

Strategy implementation - smart water

Business



Strategy Implementation: Smart Water Glaceau Company is owned by Energy Brands, Inc. It processes bottled water and functional beverages. Energy Brands, Inc. is in turn a subsidiary of The Coca-Cola Company. Glaceau Company always strives to implement strategies that are consistent with its organizational policies and practices when processing its products. For instance, Smart Water is one of the company's products whose production and marketing strategies are consistent with the company's organizational practices and policies.

Smart Water is an influential brand that has many strengths and opportunities in its overall marketing strategy. This brand is targeted to replace carbonated soft drinks, which are believed to have high calorie intake (Griffin & Moorhead 321). Smart Water is designed to address the needs of the customers who are concerned with their health status. This "Nutrient enhanced water" has imposed strong competition, not only against other bottled water, but also against other carbonated soft drinks, of which it acts as a perfect substitute (Griffin & Moorhead 322).

The Smart Water packaging is designed to conform to the company's policies and practices. The packaging is made out of sustainable and recyclable materials, which is consistent with the company's sustainable packaging policy. Key performance indicators are often used to monitor sustainable packaging (Griffin & Moorhead 323). One of the company's policies is to disclose the use of recycled materials in its products: a strategy that was successfully implemented in the production and packaging of Smart Water. Some of the company's policies and practices that relate to the packaged water include; water recycling initiatives, water efficiency targets, water efficiency process, disclosed water conserved, reveal water use at Non-US <https://assignbuster.com/strategy-implementation-smart-water/>

Facilities, disclose normalized water use, policies to improve the efficiency of water use, and climate change policies that address water conservation and use (Griffin & Moorhead 325)

Works Cited

Griffin R. W, Moorhead G. Organizational Behavior. New York: Cengage Learning, 2011. Print