

Module Name: Developing Innovation and Creativity for

Business Advantage

Report (Task 1)

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Introduction

Innovation is a way of executing a new idea and making value for customers and stakeholders. The report will highlight the concept of an innovative product which is a sustainable water bottle along with their customers, selling field. The new venture will plan to sustain the innovative business proposition and will mention its competitors and their product types. Along with this, the study will mention different e-commerce platforms such as Shopify, Amazon, Content marketing, and PayPal. Furthermore, the topic will explain the marketing plan such as product promotion, target customers and their positioning, social media, paid search engine, customer journey and email marketing. The report will discuss the Data Protection Act 2018, the need for data protection, and its importance.

Unique Service Proposition

Innovative Product



Figure 1 Sustainable Water Bottles

Source: (InPacking, 2023)

The product of the new venture is made from materials like stainless steel. The water bottles have an installed distillation system with fixed reminders. This product will track the daily water consumption of customers. Also, this product will suggest customised hydration goals and reduce single use of plastic waste. The business will have an app where the company will give insights into the hydration habits of customers. Along with this, this bottle will estimate how much water customers are drinking. With the help of this application, customers will get reminders constantly to achieve their water drinking goal. The business will not use any plastic and have the product's durability and portability.

Customers: People who prefer sustainability focus on maintaining and improving the human capital in society. The customers who are very conscious about their health and lifestyle and who want to invest in the health, education systems, and nutrition. The customers of this new venture will be people who have a better understanding of their lifestyle. Nowadays Gen Z cares about sustainability compared to older people. This category of people prefers reusable stuff when they shop, throw away single-use plastic water bottles and avoid products made from plastic (InPacking, 2023).

Selling field: The business will sell the product on an e-commerce platform as well as a popular supermarket. Also, at the initial stage, the business will arrange an event regarding their launching product and introduce the product with a live demo.

Venture Name: *Splash Springtime*

Plan to sustain the innovative business proposition: The business will provide customers with digitally allowed analytics and product recommendations. This launching event will guide people towards the concept of a better lifestyle. The company will reduce the resource costs which can improve operating profits. An efficient process to sustain business development is by highlighting the features of the products. Before launching the product, *Splash Springtime* will need to make sure their product fills the demand in the market. Along with this, the company need to recruit the right people so that they can introduce the product very gracefully. The hired people must know cultural competence, data analysis, critical thinking, and environmental literacy (Forbes, 2020).

Competitors: The most eco-friendly materials for water bottles are stainless steel, glass, plastic, and aluminium. There are several sustainable water bottle companies such as Klean Kanteen Stainless Steel Bottles, Collapsible Que Reusable Water Bottle, Hydro Flask Sustainable water bottles and EcoBottles from TreeTribe (The Good Trade, 2022). These companies will be high

competitors for Splash Springtime in the market. These brands use reusable water bottles that are sustainable and eco-friendly. Plastic bottles are the reason for microbial contamination and discharging of phthalates. The bottles of these water bottles brands are made of triple-layered and high-quality stainless steel. The product of *Splash Springtime* will offer fewer features like an installed distillation system with fixed reminders and a tracking system of daily water consumption. Also, the business will include low-price, packaging, quality and provide 24x7 customer service. Also, the business will understand the preferences of customers, needs and behaviours along with market segment (Priebe, 2023).

eCommerce Platform

Using Shopify as SaaS: Software as a service is a process of delivering applications on the Internet. The business *Splash Springtime* will access it with the help of the Internet and therefore they can free themselves from complex software and hardware management. This is how the product of *Splash Springtime* company will be a SaaS product to which customers have access. The business needs to choose an accessible domain to use for their website and to let their customers know who they are. This will make it easy for customers to search their site and make for a compatible digital brand experience for their user end. Then the business will create their site and choose a template that can represent their brand. After selecting their domain and designing their site, the company will add their products with high-quality product images and enhanced product descriptions. Lastly, the company will set up an analytics account with Google Analytics to review website traffic, session times, sales and more (Coleman, 2022).

Using Amazon as a marketplace: The business will use a B2C e-commerce platform i.e., Amazon to reach their products across nations as well as worldwide. With the help of the business-to-consumer market, *Splash Springtime* will sell its products between a business and its customers. As Amazon is a large e-commerce platform, to launch a product, the business should have a clear picture of the audiences they want to reach with the new product. The company needs to address launch goals by positioning the product in the correct place. Without higher quality content to interact with product value, their promotion budget will be wasted on low sales volume. The business has to look at the market data and compare it with its business data. Along with this, they should keep in mind that market analysis is important to examine competitors about their strengths and weaknesses. The business should have a proper communication channel with the internal teams of Amazon before launching a new product. Also, this is important to ensure that their products, blog posts and displays are consistent with the launch goal (Amazon Business, 2022).

Creating Content



Figure 2 Creating Content

Source: (Wanless, 2022)

By creating content for the water bottle of *Splash Springtime*, the business will educate and inform the features of the product. Along with this, the new venture needs to start by paying attention to its audience. With the help of content creation, the business will make a relationship with its audience. They can respond to their questions and communicate with customers. When the company creates value without taking any cost in return, its audience will trust its advice and recommendations. The business must use headings, and bullet lists, and make better use of white space without including large paragraphs. Before the company starts writing, the business must increase their product pages so that the keyword research can be easy to find out their content. Their content should be keyword-focused; however, the business must mention what the product is and its originality (Wanless, 2022).

Using PayPal as a Payment Service:

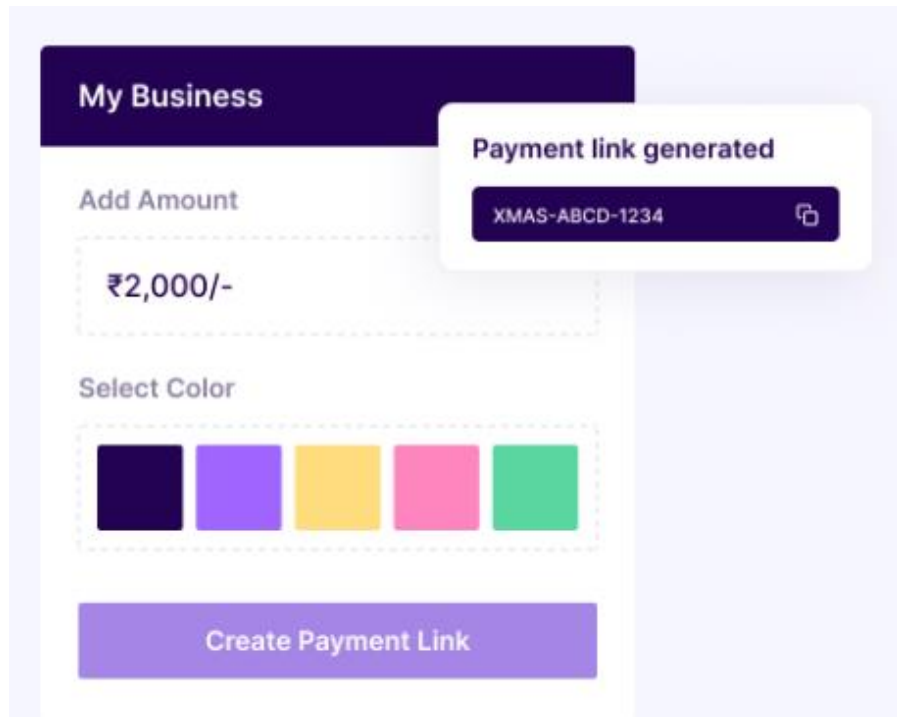


Figure 3 Payment Gateway Demo

Source: (GoCardless, 2023)

Using a payment service, the business can give a broad range of opportunities and greater service to the customers. During the time of placing any product from an application, the customer is redirected to a safe payment page where they can use different payment methods such as a payment card, payment gateway application, bank transfer, and an e-wallet. Cash-free payment links are a simple way to gather digital payments from customers. This payment can be made from smartphones or computers. The business will use PayPal as a payment service for making the payment. By creating customer relationship management, the business will think about the tool for arranging the transactions and client data. Once *Splash Springtime* uses the payment gateway, they will be responsible for all cardholder data. This is crucial to execute tools like tokenization that keep the data of cards separate from their online store's server. Along with this, the business needs

to follow all PCI-DSS compliance issues. The business will apply for a 3DS certification from Europay, Mastercard and Visa card (GoCardless, 2023).

Marketing Plan

Product Promotion: Promotion is the best way to turn a strong idea into original profits. The business increases its sales and makes a brand reputation with a proper promotional initiative such as an e-commerce platform. The business will use online platforms that will allow them to be more visible on the internet. Promoting their water bottle will let them gather vital customer insights and examine them to organise better planning in the future. The business uses entry Pop-ups to grab the attention of their customers. With the help of an entry pop-up, the business will promote its water bottles and increase its transparency (Cloudways, 2022).

Target Customers and positioning

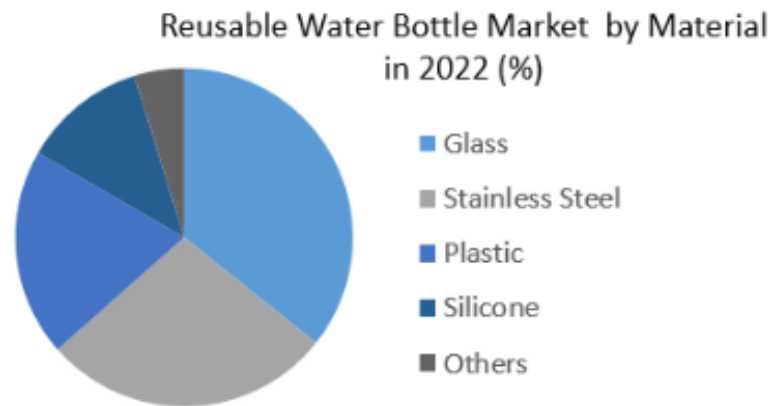


Figure 4 Target Customers

Source: (Forsey, 2020)

The target market for sustainable water bottles is diverse and involves all age groups of people who are health-conscious and environmentally aware. These types of customers prefer to carry their water bottles as a sustainable alternative rather than single-use plastic bottles. The target market for this business is the aware and bothered young people. They will take a keen interest in the latest conditions of the world. The demand for stainless-steel covered water bottles has seen an

inclination as customers demand to keep their health fit and healthy. The use and growth of sustainable water bottles with stainless steel are increasing day by day due to awareness of the harmful impacts of plastic. This is how the business can reach those types of people with the help of sustainable campaigns, e-commerce platforms and the use of social media ads (Forsey, 2020).

Use of social media:

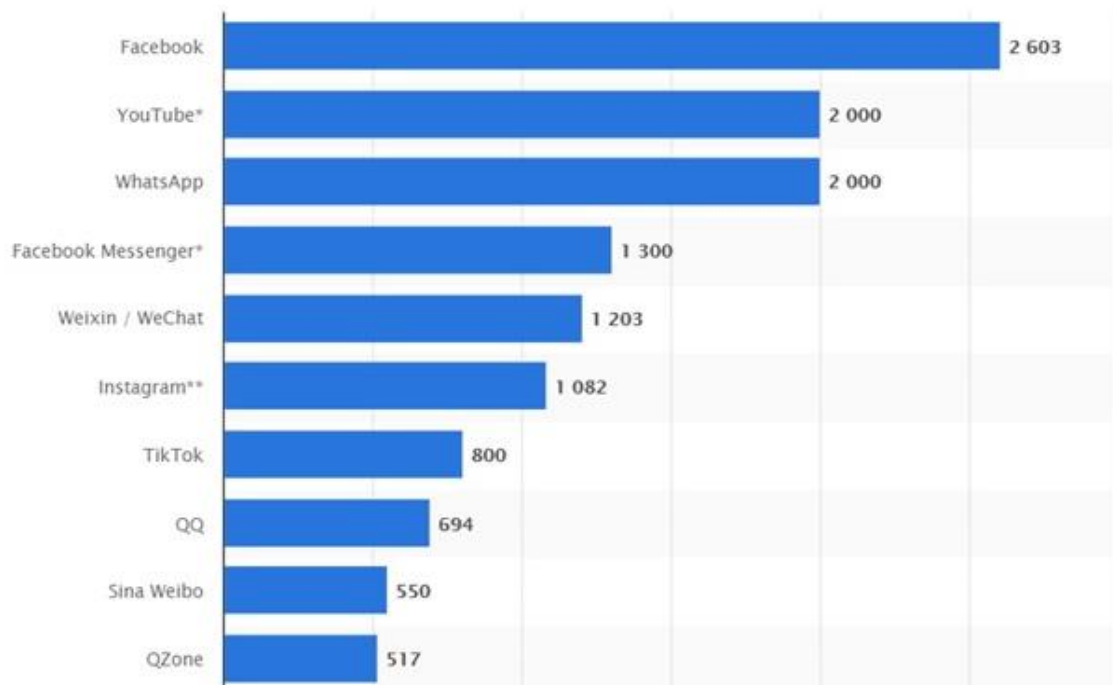


Figure 5 Facebook Marketing for Business

Source: (Sproutsocial, 2023)

The *Splash Springtime* will use Facebook as social media to provide an opportunity for their business to reach a huge number of audiences. This is how the new venture will boost brand awareness and make it an outstanding platform to connect with trustworthy customers. Along with this, Facebook will give a direct line of communication between businesses and their customers. When their customers will comment, and messages, the venture will develop their customer involvement and make strong relationships. Therefore, Facebook marketing is more cost-effective

than the traditional marketing process as it provides affordable promotional options. This business will increase its reach by engaging content that will be shared by its followers (Sproutsocial, 2023).

Use of paid search engines: Paid search advertising will allow *Splash Springtime* to pay search engines to position their advertisements higher on similar search engine outcomes pages. Through search engine marketing, endorsers only pay for impressions which will make it an effective way for this business to invest in its marketing. Google is a search engine marketer and with the help of this, the business will examine keywords with huge search volumes. The business will stand out more if it launches a search engine marketing event. Customers will hear stories from their brand. When the customer clicks on the business website, the advertiser will pay for every click that leads customers to their website (Forsey, 2020).

The role of customer journeys: The role of customer journeys: The customer journey is defined as the customer's path from starting awareness to buying a product. The people who are health conscious and prefer sustainability will buy the water bottle of this venture. They will start researching the product. At this stage, *Splash Springtime* will deliver informational content to help customers understand the benefits of their products. After researching the preferred product, they start comparing brands and offerings along with its features. At this stage, the business needs to deliver the content of product marketing to help customers compare various offerings. The main motive is to engage with their marketplace and move them toward a purchase decision. When the customers are ready to purchase the product, the business must deliver a flawless purchase method to buy products *Splash Springtime*. This is how customers will make a purchase of their product and stay with the brand. During this phase, the business should provide excellent experience and customer service to gain the trust of customers. When their customers will like the product, they will promote the product and refer it to their relatives or friends. The business needs to focus on

giving a fantastic end-to-end customer experience. This is how brand loyalty will increase sales and others will use their referral program (Agius, 2023).

Use of email marketing: Product release emails provide a piece of information to their customers about a new product or newly launched product. With the help of product launch email marketing, new feature announcements will be made to let their customers know. The emails that are pre-ordered allow their customers to get the product and can create hype. An efficient product launch relies on making a buzz that links with your target audience. This is how email marketing provides audience engagement, a unique personal touch, and cost-effective. With the help of email subscribers, businesses can start direct communication with the aware audience. Email marketing will allow for customised product launches. They can build excitement and loyalty by delivering exclusive offers and sneak peeks. The business will build a pre-launch email list with the email ID of the customers for the product. This is important to ensure success and connect with possible customers early (Ghann, 2023).

Privacy and data protection

GDPR/Data Protection Act 2018: The Act allows people to take control of their personal information and help businesses with their lawful filtering.

Privacy and electronic communications regulations: PECR is related to electronic marketing and has particular rules on emails, texts and marketing calls. The Regulation Act regulation plays a vital role in the digital world (ico., 2023).

“opt-out” of marketing communications: The term "opt-out" defines the different markets by which people can avoid getting unrequested product information. This option is related to direct marketing events campaigns such as email marketing (Dearie, 2021).

Need to support "the right to erasure": The right to erasure is known as "the right to be forgotten". The right is not complete and only applicable in certain situations. The fundamental principle for this right is to allow people to request the removal of personal data without any processing (ico., 2023).

Data Security: The term is the method of safeguarding digital details over their entire life cycle to save them from corruption and data theft. Data security saves data from unauthenticated access, use and disclosure. This term saves it from disruption, moderation or demolition (Fortinet, 2023).

Importance of secure access to cloud provider: Cloud security allows the data and applications to be accessible to approved users. The business needs to secure access to cloud sources so that they can access their cloud applications and information.

Importance of default access and frequent changes: Default access control is achieved by needing users to support at login and by creating limitations to authorised resources frequent changes are necessary for security as attackers can easily get access to internet-connected systems.

This is crucial to change default production passwords and limit network access to important systems (Svet, 2022).

Importance of encryption traffic in transit and at rest: This term protects the data after a connection is built and authorised, against possible attackers. Traffic encryption is a process of protecting the transmission of details to and from a website. Encryption at rest defines the encryption applied to the saved data. Encryption can be executed at the source where the information is protected and operated at the origin (Fortinet, 2023).

Conclusion

The report has explained the stainless-steel product of *Splash Springtime*. Along with a distillation system and tracker of daily water consumption, the product has targeted health-conscious people. The report has mentioned plans to sustain the business that the new venture will follow. The study has mentioned competitors of *Splash Springtime* such as Klean Kanteen Stainless Steel Bottles, Collapsible Que Reusable Water Bottle, Hydro Flask Sustainable water bottles and EcoBottles from TreeTribe. The topic has mentioned e-commerce platforms where Shopify as SaaS, Amazon as a marketplace, creating content and PayPal as a payment gateway have been discussed. As product promotion, the use of entry Pop-ups has been highlighted. Facebook as social media, email marketing, and customer journey have been explained.

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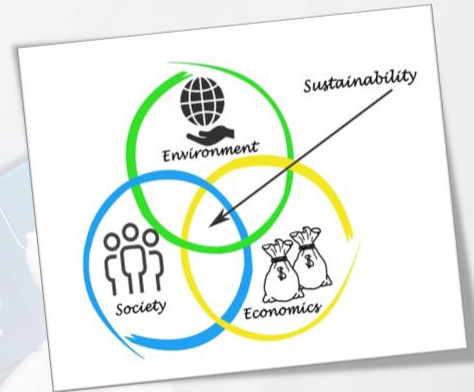
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TASK 2

INTRODUCTION

- The following presentation will elaborate on a new business idea.
- The external market will be analysed to understand the market into which the product will be launched.
- Additionally, marketing strategy and privacy strategies will be elaborated that are to be followed.



MARKET GAP



(fillcon, 2021)

- Brands like Klean Kanteen Stainless Steel Bottles, EcoBottles from TreeTribe, provide products that are made of sustainable materials.
- Materials like stainless steel, aluminium, and glass are often used by brands (fillcon, 2021).

- Although there is a market gap in the economy that has failed to efficiently collaborate sustainability with the technology.

Proposed Solution

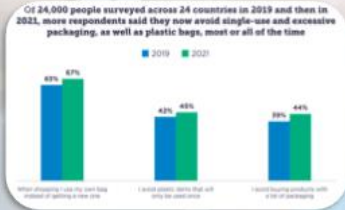
- The introduction of a sustainable product in collaboration with technology could contribute towards reducing the use of single-use plastics in the economy.



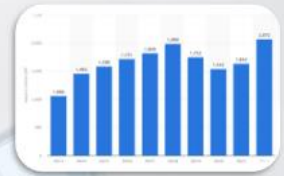
(fillcon, 2021)

HIGHLIGHTS OF THE PACKAGED WATER MARKET

- The packaged water bottle industry in the UK stands at a valuation of 2.07 billion British pounds during the year, 2022.



(Alves, 2023)



(Alves, 2023)

- During the year 2021, the UK alone has been responsible for the generation of 2.5 million metric tons of plastic packaging waste.

- Thus the UK Government has introduced measures that have helped to reach the recycling rate of 44.2% during the year 2021 (Alves, 2023).
- According to research, it has been concluded that 50% of the consumers in the UK are willing to pay more for sustainable products.



(Alves, 2023)

COMPETITIVE ANALYSIS

Que Bottle



- The brand has introduced reusable and collapsible food-grade silicon-based bottles and kitchen-grade steel.
- The brand avoids any kind of use of plastic in its production process and ensures that its production process is completely sustainable (quebottle, 2023).

Klean Kanteen Stainless Steel Bottles

- The brand has been providing customers with BPA-free stainless steel bottles to its customers.
- The brand provides the customers with a durable option of water bottles that have helped to work with the sustainability goals (kleankanteen, 2023).



BUSINESS IDEA

Splash Springtime

- Along with that the main unique selling proposition of the product will be the use of an inbuilt filtration or distillation system.
- The product will be made of high-quality kitchen-grade stainless steel.



(forbes , 2022)



(forbes , 2022)

- The product will have sensors that shall be connected to a mobile app, providing the customers with a hydration reminder setting.
- The products of the brand will start from £60 and will range up to £120.



COMPETITION AND DIFFERENTIATION STRATEGY OF THE BRAND, SPLASH SPRINGTIME

- **Attractive Logo:** The brand will be using an attractive logo that will attract the attention of the customers in the market.
- **Social Media Content:** The brand will be promoting its products through the use of social media content.
- **Inbuilt Filtration:** The brand will be providing the customers with the service of inbuilt filtration.
- **Interactive Mobile Application:** The brand, Splash Springtime will be implementing AI technology to enhance the customer experience.



(business.adobe, 2023)



MARKETING STRATEGY

- The products will be pitched in the market through online campaigns on the Facebook Platform. The campaign shall run the hashtag, '#I am hydrated' through the campaign.



(forbes, 2022)

- Additionally, a customer review on the aspect of hydration will be conducted and shall provide the customers with a 20% discount coupon on the purchase.



(forbes, 2022)



EMAIL MARKETING

- Further, the brand will be using e-mail marketing techniques to reach out to the target customers and pitch the products in the market.

(forbes, 2022)

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(forbes, 2022)

SELF REFLECTION



(Bailey & Rehman, 2022)

- I have learnt about single-use plastic and the impact it has on the environment.
- I developed my knowledge of the measures that the different businesses have adopted to mitigate the issues of plastic in the UK economy.
- I have further learnt about market research and competition analysis and how these factors impact business success.



CONCLUSION

- The presentation has helped to understand the market conditions of the packed water industry in the economy.
- Further, the presentation helped to understand how the brand, Splash Springtime will be establishing its business in the market.
- Additionally, the marketing activities have helped to understand how the brand will be presented before the customers.

