseen events, such as the war in Ukraine, the COVID-19 pandemic, or natural disasters, such as earthquakes or volcano eruptions, have affected the economies of countries. All this has led to a rise in prices and many companies have been forced to close due to the losses incurred.

OPPORTUNITIES

- **Expansion into new markets**

The company can expand into other international markets in which it has no presence and increase its presence in existing markets.

- **Strategic collaborations**

Aur'a Natural Gold Water can collaborate with brands of great recognition and prestige, or participate in major events such as the Met Gala, MTV, Music Awards.

- **Product innovation**

Aur'a can develop new product lines that adapt to new market demand trends, such as flavored waters, or sustainable and biodegradable packaging.

- **Marketing and communication**

The company can take advantage of social networks to highlight and popularize the alkaline water among young people, showing its bottling process or the multiple benefits of the water. This can help differentiate it from other brands and capture the attention of consumers.

4. DEFINITION AND POSITIONING OF THE TARGET AUDIENCE

4.1 Target Audience

Aur'a Natural Gold Water's target audience is focused on high net worth customers, who value the excellence of high quality products. On the other hand, the brand directs advertising and marketing campaigns to upper-middle class consumers, who care about their well-being and are willing to pay a little more for a quality product. Aur'a Natural Gold Water also engages in sponsorships and high-society events, sporting events such as the Formula 1 European Grand Prix, or the 2019 European Union summit, thus increasing brand visibility and addressing its target audience. (Aur'a Natural Gold Water, 2023).

Adults and health lovers

Aur'a Natural Gold Water targets an adult audience over the age of 18, who have a certain purchasing power and are willing to invest a higher price for a premium water brand, also

who value their wellbeing, want to lead a healthy lifestyle and are aware of the problems associated with bottled water, making the decision to opt for pure and healthy water. (Aur'a Natural Gold Water, 2023).

Events and sponsorships

Aur'a seeks to be the preferred choice for high-end event segments, such as conferences, trade shows, charity galas, and VIP events, that seek to provide quality beverages to attendees as part of the exclusive and unique experience. Water is a symbol of distinction and the brand wants to be recognized for supplying premium bottled water to internationally renowned events. (Aur'a Natural Gold Water, 2023).

4.2 Positioning Strategy

In this section we will graphically represent the positioning map, showing the position of the Aur'a Natural Gold Water brand in comparison with its main competitors. The variables to be analyzed are Quality-price. Taking into account that the term quality will be associated with pH, health, benefits and quality awards that have been granted to the brands.

Illustration 2. Quality-Price Positioning Map



Source: own elaboration.

5. DEFINITION OF OBJECTIVES

5.1 Definition of the company's identity

In order to establish a solid identity for Aur'a Natural Gold water, it is necessary to determine what will be the basis of the company's corporate identity. This project proposes the definition of the company's mission, vision and values. In this case, the proposed elements will help to provide a coherent and clear direction for the company.

Mission

"Aur'a Natural Gold Water's mission is to offer a high quality natural product backed by the purity of our springs and that contributes to the well-being of body and mind."

Vision

"Aur'a Natural Gold water's vision is to be the choice of those who value purity, quality, and self wellness, being a brand that can be trusted and inspire others to seek balance and wellness by choosing a healthy lifestyle."

Values

The values to which Aur'a Natural Gold Water refers are:

- **Excellence:** We are committed to achieving excellence in all aspects, from the water coming from the springs, to the bottling process, guaranteeing authenticity and first class quality.
- **Authenticity:** A unique brand in the market, committed to the environment and the improvement of quality of life, providing clear and accurate information.
- **Purity:** Committed to preserving its unique gold and silver content, of natural origin.
- **Sustainability:** We care about sustainability and try to minimize as much as possible our impact on the ecosystem, adapting to the resources that the planet offers us.
- **Quality:** We offer the highest quality products recognized in the market.
- **Health and wellness:** We not only offer water, we also offer health. The only water that is capable of detoxifying the body, eliminating impurities, reduces anxiety levels, balances the pH, and has regenerative properties.

5.2 Marketing plan objectives

In this section, we will establish the objectives to be achieved during the period corresponding to the year 2023/2024. It should be noted that the objectives established by the company are SMART, i.e. they are specific, measurable, attainable and temporary. This methodology allows us to evaluate whether the achievement of these objectives is being carried out in a detailed and effective manner.

The objectives to be followed are:

Objective 1: Increase sales by 10% in the next 12 months.

Objective 2: Distribute and expand to new countries or regions in the next 2 years.

Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% market share in the next year, in order to boost market presence.

Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns in the next year.

Objective 5: Increase water production and bottling by 10% in the next year.

Objective 6: Increase market share by 10% in the alkaline water sector in the next year.

6. STRATEGIES

The premium water brand Aur'a Natural Gold Water has gained recognition for being a superior quality water brand, highlighting its purity, taste, and composition, making it the ideal choice for those seeking to take care of themselves.

In order to achieve the aforementioned objectives, an action plan will be carried out based on a series of strategies aimed primarily at achieving these objectives. For this purpose, we will use the Ansoff matrix model. Annex 8.

6.1. Growth and Diversification strategy

We have identified two strategies to be implemented for Aur'a Natural Gold Water:

The market penetration strategy consists of taking advantage of the existing market and increasing Aur'a's share with the products it already markets. To achieve this, the brand will

implement several actions. Firstly, marketing campaigns will be carried out to increase brand recognition, through digital media, we will also carry out sponsorships, events and trade fairs, thus generating interest and establishing commercial relationships.

We will also implement a market development strategy, aiming to expand the brand's presence to new markets and consumer segments. To this end, several initiatives will be carried out. Analyzing potential markets to identify growth opportunities and establishing strategic alliances with new distributors to reach new points of sale.

6.2 Competitive Strategy

We believe that Aur'a should adopt a differentiation strategy, since the market in which it operates is highly competitive. Today it is saturated by numerous brands. In its eagerness to stand out and gain market share, the brand needs to offer a product that is distinctive and appeals to consumers, with the aim of motivating them to choose its products over others.

By implementing a differentiation strategy, Aur'a has the possibility to stand out from its competitors, by highlighting the characteristics of its products, the quality, the elegance of its bottle, this will help differentiate you from the rest of the brands.

By choosing a differentiation strategy, it is possible to generate brand loyalty, building a solid base of consumers who are willing to pay a higher price for the exclusivity offered. With this strategy, Aur'a Natural Gold Water will achieve a sustainable competitive advantage and a strong brand identity in the bottled water market.

7. ACTION PROGRAM

7.1 Summary Action Plans

Once the strategies have been defined, we will proceed to develop the actions of the marketing mix, as shown in Table 2.

Table 2. Summary of action plan

ACTIONS	OBJECTIVE
<p>Action 1. Launch marketing campaigns aimed at increasing brand awareness.</p>	<p>Objective 1: Increase sales by 10% in the next 12 months.</p> <p>Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.</p>
<p>Action 2. Conduct sponsorships and events to generate interest and test the product</p>	<p>Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% of the market share in the next year, in order to boost market presence.</p> <p>Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.</p> <p>Objective 6: Increase market share by 10% in the alkaline water sector in the next year.</p>
<p>Action 3. Training program on negotiation techniques and closing contracts with potential distributors.</p>	<p>Objective 1: Increase sales by 10% in the next 12 months.</p> <p>Objective 2: Distribute and expand to new countries or regions in the next 2 years.</p> <p>Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% market share in the next year, in order to boost market presence.</p>
<p>Action 4. Establish contact with distributors and potential partners in the target countries or regions.</p>	<p>Objective 1: Increase sales by 10% in the next 12 months.</p> <p>Objective 2: Distribute and expand to new countries or regions in the next 2 years.</p> <p>Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% market share in the next year, in order to boost market presence.</p>

<p>Action 5. Adapt product labeling and marketing messages to comply with local requirements.</p>	<p>Objective 2: Distribute and expand to new countries or regions in the next 2 years.</p> <p>Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.</p>
<p>Action 6. Participate in international trade fairs to showcase the product and establish relationships with potential distributors.</p>	<p>Objective 2: Distribute and expand to new countries or regions in the next 2 years.</p> <p>Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% of market share in the next year, in order to boost market presence.</p> <p>Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.</p> <p>Objective 6: Increase market share by 10% in the alkaline water sector in the next year.</p>
<p>Action 7. Invest in advanced technology and machinery to increase bottling production.</p>	<p>Objective 1: Increase sales by 10% in the next 12 months.</p> <p>Objective 5: Increase production and bottled water by 10%.</p>

Source: own elaboration.

Action 1 Launch marketing campaigns aimed at increasing brand awareness.

Objective to which it contributes

Objective 1: Increase sales by 10% in the next 12 months.

Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.

Implementation period: **19 months**

Launch active marketing campaigns, using social networks, Instagram, Facebook, Tik Tok, as promotional channels. Social networks are a powerful marketing tool to reach the consumer, due to their segmentation capacity and wide reach.

We will create attractive visual content through social networks such as Instagram, Facebook and Tik Tok. Thanks to these platforms we manage to target a younger audience concerned about personal wellbeing. In terms of publications, we will create posts with images and short videos, showing a healthy lifestyle, educating about the benefits of consuming alkaline water, showing images with the brand's products and emphasizing Aur'a's properties.

We will use hashtags to increase the visibility of posts that are related to the brand, alkaline water, wellness, hydration, and other related topics. This will help the posts to have a wider reach. In addition, we will establish the hashtag #change your water change your life, this will help increase the visibility of Aur'a Natural Gold Water. Annex 9.

They can use health and wellness influencers on the platform to get the message out to people who are genuinely interested in the healthy lifestyle. Collaborations with social media influencers can help generate a big impact and promote the brand. People who are in the health and wellness field should be chosen to establish collaborations, where they will be sent a batch of products to recommend to their followers. This will generate credibility and will help us to expand our audience.

Interact with followers, responding to their comments and messages, thanking those who mention the brand and generating conversations. It is necessary to be constantly updating publications, this will generate a close relationship with followers and help build a loyal community.

Action 2. Conduct sponsorships and events to generate interest and test the product.

Objective to which it contributes

Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% of the market share in the next year, in order to boost market presence.

Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.

Objective 6: Increase market share by 10% in the alkaline water sector in the next year.

Implementation period: **8 months**

Organize exclusive tasting events in luxury hotels, renowned restaurants and exclusive centers. These events allow consumers to taste Aur'a Natural Gold Water products free of charge. On the other hand, the company can provide its products to high society events such as the Cannes Festival, where many celebrities attend and this is a great opportunity for free publicity by world famous celebrities. Aur'a could also distribute its products at the Met Gala or the MTV Music Awards, both exclusive events, which would bring prestige to the brand.

Aur'a can partner with influencers and experts in the area of health and wellness. These could include doctors who support the body's acid-base balance and promote a healthy lifestyle, water sommeliers or alkaline water specialists, trainers with hydration expertise, and nutritionists who support balanced and healthy diets. By working with experts, the aim is to disseminate authentic testimonials about the benefits of Aur'a Natural Gold Water. This will generate greater consumer interest as the testimonials spread and we are able to expand the brand in the wellness market.

Action 3. Training program on negotiation techniques and closing contracts with potential distributors.

Objective to which it contributes

Objective 1: Increase sales by 10% in the next 12 months.

Objective 2: Distribute and expand to new countries or regions in the next 2 years.

Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% market share in the next year, in order to boost market presence.

Implementation period: **1 month**

The main objective of this action is to improve the negotiation and closing skills of the company's sales department, in order to achieve new business relationships.

For this purpose we will hire as a mentor the sales consultant and motivational speaker Alex Dey, also known for being the author of the Salesman's Bible, to give a master course on sales techniques. We will first contact Alex Dey to contract his services, to negotiate his participation as a trainer and mentor for Aur'a's sales department. The design and training program will be designed, the acquired knowledge will be applied to practice and, if necessary, follow-up sessions and evaluations will be carried out for continuous improvement of the personnel.

Action 4. establish contacts and strategic relationships with distributors and potential partners in the target countries or regions.

Objective to which it contributes

Objective 1: Increase sales by 10% in the next 12 months.

Objective 2: Distribute and expand to new countries or regions in the next 2 years.

Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% market share in the next year, in order to boost market presence.

Implementation period: **6 months**

The target country in this case is Spain, so priority will be given to establishing contact with potential distributors of renown in the Spanish territory, such as El Corte Inglés Gourmet. For this purpose, an exhaustive research on the waters currently marketed will be carried out. As can be seen in the competitors section, water brands that are distributed by El Corte Inglés Gourmet have been specifically selected. This selection has been made in order to provide a perspective on how the brand is positioned in relation to potential competitors in the El Corte Inglés gourmet water market.

Once initial contact has been made with the relevant purchasing managers and decision makers, a clear and compelling presentation is essential to persuade and capture interest. During the presentation, sophisticated sales techniques will be employed, emphasizing the unique properties of the product, highlighting the exceptional quality and health benefits. To establish effective communication, formal communication channels such as emails and phone calls will be used to establish a brief proposal for collaboration.

Action 5. Adapt product labeling and marketing messages to meet local requirements.

Objective to which it contributes

Objective 2: Distribute and expand to new countries or regions in the next 2 years.

Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.

Implementation period: **3 months**

It should be noted that the official Instagram page is in Romanian, therefore an official page will be created on Instagram, Facebook, and Tik Tok social networks for each country where Aur'a is distributed, adapting the publications to the local language.

We will translate the brand's website into the following languages: Spanish, English, French, Italian, German, Chinese, South Korean, Japanese and Arabic.

The design will also be adapted, but always respecting the original design and content of the labeling. The chemical composition can be adapted to other languages, incorporating the information required in the different countries and adapting it to local regulations, ensuring

that it complies with legal standards and regulatory requirements. An example would be to adapt the bottle for distribution in China, adapting the chemical composition of the label to the Chinese language, and to do the same with the boxes in which the product is stored.

If necessary, the relevant certificates and approvals will be obtained to ensure the product's conformity in the market in question.

Action 6. Participate in international trade fairs to showcase the product and establish relationships with potential distributors.

<p>Objective to which it contributes</p> <p>Objective 2: Distribute and expand to new countries or regions in the next 2 years.</p> <p>Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% of market share in the next year, in order to boost market presence.</p> <p>Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns.</p> <p>Objective 6: Increase market share by 10% in the alkaline water sector in the next year.</p>
<p>Implementation period: 4 months</p>

Participate in trade fairs and exhibitions, where the competition takes part and that are related to the food and nutrition industry, thus providing a unique opportunity to present the products to industry professionals, retail distributors and wholesalers. In this type of event it is important to provide information about the benefits of the product in question and its composition, highlighting its superiority. On the other hand, they will be given the opportunity to taste and savor the product so that they can see the quality.

Aur'a Natural Gold Water can participate in internationally known fairs and exhibitions such as:

Waterexpo (Guangzhou) International High-end Drinking Water Industry: the annual high quality natural mineral water fair held in Guangzhou, China, will be held from June 9 to 11, 2023. Around 15 countries from different parts of the world are participating, with more than 20 natural mineral water brands having a booth at the exhibition (China International High-End Drinking Water Industry Expo 2023).

Action 7. Invest in advanced technology and machinery to increase bottling production.

Objective to which it contributes

Objective 1: Increase sales by 10% in the next 12 months.

Objective 5: Increase production and bottled water by 10%.

Implementation period: **19 months**

Before making an investment in machinery, it is crucial to conduct research to determine which equipment suits the company's needs. To do this, it is necessary to evaluate and identify the specific production and functionality needs, determine what type of machinery is needed to improve processes, examine the various suppliers, read reviews, consult experts, request demonstrations, and finally, perform a cost-benefit analysis of the acquisition of the new machinery (including purchase price, installation costs, maintenance, energy, efficiency and productivity gains).

It will also be necessary to make investments in information systems management, in the different departments of the organization.

8. TIMELINE

Below is a detailed table showing the estimated duration of each action to be carried out and its respective implementation period.

Table 3. Timeline plan

ACTIONS	2023							2024											
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Action 1. Launch marketing campaigns aimed at increasing brand awareness.																			
Action 2. Conduct sponsorships and events to generate interest and test the product.																			
Action 3. Training program on negotiation techniques and closing contracts with potential distributors.																			
Action 4. establish contact with distributors and potential partners in the target countries or regions.																			
Action 5. Adapt product labeling and marketing messages to comply with local requirements.																			
Action 6. Participate in international trade fairs to showcase the product and establish relationships with potential distributors.																			
Action 7. Invest in advanced technology and machinery to increase bottling production.																			

Source: own elaboration.

9. BUDGET

Below is the budget plan table (table 4), which contains information on the budget and the department in charge of developing the actions.

Table 4. Budget Plan

ACTIONS	BUDGET	WHO DEVELOPS?
Action 1. Launch marketing campaigns aimed at increasing brand awareness.	5.000	Marketing Department
Action 2. Conduct sponsorships and events to generate interest and test the product.	20.000	Marketing Department
Action 3. Training program on negotiation techniques and closing contracts with potential distributors.	10.000	Sales Department
Action 4. establish contact with distributors and potential partners in the target countries or regions.	5.000	Sales Department
Action 5. Adapt product labeling and marketing messages to comply with local requirements.	2.000	Design and Marketing Department
Action 6. Participate in international trade fairs to showcase the product and establish relationships with potential distributors.	10.000	Sales Department
Action 7. Invest in advanced technology and machinery to increase bottling production.	50.000	Operations and Production Department
TOTAL BUDGET	102.000€	

Source: own elaboration.

10. CONTROL

Another important point is the control of the actions carried out, since compliance must be guaranteed and deviations avoided. Table 5 below shows the frequency with which each objective will be reviewed and the control method to be used to ensure compliance.

Table 5. Control Plan

OBJECTIVES	MEASURING PERIODICITY	CONTROL METHOD
Objective 1: Increase sales by 10% in the next 12 months.	Quarterly	Perform periodic monthly sales follow-ups and compare with the previous year.
Objective 2: Distribute and expand to new countries or regions in the next 2 years.	Monthly	Compare the number of new countries and/or regions in which presence has been established compared to the previous year.
Objective 3: Establish strategic and commercial relationships with distribution companies representing 10% of the market share in the next year, in order to boost market presence.	Quarterly	Compares the market share of new strategic and commercial alliances compared to the previous year.
Objective 4: Increase brand recognition by 20% through advertising and marketing campaigns in the next year.	Quarterly	Track sales, and examine traffic and interactions on social networks, with records from the previous year.
Objective 5: Increase water production and bottling by 10% in the next year.	Biannual	Perform operational efficiency analysis, evaluating bottling production yields, and analyze cycle time and productivity indicators.
Objective 6: Increase market share by 10% in the alkaline water sector in the next year.	Biannual	Compare the current alkaline water market share, relative to that of the previous year.

Source: own elaboration.

11. CONCLUSIONS

In conclusion, this Marketing Plan has studied the company Aur'a Natural Gold Water, a company dedicated to alkaline bottled water, this work has focused on the Spanish market.

Objectives have been established, as well as the strategies and concrete actions necessary to achieve them. It is important to note that the bottled water sector in Spain is regulated by strict legislation, particularly with regard to the quality of spring water. Therefore, Aur'a must comply with certain regulations.

In this sense, after having carried out the work we highlight that the company has a significant opportunity to stand out in the Spanish market, positioning itself as a luxury brand. The company can gain the trust and preference of consumers who want to lead a healthy life.

In summary, this marketing plan provides clear and detailed guidance for Aur'a Natural Gold Water as it expands into the Spanish market. The company should take advantage of identified opportunities for growth and improvement, and focus on positioning itself as a high-quality alkaline bottled water brand committed to sustainability and environmental stewardship. With effective execution and continued attention to market demands, Aur'a has the potential to succeed in the competitive Spanish bottled water market.

12. LIMITATIONS AND FUTURE LINES OF WORK

With respect to the limitations of the work carried out, it should be noted that since we did not have access to certain information about the company, we do not know the financial limitations of the company. Therefore, it has not been possible to determine with certainty whether the actions they have proposed could be carried out due to lack of liquidity.

In addition, due to the lack of information, it has not been possible to address all of the issues necessary for a more comprehensive analysis. Some of the points could not be developed in detail and it is possible that the timelines for implementing the actions may not be as realistic as possible.

As for future lines of work, it is proposed to the company to develop a new brand, under a different name. In this case, the name Golden Spring has been chosen, making reference to

the brand identity, but without relating it. The idea is that the bottle will be made of recycled plastic, knowing that the material will reduce the quality of the water, but this would mean an increase in income, since it would reduce production, transport and logistics costs, and material costs, which would mean a cheaper final price for consumers. By doing so under another name, the brand image of Aura Natural Gold Water would not be damaged.

Without going into further details, a design with the main idea of the new product can be seen below. Annex 10.

Illustration 3. New Golden Spring Bottle



Source: Own elaboration.

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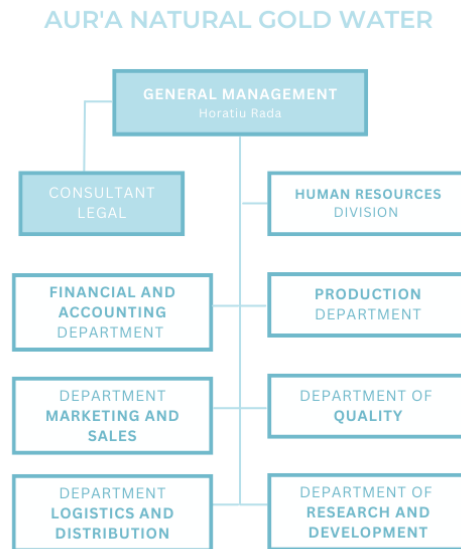
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14. ANNEXES

Annex 1. Aur'a Natural Gold Water Organization Chart



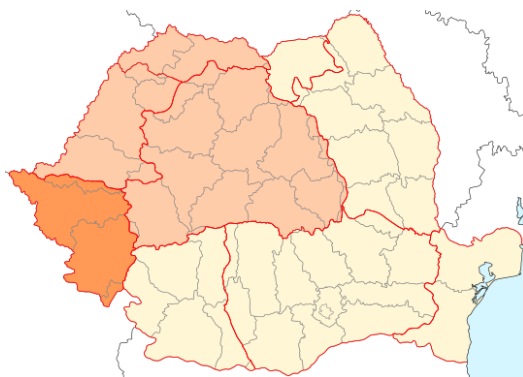
Source: Own elaboration

Annex 2. Aur'a Natural Gold Water Factory in Ocna de Fier



Source: Instagram.com

Annex 3. Area where the Romanian Banat is located



Source: wikipedia.org

Annex 4. Still Gold Water Nutritional Information

WATER FACTS

Aur'a Gold Water is held to the highest standards of water quality. That is why since its bottling began in 2016, Aur'a Gold Water is winning taste awards, and winning big! The International Taste Quality Institute in Brussels, where the finest bottled waters from around the world compete, awarded Aur'a Gold Water the Superior Taste Award in 2016 and 2017. Take a look at the chemical properties of our water, and if this is your thing, you can see our water is a perfect match for the human body.

ORGANOLEPTIC PROPERTIES

Color: colorless, no colloids, no sediment, satisfactory for consumption, no abnormal changes.

Odor: odorless, no abnormal changes.

Taste: tasteless, no peculiar taste, no abnormal changes.

CHARACTERISTICS	AUR'A RESULTS	STANDARD VALUE	TESTING METHOD
PH (25° C)	8.25	6.5 - 9.5	SR ISO10523:2012, EPA METHOD
CALCIUM(Ca)	69.9 mg/dm ³	-	SR EN ISO 11885:2009
MAGNESIUM (Mg)	23.7 mg/dm ³	-	SR EN ISO 11885:2009
POTASSIUM (K)	1.74 mg/dm ³	-	SR EN ISO 11885:2009
SODIUM (Na)	4.13 mg/dm ³	200	SR EN ISO 11885:2009
NITRITES	0.025 mg/dm ³	0.5	SR EN 26777:2006, EPA METHOD
NITRATES	1.48 mg/dm ³	50	SR EN ISO 10304-1:2009, EPA METHOD
DRY RESIDES (180° C)	390 mg/dm ³	-	STAS 9187:1984, EPA METHOD
CHLORIDES	2.25 mg Cl / dm ³	250	SR EN ISO 10304-1:2009, EPA METHOD
GOLD (AU)	0.012±0,002 µg/L	-	ICP-MS - test report no.320 C/12.04.2016
SILVER (AG)	0.040±0,001 µg/L	-	ICP-MS - test report no.320 C/12.04.2016

PHYSICAL AND CHEMICAL PROPERTIES determined by WESSLING Romania S.R.L. Laboratories Excerpt from the WESSLING test reports no. 1601562 / 26.04.2016.

Source: Aur'a Natural Gold Water (2023) <https://auragoldwater.com/>

Annex 5. Still Gold Water (25.4 OZ) Case of 6



Source: apaaura.ro/magazin

Annex 6. Still Gold Water (11.16 OZ) Case of 24



Source: apaaura.ro/magazin

Annex 7. SWOT Analysis of Aur'a Natural Gold Water



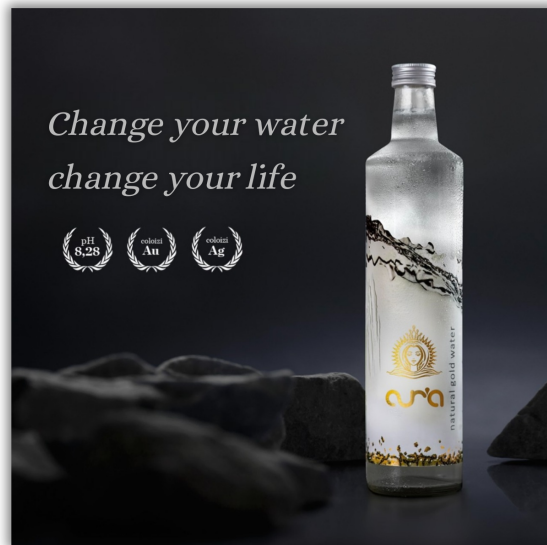
Source: own elaboration

Annex 8. Ansoff Matrix



Source: Google.com

Annex 9. instagram Publication



Source: Own elaboration

Annex 10. New Golden Spring Bottle Design



Source: Own elaboration