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|  – Business Plan |
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| This document present Water&Co’s business plan to launch its new product Saint Ben, a mineral water product that is both healthy and environmentally friendly. |
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1. **Executive Summary:**

Water&Co. is an Austrian company founded in Innkersburg. Its aim is to provide healthy, pure mineral water with the lowest carbon footprint across Europe.

Saint Ben is the brand name of the bottled mineral water product we produce at Water&Co. Saint Ben is a bottle of mineral water, rich in magnesium and minerals, which will give you energy and enrich your skin.

Saint Ben is also the most eco friendly brand in all of Europe. We understand that the main issue with consuming bottled water is the carbon footpring one produces. In order to tackle this issue, Saint Ben has partnered with local companies that will provide us with the cleanest resin to produce plastic bottles and a recycling company to recycle our bottles for reuse.

We expect Saint Ben to become one of the most recognizable brands in the next few years. We target the mass consumption market, where our customers can find their favorite mineral water bottle at every corner.

What makes Saint Ben special is that it puts the customer’s needs first. Our customer wants to stay hydrated at all times, but he or she is afraid of impacting the environment by purchasing a plastic bottled mineral water. What we offer is to alleviate that stress by ensuring our company’s carbon footprint is the lowest in the region, perhaps even around the world.

1. **Introduction:**

## Company mission statement

*Water Is Health.*

Our company mission is simple: Being hydrated means staying healthy. Having a bottle of mineral water, rich in magnesium and minerals, close by at all times helps reaching that objective.

## Company philosophy and vision

* 1. **Values:**

Working for Water&Co means embracing our values: Striving for Excellence, Leading By Example, Enjoying Participation, Acting Sustainably, Active Leadership, and Demonstrating Integrity. These values define us, and mold us into a company that values talent, a positive community, and integrity above all.

* 1. **Vision:**

Our vision is to Provide water, rich in magnesium and healthy minerals, to every household, restaurant, and hotel in the country.

## Company goals

Our long term goal is to become the number one supplier of mineral water in Austria, then the world.

Our first mid-term goal, however, is to have the factory fully operational and have 20% market share in the Austrian market.

1. **Opportunity Description:**

## Saint Ben:

Saint Ben is a bottled mineral water that comes at different sizes, from 350 centiliters (cl) to 1.5 litres (l). We put health at the top of our minds, we make sure that our water is constantly tested to ensure a pure and healthy drink for our customer.

## The problem our product solves:

Every business in the bottled water market faces one big challenge, the environmental impact producing plastic bottles has. This is why, Water&Co. has decided to partner with numerous local companies to ensure our carbon footprint is greatly decreased.

## Our competitive advantage:

Water&Co. has partnered with a resin company in Innskerburg to provide us with PET (Polyethylene Terephthalate) resin in order to produce plastic bottles that are environmentally friendly.

Furthermore, we have partnered with a recycling company, based in our community in Innskerburg, to recycle our bottle for reuse, and make sure they’re clear of all impurities.

Despite these partnerships, the cost of production will not increase dramatically for the company. Recycling, as it turns out, is cheaper and much more sustainable.

## Target market:

Our main targets are people ranging from 21 years old and above. Our product is designed for mass consumption and caters to all income based segments.

## Product Pricing and Market Positioning

The product comes at three different sizes, 0.33 litres (1), 0.5 litres (2), and 1.5 litres (3). Each will priced at mid-range since we’re aiming to reach most segments. Each bottle will be priced as follows, according to the numbers attributed earlier:

 1 – €0.35.

2 – €0.59.

3 – €1.19

1. **Enviromental Analysis**

In order to tackle the environmental analysis, we’ll need to conduct two types of market research. We’ll first analyze tha barriers to entry that could make our implementation in the market difficult and how we can tackle them.

Secondly, we’ll perform a SWOT Analysis in order to identify the internal and external factors that could help or hinder our performance in the market.

## Barriers to entry:

The Austrian land possesses one of the largest water resources in the european continent. Austria also possesses one of the largest mineral water sources in the continent. Besides all that, Austrians have taken to consuming mineral water in the past five years, and studies show the market is growing steadily.

As much as all these facts seem like the mineral water market is a great opportunity, one has to look at the already established companies and the industry legal environment to make sure the market penetration goes smoothly. Here are the barriers to entry that Water&Co. has compiled.

* High startup costs: Acquiring all the technologically advanced machinery necessary for water purification and bottle filling requires a high capital investment.
* High marketing costs: In order to reach the maximum amount of consumers, the company will have to invest heavily on marketing and communicating the product through all channels, including direct marketing.
* Brand recognition challenges: Austrians have brands they love and are faithful to. Our first challenge is to get our brand recognized by all Austrians by building trust toward our product.

## SWOT Analysis:

In order to have a better understanding of our product and where we stand in the market, we decided to conduct a SWOT analysis in order to identify our Strengths, Weaknesses as part of an internal audit. Then we’d perform an external market research in which we’ll identify the Opportunities we could take advantage of, and the threats that could hinder our implementation.

Find below the SWOT analysis, after which we’ll discuss how we could use our strengths to our advantages, and how we can turn our weaknesses around and emphasize on addressing them to make our product better.

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * A product that puts the customer’s health first.
* A product, and company, that cares about your carbon footprint.
* A portable product that is easily accessible everywhere, and can be carried with the customer and fit in all places.
 | * Negative perception by the customer regarding plastic bottles.
* Brand image not yet recognizable.
* Weak presence in the market
 |
| Opportunities | Threats |
| * The company is located in a country with the cleanest water resources in Europe.
* The growing trend of mineral water consumption around the world.
* Easy access to essential infrastructure and roads.
 | * Tough competition from already recognizable brands.
* Competition from brands that substitute water, (soda, juice, carbonated drinks…)
* Strict regulations to meet in order to meet industry standards
 |

* *Can any of our strengths help with improving our weaknesses or combating our threats?*

Our product offering is our strength. Through a heavy marketing campaign, we aim to inform the customer about our product and its benefits. Through direct marketing actions, we aim to bring the customer closer to our company and inform them of our goals and how not only do we care about their health, but also about their carbon footprint.

 By constant communication, through the traditional marketing channels and through social media, we will showcase our partners to our customers. Our partner’s efforts to make the water they, the consumer, consumes as healthy and pure as it can be.

In time, we will be able to establish the name Saint Ben, as the healthiest, safest bottled mineral water an Austrian can buy.

* *Based on the information above, what are your immediate goals?*

Our next step is get all the approvals necessary to put our product in the market and start our marketing campaign. Our product is its image. We would like to have at least half the Austrian population know about Saint Ben in the next two years.

1. **Industrial Analysis:**

The industry of mineral water in Austria is growing and expected to grow by 8.7% in the next five years. It is a growing market across Europe, and soaring in the United States where most revenue was generated this year. (US$61,076 million in 2020).

With this in mind, Water&Co is willing to take advantage of the growing market, and etch its place within the Austrian market at first, then expand globally.The reason to choose Austria is thanks to its large water resources and easy access to environmentally clean water for pumping and purification

Thanks to the expanding market, Water&Co. aims to launch a product that attracts both young and older generations. A fresh product that emphasizes health benefits, skin care and easy use is sure to attract all generations.

The mineral water industry trend is focused on ecological impact and health benefits to the customer. With the world dealing with pollution and global warming, the customers are more wary of any food product they are about to purchase.

This is why Water&Co. through its brand Saint Ben, aims to ease the customer’s mind when it comes to their health benefits and their carbon footprint.

1. **Conclusion:**

To conclude, despite the challenges we face especially in the high investment cost necessary to start the company, we are positive that Water&Co. can establish itself within the market and earn its share. We have a solid product which will appeal to all generations.

By focusing on an aggressive communication plan, Saint Ben could become one of the most popular beverages in Austria, a beverage that cares about all the customer’s needs, their healthcare, their environmental impact, and our future.