

Level of Analysis

- **Marketing Management**

Marketing Management plays a major role in the functionality of Blue Waters Products Limited. This is a market driven process of strategy development, taking into account a constantly changing business environment and the need to deliver super customer value.

Illustration of the Organization Chart of the Marketing Department for the company



With reference to the organization chart of the marketing department, at the top of the hierarchy is the Marketing Director. The director has key responsibilities for Blue Waters Products Limited. A strategic plan creating the marketing strategy is developed for its products. This strategy is centered on providing the best customer service and quality for the products, bottle water, Pepsi, juicy juice and White rock. This is done through setting objectives. The company sets its objectives based on a brand, audit and brand awareness research. They are financial, market share, brand focus and customer service based. The strategic management targets the customer market nationally and regionally.

