

Marketing Management I

MARKETING MANAGEMENT

Name:

Grade Course:

Tutor's Name:

Date

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Memorandum: PRICING OBJECTIVES AND STRATEGIES

TO:

FROM:

SUBJECT: PRICING OBJECTIVES AND STRATEGIES

DATE:

1. Why Pay For A Bottle Of Water?

There are various benefits accrued from buying a bottle of water as compared to using tap-water. Such reasons include:

a. Convenience

The advantage of paying for a bottle of water does not merely rest in nutritional values of bottled water over tap water but convenience and availability. A large proportion especially in those in rural areas, or even in some countries lack the accessibility to good and clean tap water, as an effect, they have no choice other than using sulfur water, or even drink bad water that negatively affect their health. Even more badly, there are those substituting water with unhealthy drinks like soda into their diet. As an effect, a bottle of water provides the best alternative in such situations as even people far from quality water source can enjoy the benefits of clean quality water (Napier & Kodner 2008).

b. Emergency Situations

Bottled can be stored for a long period of time without any concern of going bad, implying that buying a bottle of water will ensure that one is prepared for worst case scenarios by having a bottle of water. It is true that avoiding natural disasters is very difficult if not impossible, as an effect; there are natural disasters which might damage local water supply systems. In case of such scenario, having a bottle of water enables the affected individuals to get needed water which would be otherwise made unavailable by natural disaster.

c. Flavors

Based on medical prescriptions, aged individuals are required to drink at least eight glasses of water per day. This has been a difficult endeavor to some, as they dislike taste of pure water. As an effect, bottled water has some flavors to make it easier and much enjoyable for such individuals. At time there are no chemicals like chlorine that can affect the taste of tap water, but just flavors are enough.

2. Corporations Best Defences In The Face Of This Kind Of Consumer Criticism

a. Health Effects

In the U.S, tap water regulations by Environmental Protection agencies are stricter as compared to regulations of bottled water by Food and Drug Administration. As an effect Tap water contamination has to be reported promptly to the public, a case not applied to bottled water. As an effect, bottling tap water reduces the chance of contaminants in bottled waters. This is the reason as to why our bottled water is obtained from taps treated with fluorine to prevent tooth decay. This defense aims at ensuring that our clients and customers do not perceive our beverage as being unhealthy (Napier & Kodner 2008).

b. Rules And Regulations

Based on the California and federal government rules for bottled water labeling, there is no single regulation that has been violated by the Happy Valley Beverage Corporation. This is because the federal and California rules does not state any standard that should be met for labeling (Gleick 2005). As an effect, the labeling was based on the Company's judgment and there is nothing wrong with that, we are still under the law. This informs our customers that we have not violated any law/regulation stated by the federal and the state government.

c. Ready for recall

In case of any detection of contamination in the company's beverage products, Happy Valley Beverage Corporation is ready for recall of its bottled water products on the market (Gleick & Cooley 2009). This defense aims at assuring our clients that we are confident with the quality of our water, hence assuring that the corporation is ready to take up its risks. This aims at creating confidence amongst our customers.

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References

Gleick, P. & Cooley, H. (2009). *Energy Implications of Bottled Water*. *Environmental Research Letters*. Retrieved on 24th May 2013 from:
oecotextiles.wordpress.com/tag/pet/.

This material explains about the steps taken in case the company has released new products and found to be faulty.

Gleick, P. (2005). *The World's Water 2004-2005*. Washington: Island Press.

This literature explains the Faults in FDA regulations on bottled waters.

Napier, G. & Kodner, M. (2008). Health Risks and Benefits of Bottled Water. *Prim Care*.
35(4):789-802.

Explains the benefits along with risks associated with bottled waters and tap waters. It is a good literature because it is a research based on primary data.