



MKT1705: Principles of Marketing: WateROAM Group Project Report

Sectional A2 Group 4:

May Mi Moe Oo
Peh Hui Min
Sean Jou Choo Siong
Tan Jing Jie Darren
Tan Jun Yang
Tan Mabel
Tan Pang Wun, Malcolm
Tan Ren Cie
Tan Si Han
Tan Soon Yuen Richmond
Tan Wei Jie

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1. **Executive Summary**

Our group project report is split into two components, namely

- The analysis component aims to provide thorough analysis of the current marketing mix employed by WaterROAM along with its competitors, as well as the potential it has in the international water purification market.
- The recommendations components comprising of our proposed customer and market segmentation for the primary and secondary markets, coupled with our recommended marketing mix along with a more in-depth look at our suggested marketing campaigns.

Our eventual aim is to facilitate the market development of WaterROAM in India, by bringing their existing products into new markets.

Analysis	Recommendations
2 - Market Analysis	4 - Proposed Customer & Market Segmentation
3 - Macro-Environmental Factors	6 - Recommended Marketing Mix
5 - Competitor Analysis	7 - Proposed Marketing Campaigns

1.1. **Brief Overview of WaterROAM**

1.1.1. **Background Information**

WaterROAM was founded in 2014 by three Singaporean undergraduates. Starting off with the product Fieldtrate Lite when the 3 founders met at a campus water initiative program, WaterROAM has progressed tremendously over the last 5 years, with WaterROAM products reaching out to 70,000 people in 14 countries by the end of 2018 ([WaterROAM, n.d.](#)). The WaterROAM product line has also expanded to encompass water filters (ROAMfilter Plus & ROAMfilter Ultra) and water test kits (Basic & Advanced water test kits).

1.1.2. Current Marketing Strategies

WaterROAM's existing outreach methods are mostly digital, with the bulk of its time spent on:

1. Search Engine Marketing (Adwords & Facebook ads) (Paid traffic)
2. Search Engine Optimisation (Organic)
3. Content Marketing, e.g. Newsletters (Organic)
4. Earned Media/PR, e.g. Written/TV/Documentaries (Organic)

In contrast, *WaterROAM* also employs other outreach methods, with little to moderate time channeled into these alternatives

1. Cold Messaging e.g. Email/LinkedIn (Organic)
2. Social Media Marketing (Organic)
3. Word-of-Mouth
4. Trade shows/Roadshows
5. Conferences/Talks

Current Marketing Budget(% of revenue)					
Branding & PR	Advertising	Internet Marketing	Exhibition	Creative Design & Media Production	Total
1.0%	0.5%	1.0%	2.0%	2.0%	6.5%

1.1.3. WaterROAM products

WaterROAM currently has 2 products under the water filter pump product line, namely the ROAMfilter Plus & ROAMfilter *Ultra*. The former is the proprietary product of *WaterROAM*, while the latter is a premium product at a higher price point which is representative of upward stretching adopted by *WaterROAM* to obtain higher profit margins while also adding prestige to the *WaterROAM* brand.

2. Market Analysis

2.1 Macro environmental analysis

It is important to analyse the water purification industry's macro-environment despite being unable to control them as these factors could give rise to both opportunity and threats.

Environment	Factors	Analysis
Political & legal (regulatory)	Increasing efforts and legislations	Government of India launched the National Urban Sanitation Policy in 2008 to emphasize behavioural change by laying out funding options through existing schemes, public-private partnerships and external agencies("National Urban Sanitation Policy," 2008).
Economics	Low per capita income	Affordability of WaterROAM products in India would likely be a challenge since they have a relatively low per capita income (CEIC Data, 2008). Furthermore, a study by World Bank revealed that food and water expenditures takes up the largest share of consumption expenditure, with the share generally increasing in rural areas(A Rural-Urban Comparison of Cash and Consumption Expenditure, 2003). Thus, ROAMfilter Plus may prove a challenge for an average Indian to afford. However, it is more likely that such rural areas will depend on philanthropic organisations to supply them with such

		resources to obtain potable water.
Demographic	Changing patterns of millennials	The increase in adoption of mobile usage by Indian millennials, bolstered by the rapid expansion of the Internet ("India witness surge in internet penetration by 33% to 560 Mn in 18 months," 2018) makes digital marketing more penetrable.
Environmental	Prevalence of water pollution	<p>Water pollution is ingrained within the national ecosystem with as 80% of India's surface water is known to be polluted (The Times of India, 2015), and may contain a huge range of contaminants such as sewage and industrial waste.</p> <p>Since the pollution is non-uniform across states, WaterROAM must be prudent by conducting rigorous testing of the local water within states it wishes to enter to ensure that the ROAMfilter Plus can successfully treat the water in the region.</p>
Technological	Lack of advanced filters	<p>Limitations of the existing WaterROAM products would be its inability to filter heavy metals, arsenic and hardness, which can be overcome through the reverse osmosis filters, which would provide a technological edge over WaterROAM pumps.</p> <p>However, given that primary goal of</p>

		WaterROAM is to provide Indian households with the access to clean drinking water, this technological gap is not necessarily a huge hindrance. WaterROAM pumps provide a basic, accessible and simple means of doing so even though it may not possess the capabilities of industrial filters.
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2.2 Micro environmental analysis

Using Porter's five forces to evaluate the micro-environment and WaterROAM's position in the water filter industry, we identified the major contributions to the increasing competition to be the threat of substitutes and rivalry amongst existing firms. The functionality of water filters are largely similar in India and the industry being oligopolistic with on a few big players, WaterROAM faces intense competition.

Buyer power:

- Price sensitive due to elastic demand
- Alternatives to obtain potable water (bottled water)
- Minimal to no switching costs since water filters are mostly provided at no charge by philanthropic organisations in rural areas

Threat of new entrants

- Establishing brand equity
- Market barrier entry is not high
- High R&D costs

Threats and existence of substitutes

- Packaged drinking water

- Ground water/ municipal supplies
- Lack of loyal advocates means WaterROAM can be easily replaced

Supplier power

- Few number of suppliers compared to buyers

Rivalry among existing markets

- Oligopoly, with around 70% of share being held by the top 10 players(["Eureka Forbes Overtakes Kent in RO Water Purifier Market in India," 2019](#))
- Competitive pricing

2.3 SWOT analysis

To understand the company better, the marketing departments must work together with other functions of the company. These would allow us to evaluate the internal strengths and weakness, and external opportunities and threats for the company.

Strength:

ROAMfilter Plus value proposition lies in its portability, durability and cost effectiveness. Weighing just 2.5-4.2kg with a two year shelf life, it is significantly lighter and longer relative to competitors and is able to provide for a large community up to 100 pax.

Weakness:

Lack of distribution outlets: WaterROAM has only established an online presence without a retail store, compared to key competitors like Eureka Forbes who has over 28 retail stores across India. Due to the lack of distribution channels, WaterROAM failed to provide an edge of convenience over its competitors.

Lack of Youtube channel for marketing: WaterROAM's Youtube channel has low subscribers and viewership compared to Eureka Forbes, who utilises Youtube videos for advertising marketing, given how 8 out of 10 users watches Youtube videos (["7 Clever Steps to Better YouTube Marketing \(and Grow Your Channel\)," 2019](#))

Opportunities:

Surge in mobile phone and Internet usage: With over 460 million internet users, India is the second largest online market, ranked only behind China (["Topic: Internet usage in India," n.d.](#)). WaterROAM can leverage on this growing trend to promote their brand through digital advertising

Hinging on corporate social responsibility (CSR): Philanthropic organisations like Tata Trust have recently expressed their goals of adopting PoU technologies, a feature ROAMfilter Plus provides (more elaborated in chapter 4)

Threats:

Water purifiers are considered push product requiring considerable concept selling in rural market, and penetration of water purifiers is lower due to low economic factors, poor sales and lack of distribution network.

([Research and Markets Ltd, 2018 October](#))

Inconvenience: ROAMfilter Plus requires a water source to directly filter water out of, as such the filters can only be mounted near water bodies, making them more inaccessible during to unruly outdoor conditions like heavy rains. However, permanent shelters can be built around the filter.

2.4. Target Market

2.4.1. Primary target market (Disaster-relief market)

Jammu and Kashmir (J&K) is a state situated in Northern India, located mostly in the Himalayas mountains and has a population of 12.55 million people. Not only does J&K fall within the the active zone V (["Seismicity in Jammu and Kashmir Region with Special Reference to Kishtwar," 2013](#)) (which has a very high risk of

earthquakes), J&K is also prone to floods from the Jhelum river during the monsoon seasons. J&K has the lowest percentage of household access to clean drinking water, at 76.8% among earthquake-prone states. The vulnerability to natural disaster makes J&K a potential primary market WaterROAM can choose to penetrate, and would be well-poised to enter this market given that J&K has been historically poor in its readiness (["Jammu and Kashmir was unprepared for flood fury," 2015](#)) to react in the aftermath of natural disasters.

WaterROAM filters would not only serve the purpose of humanitarian aid in times of natural disasters but can also double as day-to-day filters to provide clean-water access to the approximate quarter of households in J&K which aligns with the aim of TWM.

3.2.2. Secondary target market (rural communities)

Kerala (["Why is Kerala struggling to keep its head above water?," 2018](#)), a state on India's tropical coast, has 44 rivers straddled across the state. Despite high rainfall in the region and numerous water sources, many districts still experience scarcity of potable drinking water. In fact, only a meagre 33.5% of Kerala households have access to safe drinking water (["List of Indian states and union territories by access to safe drinking water," 2014](#)). TATA Water Mission (TWM) has thus established water purification units with the support of WaterGen Technologies to more than 200 households a day. However, these units will continue providing water till end of October, 2018. As of this point in time, the exit of WaterGen Technologies, coupled with the abundance of water in Kerala, would represent an opportune time for WaterROAM to establish its secondary market in Kerala, where WaterROAM pumps would certainly improve the potable water access in these rural communities.

3. Proposed channel partner

We proposed forging a **distribution channel** with Tata Trust instead of targeting the end consumers, because they create greater efficiency in making WaterROAM's products more available to target markets. Through their contacts, experience, specialization, and scale of operation, TATA Trust as an intermediary can offer WaterROAM more than it can achieve on its own.

TATA Trust is a philanthropic organisation and subsidiary group of TATA Group. TATA Trust has also developed a programme, TATA Water Mission (TWM) to tackle the water crisis in India. Their goal of providing safe drinking water to citizens aligns with that of WaterROAM, making them a suitable partner to work with.

Objectives of target market

We will be analysing the desired service levels of the target market - Indian citizens living in rural areas without access to clean water. The primary objective is to ensure accessibility and affordability of WaterROAM's filter.

These are however supported and constrained by a few factors. Firstly, in states like Kerala, underdeveloped infrastructure and weak economy means marketing and distribution efforts have to be located near a competitor. We would also need to leverage on the network of businesses or institutions with a strong local presence to tap on their existing infrastructure and distribution network. Thankfully, WaterROAM's products are non-perishable, durable and portable which greatly aids in the transportation of filters into hard to reach rural areas. This will allow our partners to more effectively distribute WaterROAM's filters.

Channel Alternative

To penetrate the water filtration market in India, WaterROAM can adopt either a direct marketing approach or engage in marketing intermediary. Direct marketing mainly involves strong elements of personal selling. WaterROAM can send their

sales representative directly to the local villagers but it might not be most practical. Before we identify which method is the most feasible and cost effective, we must understand that the greatest challenge **facing the industry is not about product features** ("[Health, Water and Sanitation](#)," n.d.), but finding ways to ensure accessibility and affordability to the end consumer. We would prefer a mixture of both direct marketing and through a middlemen with greater emphasis on the latter. Adopting a multichannel marketing approach for different segment would prove beneficial and we welcome strategic partners who are able to provide us the network.

Evaluating Alternatives

The most feasible approach would be to leverage on TATA Trust who already have an already established network so that WaterROAM can focus on providing its specialised knowledge on water filtration. It will be a mixture of both direct marketing and through intermediaries because the nature of WaterROAM products requires after sales support and maintenance albeit minimal. We will assess the feasibility through the lens of the economic, control and adaptivity factors.

	Direct Marketing	Marketing Intermediary
Economic	<p>Selling directly to our end consumers would be challenging due to their lack of purchasing power.</p> <p>In addition, the inability to reach out to the end consumers due to poor infrastructural facilities (PTI, 2018) would impede the</p>	<p>Partnering with established partners such as TATA Trust would be strategic because they already have an existing budget set aside for such Corporate and Social Responsibility (CSR) initiatives and are usually non-profit driven. Such a strategic collaboration would</p>

	effectiveness of direct marketing.	allow WaterROAM to reap larger economies of scale which would bring about greater cost savings..
Control	The degree of control is secondary because it is a collaboration between WaterROAM and its partners. It will eventually be independently run, but the initial phase would require the active involvement of WaterROAM to establish certain standard operating procedures (SOPs).	
Adaptivity	Venturing into a new or relatively unknown market would require time and local understanding. Hence, the initial phase might be costly and rigid due to experimental research and local adaptation.	By partnering with an established partner who are already conducting operations in India, we are able to tap on to their geographical expertise and know-hows. This enables them to more effectively weather unfavourable conditions due to their relationships with the local government and community.

3.1.1. Why TATA Trust?

TATA Trust (["Tata Water Mission," n.d.](#)) has already inked partnerships with the state government by signing Memorandum of Understanding to ensure scalability of interventions – whilst the State provides around 70% of the physical infrastructure costs, the Trusts' resources are utilized towards innovation and developing innovative approaches. From 2014 to 2017 TATA Water Mission has covered over 3,500 villages and 750,000 beneficiaries across India. These present a window of opportunities for WaterROAM because they can tap onto

TATA Trust's extensive networks and connection with the communities while providing the expertise and know-hows in water filtration. Furthermore, TATA Group is currently actively sourcing for a more cost-effective technology when it comes to water filtration system.

3.1.2. How can WaterROAM work with TATA Trust? ("[Tata Water Mission,](#)" [n.d.](#))

In order to create long-term impact, investing in local expertise would be the optimal method. Multinational Corporations (MNCs) have a wide influence and impact on their country of operation. For example, PepsiCo educates and contributes resources to help villagers in Madhya Pradesh ("[PepsiCo Women-collect-dirty-water-from-an-open-spring-in-Madhya-Pradesh-India-Water-Aid-Ronny-Sen-IN47-056.](#)" 2018) gain access to clean water. WaterROAM should look to recreating such initiatives in India, in order to establish a sustainable presence.

By leveraging on the extensive network that TATA Trust currently possess, WaterROAM will then be able to deliver higher quality water projects through indirect channel of distribution. Indirect distribution could gain WaterROAM a competitive advantage over the other key players in the water filtration industry in India. They could gain access to an increase in consumer base without the challenge of brand equity. This form of distribution also allow WaterROAM to focus on its core competency of water filtration system while outsourcing its mobilizing services to TATA Trust, who focus exclusively on that. While WaterROAM innovates and supplies water filtration equipments, our partners will track the progress of the filters distributed to villages and troubleshoot challenges that come up.

Why would TATA Trust want to work with us?

TWM has also expressed their new goal of increasing accessibility of pure water to 7,000 villages across 12 states, over the next 3 years ("[Tata Water Mission,](#)"

[n.d.](#)). To do so, we have done a research and found similarities between their aims and what WaterROAM current provides.

TWM's goals to find...	WaterROAM's current service
PoU technologies	PoU purification system is designed to purify on demand, rather than providing a certain volume of water per day. This aligns with the functionality of both ROAMFilter™ Plus, where it can filter water by pumping the system in a consistent up-down pump on demand.
Low maintenance technologies	All WaterROAM's products have high accessible filter cartridge that can be easily replaced, and individual spare parts are available for purchase in situations where only one part of the water filter is malfunctioning, eliminating the need to replace the entire filter.
Affordable technologies	WaterROAM's filters are highly cost effective with a relatively low minimum outlay of \$540. In fact, It has the lowest cost per litre of water filtered and it is estimated to cost a person less than \$0.20 per month to gain access to clean water.

2.4.3. Key Trends

Necessity due to high level of pollution

Water purifiers emerged as a primary necessity for urban consumers in developing economies. India provide an attractive business opportunity in water purifier market in the coming years, due to huge customer base and high levels of water pollution. 200000 Indians die every year because lack access of clean water (["India on brink of 'worst water crisis'." 2018](#)) and over 75% of communicable disease in india are water related. The clean water demand in india is estimated to be twice the available supply by 2030 (["By 2030, India's water demand to be twice the available supply indicating severe water scarcity: Report," 2018](#)). However with diminishing quality of water caused by higher level of pollution, the supply of clean water will decrease even further in coming years.

Rising demand for water filters in India

Increasing disposable income (["India's consumer spending set to boom," 2018](#)), growing industrialization (["Here's how India can soar in the Fourth Industrial Revolution," 2018](#)) and population growth (["India's Population: Becoming Number One," n.d.](#)) in the India will boost the growth of the water filtration market. Improvement in standard of living and growing concerns of health & wellness are expected to boost the demand for water purifier market in future. Therefore, the water purifier market is expected to witness rapid growth in the India which increases the demand for water filters.

3.3.Market segmentation and buying behaviour

The water filtration market in India can be segmented based on different geographical locations where there is a general lack of access to clean water and/or lack of filtration devices to obtain clean water. This is applicable to both disaster stricken/prone areas as well as in rural communities where there is an absence of clean water.

Given the nature of WaterROAM's products, intermarket segmentation could be used to analysed the market segmentation in India. This essentially means forming segments of customers who have similar needs and buying behaviour though they are located in different geographic locations.

Segmentation	Factors
Geographic	The market will be segmented into the levels of accessibility to water sources, given how the functionality of ROAMfiler Plus is dependent on a water source.
Demographic	The primary demographic factor is the income of consumer. We are specifically targeting the most vulnerable consumers living in rural communities with little access and ability to afford water filtering facilities.
Psychographic	The Indian market can be segmented based on customer profile such as social class, lifestyle and personality. Given that ROAMfilter Plus is provides many benefits for an affordable cost, it would be more suitable for the middle class income consumers and people who do not mind manually pumping for clean water.
Behavioral	<p>The Indian market can be segmented according to the intended frequency of use. Given that the ROAMfilter Plus is a manually operated pump intended for daily use, we should segment the market into consumers who would have to physically operate the ROAMfilter Plus daily and those who have stable water access can just integrate ROAMfilter Plus to be gravity-fed.</p> <p>As such, it would be most suitable for Indians living in rural communities who do not have access to reliable source of</p>

	electricity and clean water supply in their communities.
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Competitor Analysis

The India water purifier market is fairly consolidated as the leading companies: Kent Ro system Ltd. and Eureka Forbes— accounted for a leading market share of 65.0% in India (["Water Purifier Market to garner Solid CAGR of 15.4% during 2016–2024, Rising Demand for Cost-effective Technologies to fuel Rapid Expansion," 2019](#)). However, there is high degree of competition as there are several small and medium-scale sized companies foraying to tap into unmet needs. Top players focus on offering cost-effective water purifier equipment and are relying on better after-sales services to gain a better foothold in the India water purifier market. In the competitor analysis below, we will be breaking down the marketing mix of Eureka Forbes and TATA Swach, the former being the biggest player in the industry and the latter as a direct competitor if we were to partner up with TATA Trust.

Eureka Forbes is a subsidiary of a business conglomerate, Shapoorji Pallonji Group. It is also one of India's leading water purifier maker, which has gained 9% share in water purifiers in the past three years to hit 67%, making it a major competitor (["Eureka Forbes shifts focus to retail to increase sales," 2017](#)).

Brand	Eureka Forbes			WaterROAM
Product				
Product/ Range	Aquasure/ affordable range	Aquaguard/ normal range	Dr Aquaguard/ premium range	ROAMfilter Plus
Caters to	Household			Community
Operation Modes	Gravity-fed	- Gravity-fed - Electricity	- Gravity-fed - Electricity	- Hand-pump - Gravity-fed - Tap-pressure - Solar-pump - Pedal-pump

Flow rate	Depends on usage	15-30L/h	15-60L/h	200L/hour
Maximum filtrate (litres)	1500L - 6000L	75000L - 150000L	75000L - 300000L	3504000L
Price				
Unit Cost (USD)	\$21.65	\$93.74	\$147.19	\$399
	\$202.21	\$577.78	\$558.86	
Cost per litre (USD)	\$0.0144	\$0.00125	\$0.00196	\$0.000114
	\$0.0337	\$0.00385	\$0.00186	
Place				
Online Store	✓			✓
Wholesalers	✓			✗
Retailers	✓			✗
Online Retailers	✓			✗
Promotion				
Door-to-door	Yes			No
YouTube	High viewership and subscribers			Low viewership and subscribers
Public Relations	Yes			Yes

Products

Eureka Forbes employs line stretching and produces a myriad range of water purifying technology, with a varying mix of RO, UV and UF¹. They offer a greater variety of water filter technology which are more needs-specific compared to ROAMfilter Plus.

Compared to Wateroam, the products featured by Eureka Forbes are more suitable for household consumption of up to 5-6 individuals, whereas in this case ROAMfilter Plus will prove to be more suitable for the needs of an entire community of 100 individuals.

Price

Eureka Forbes's prices its products over a wide range depending on the number of features available, allowing their customers to choose their preferred product according to their propensity to spend. They also use a competitive pricing strategy given the numerous players in the market by including after-sales service cost within the quoted product price so that pricing aligns with superior value, hence allowing customers get value for money for their water purifiers.

Place

Eureka Forbes maximises its sales channels as its strategy to increase revenue. Compared to WaterOAM, Eureka Forbes have not only established a brick-and-mortar presence, and also successfully leveraged on multichannel marketing through sales options on its online website. Unlike WaterOAM which only hinges on its online presence, Eureka Forbes would hence generate more demand from consumers who tend to purchase water purifiers in stores.

Additionally, Eureka Forbes is more heavily involved in intensive distribution, following a push strategy where retailers are incentivised to sell more through the dedicated system of sale force. This helps provide convenience to customers and hence improve sales. Hence Eureka Forbes would profit from consumers who prefer to buy such goods physically.

¹ Reverse osmosis (RO), Ultraviolet (UV), Ultrafiltration (UF).

Promotion

Eureka Forbes push strategy through door to door selling has helped it double its revenues in a manner of 5 years (Zigu, n.d.). They also believe that most of its prospective consumers spend their time online, hence embracing digital marketing initiatives will help to increase total revenue.

1.3. TATA Chemicals Ltd

The Tata Swach is a water purifier developed by Tata Chemicals, a part of the Tata group in India. Swach was designed as a low cost purifier for Indian low-income groups, who lack access to safe drinking water.

Brand	Tata Swach		WateROAM
Product			
Product/ Range	Non-electric Tabletop Range	Electric Tabletop Range	ROAMfilter Plus
Caters to	Household		Community
Operation Modes	Gravity-fed	Electric	- Hand-pump - Gravity-fed - Tap-pressure - Solar-pump - Pedal-pump
Flow rate	Depends on usage	30L/hour	200L/hour
Maximum filtrate	1500L	5500L	3504000L
	6000L		

Price			
Unit Cost (USD)	\$19.64	\$130.98	\$399
	\$46.58		
Cost per litre (USD)	\$0.0130	\$0.0238	\$0.000114
	\$0.00776		
Place			
Online Store	✓		✓
Wholesalers	✓		✗
Retailers	✓		✗
Online Retailers	✓		✗
Promotion			
Social activity	Tata Swach’s social activity in Bhandara District gathered a successful number of audience, where pictures of unsanitized drinking habits were snapped and posted on online platforms to spread awareness		Has Instagram, Facebook and Twitter profiles but they are not updated frequently
YouTube	Only the parent company TATA Group has high viewership and subscribers, and promotes TWM, but Tata Swach has a weak Youtube presence		Low viewership and subscribers
Discounts	5% discount given to offline customers, 3% given to online customers and extra discount		No discounts

	for Tata employees	
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Product

TATA Swach water filters employs a unique and advanced TSRF (Total Solar Resource Fraction) technology along with the Nanotech water purification mechanism. ("[Tata Swach Water Purifiers.](#)" n.d.) Coupled with the wide variety of water filters, these advanced features gives TATA Swach a competitive edge since they can extend their target market to areas even with the most polluted water. Like ROAMfilter Plus, TATA Swach has also developed filters without the need for electricity to operate, providing an economical way to ensure potable water.

Price

TATA Swach has been bestowed with awards for its innovative low-cost technology. The **competitive pricing strategy** of TATA Swach is effective at targeting lower to middle-income consumers by maintaining its **competitive advantage**.

Place

For low-costs and user-friendly water filters, the wide distribution network of sales channels (both physical and online) for TATA Swach filters ensures easy availability and convenience to the consumers engaging in limited problem solving, who greatly value efficiency. WateROAM has adopted an appropriate decision in limiting the distribution to online outlets, more commonly visited by consumers who engage in extended problem solving due to the expensive nature of the products involved.

Promotion

Given how Tata Swach's lacks a social media presence (as seen in the figures above), resulting in lower **brand awareness**. However, due to the wide connections and brand equity of their parent company Tata Group, Tata Swach is able to leverage on this brand awareness to promote the Tata Swach filters.

WaterROAM's Marketing Mix

1.4. Product (WaterROAM Filter Plus)

ROAMfilter Plus is targeted at communities who are in need of clean water but lack electrical supply at the same time. These two factors tie in with the functionality of ROAMfilter Plus, a manual hand pumped water filter.

WaterROAM prides itself in being highly portable, cost effective and having a wide range of applications. ROAMfilter Plus weighs in at merely 2.5-4.2kg. Its lightweight allows for quick distribution of ROAMfilter Plus to support relief efforts, especially in post-disaster stricken areas which have limited accessibility. This is a breakthrough in product development as the segment of portability catered to communities has yet to be targeted by competitors in the market. Even though the success of the Lifestraw can be attributed to its portability, this form of water filtration is personalised and cannot be shared across a community, unlike ROAMfilter Plus.

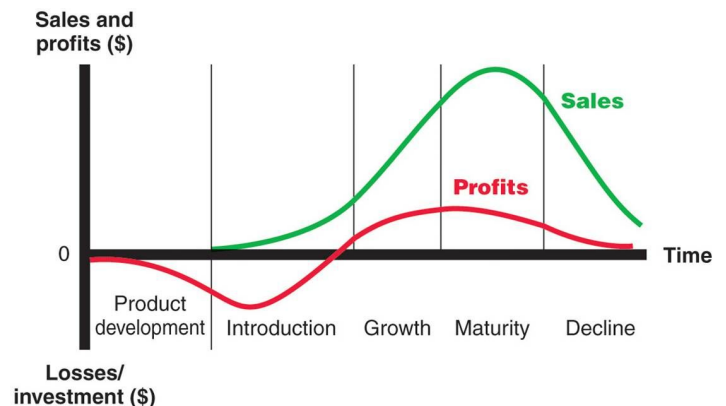
As such, it offers a unique value proposition for an entire community who wants high accessibility water filters which are also simple to operate, without depending on electricity.

1.4.1 Product Features

The key product features of WaterROAM's water filtration system are that it is easy to use (simple), cost-effective (affordable), long-lasting (durable) and highly mobile (portable). These features give WaterROAM a competitive advantage against other existing water filtration systems.

1.4.2 product life cycle

WaterROAM can be classified at the end of introduction before entering the growth stage. Given how WaterROAM has been in the market for over 5 years, leaving significant impacts across South East Asia, their products are not new in the market. Sales are slow as



WaterROAM tries to build brand awareness. Pricing is an important strategy in gaining market share- which explains the affordable price of ROAMfilter Plus. At this stage, WaterROAM does not have enough resources nor market power to defend their market share and maximise their profits. The initial stage of the product life cycle is about building the demand for the product with the consumer, and establishing the market for the product. The key emphasis will be on promoting the new product through the right distribution channels, explaining why WaterROAM should partner up with TATA Trust to hinge on its broad network.

1.5. Price

ROAMfilter Plus retails at \$540 and is one of the more affordable water filtration system in the market, as shown in our competitor analysis. The ROAMfilter Plus is superior to its competitors by sheer dollar value per litre of water produced as the estimated cost of access of clean water per person per month is \$0.20.

1.6. Promotion

WaterROAM mostly uses digital marketing as part of their promotional strategy. WaterROAM uses a mix of organic and paid digital marketing. A substantial amount of time is spent on organic digital marketing such as SEO, content marketing and earned media like documentary and TV features and paid digital marketing like SEM Adwords and SEM Facebook Ads. In addition, WaterROAM also engages in public relations ([WaterROAM, n.d.](#)) to build good relationship with the various publics. They have had many press coverage on reputable channels like CNBC and The Straits Times, and also testimonies of WaterROAM helping rural and disaster-stricken areas.

1.7. Positioning

Products	 Katadyn Expedition	 Lifesaver Jerrycan	 Village Pump	 GrifAid Community	 SkyHydrant Max	 ROAMfilter Plus
Easy to set up	✓✓✓✓	✓✓✓	✓	✓✓✓✓	✓	✓✓✓✓
Easy to transport	✓✓	✓✓	✓	✓	✓	✓✓✓✓
Easy maintenance process	✓✓	✓✓✓	✓	✓✓	✓	✓✓✓✓
Longevity of lifespan	✓	✓✓	✓✓✓	✓✓✓	✓✓✓✓	✓✓✓
Price per m ³	\$\$\$\$	\$\$\$	\$\$	\$	\$	\$

Figure 2: Comparison of product features across competitors

WaterROAM currently adopts a more for less positioning strategy. WaterROAM has positioned itself in existing markets as a cost effective entity with deep know-hows of the water filtration industry. This is evident in her many benefits in areas of cost and application as described above. However, the threat of new entrants is high as WaterROAM faces stiff competition from substitute water filtration systems which can perform similar functions compared to WaterROAM. For example, some established water filtration systems in Kerala include Kent RO and Eureka Forbes. Nonetheless, the industry still presents great opportunity for WaterROAM as the water purification industry in India has a large growth potential of 15% despite the competitions due to the rising demands (["Tata Swach Water Purifiers," n.d.](#)).

The unique nature of the water filtration industry in the less developed countries also meant that most consumers do not have much purchasing and bargaining power as seen in their relatively low per capita income. Furthermore, the inadequacy of the existing infrastructure in addition the high price sensitivities will greater limit access and affordability of such products. Hence, the most effective way to reach out to the end

consumer would be to go through intermediaries with vested interest and an already established network and local presence such as TATA Trust.

WaterROAM current positioning strategy is largely adequate. By offering more benefits for a lower price will allow WaterROAM to attract more customers as it is value for money. By onboarding strategic partners, the greater economies of scales will further provide more cost advantages and transfer of technological know-hows which will cement WaterROAM's position in the industry.

1.8 Place

WaterROAM sells ROAMfilter Plus using mainly indirect distribution through its partnership with companies and organisations. They also engage in direct distribution in which end consumers can order ROAMfilter Plus by filling in an online form.

Proposed Marketing Campaigns

1.8. Overview of recommended strategies (for Primary & Secondary Markets)

Rather than employing large scale commercials and/or advertisements, WaterROAM should utilise more organic or community-centric means to produce a more lasting impact and in turn, sustainable revenue. Both the primary and secondary market can be tackled with offline and online strategies such as starting an entrepreneurship initiative within the local community and utilising social media to gain brand awareness

1.9. Non-digital technique for primary and secondary market

Entrepreneurship Initiative

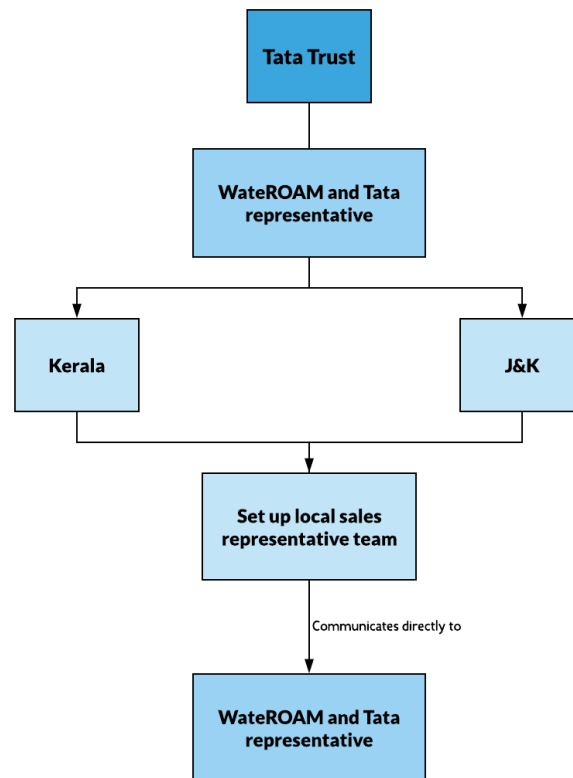


Figure 3: Overview of proposed communication channel.

WaterROAM can look towards developing a self-sustaining rural marketing ecosystem. This can be achieved by catering our technical expertise to the end users through establishing a WaterROAM India team. Nonetheless, we would have to rely on the TATA's established presence and goodwill in order for WaterROAM to be adopted by the locals. The WaterROAM team will link up with TATA's representatives to educate the locals in our target communities on how to operate and maintain the ROAMfilter Plus, as well as regarding general hygiene and sanitation know-how. In the process of integrating our WaterROAM team within the local community, we can also look to identify the more vocal and social individuals in these communities and recruit them to become our local sales representatives. This would be an effective marketing strategy because these

sales representatives being locals would better understand the mindset and buying behavior of the locals, while also being able to better relate to the locals.

On the other hand, locals would be incentivised to take up the initiative of being our WaterROAM representatives, as they can generate additional income while also doing good for their community. These representatives would eventually serve as the primary point of contact between local communities and TATA Trust and this would increase the acceptance rates due to stronger word of mouth marketing. Regular feedbacks provided by our local representatives and coupled with inputs by our WaterROAM India team would provide more market insights so that we can better optimize our offerings.

Guerrilla Marketing Strategy

In Jammu and Kashmir (J&K) where there is a ban on prepaid mobile Internet (["J&K youth highlight digital gap." 2017](#)), digital marketing may not be relevant to market WaterROAM. Therefore Guerrilla marketing can be adopted as a cost-effective strategy, coupled with the nature of minimal digital form of marketing. Guerrilla marketing is one type of communication which contains the power to grasp the customer attention quicker than any other kind of advertising. Guerrilla marketing has the ability to create a domino effect in increasing the sphere of brand awareness, given how the unconventional advertisements can leave a lasting impression and create a buzz through word-of-mouth. It can be very cost-effective for small businesses, especially so if they manage to create a viral marketing phenomenon. WaterROAM can run an emotional campaign targeted at pulling the heartstrings of viewers. The empathetic message we wish to convey is how all everyone deserves treated water. The consumer's perception of brand equity can be influenced by the perception of their brand in the market. The viewers will then shine WaterROAM under a positive light given how this brand supports the good cause of providing clean water. As such, the usage of WaterROAM filters will generally increase and hence the brand awareness and equity of WaterROAM will rise as well.



No children deserve dirty water
कुनै बच्चाले गन्दा पानी पाउन योग्य छैनन्
எந்தக் குழந்தைகளும் அழுக்கு
நீரைப் பெறவில்லை
1800 - JOIN - ROAM
WateROAM

<https://www.wateroam.com/>

Figure 4: A sample poster to build awareness of clean water shortage.

1.10. Digital marketing technique for Kerala

([Abraham, 2017](#))

(["Rising Connected Consumer in Rural India," 2016](#))



Figure 5: An overview of the digital landscape in India

In 2016, Kerala became the first 'Digital State' in India after successfully linking all villages in the state with broadband connectivity under the National Optical Fibre Network (NOFN) project. An amalgamation of cheaper mobile handsets, the spread of wireless data networks, and evolving consumer behaviors and preferences will drive internet accessibility within the state and accompanying it, social media use. Thus, digital marketing initiatives through Facebook advertisements would be a cost effective means of reaching out to the mass audience in Kerala. This proposition is further supported by the fact that Facebook remains the most widely used social media platform in India ([Kemp, 2019](#)), where it would be the ideal platform for us to conduct social media marketing. In addition, digital and social media marketing has been known to create greater customer engagement and relation as compared to traditional media and sales approach. The benefits of adopting digital marketing include ease of measuring the result of the new marketing strategy, bigger audience range due to inexistence of geographical boundaries and cost effective.

(["Digital Marketing vs Traditional Marketing: Which Produces Greater ROI?," 2018](#))

WaterROAM should set-up a local Facebook business account, enabling them to advertise their products and services to the end consumers based on geographical, demographic segmentation and even estimated income segmentation, who will then receive highly targeted and personalised messages that appeal to their needs and influence their beliefs.

This can be done by targeting small groups or individual consumers through database marketing and promote personalised offers through Facebook ads., Facebook's platform also allows for ongoing transactional communication between WaterROAM, end consumers and the public, which presents an opportunity for WaterROAM to interact with customers online to answer their queries as well as asking for their feedback, thus learning more about their needs, to tailor our products and services to suit the specific taste of the locals in Kerala. This would allow us to establish relations with the end consumers and the public while constructing a positive and desired image for WaterROAM within India. Ultimately, the end consumers would be convinced that purchasing WaterROAM filter products would be a prudent investment to improve their quality of life hence increasing the demand for the ROAMfilter Plus from our WaterROAM India distribution team.

Dedicated mobile application - ROAMnow

Our final recommendation will be to use Customer Relationship Management (CRM) in the form of a mobile application - ROAMnow - given the uptake of digital devices and Internet adoption in across the country.

Feature (A): Providing extra information

ROAMnow aims to be customer-oriented, relating to customers deeply and interactively, addressing and prioritising our consumer's needs. ROAMnow will serve as a readily accessible WaterROAM encyclopedia, providing information and videos on how to operate and maintain the ROAMfilter Plus. Additional readings on water, sanitation and hygiene will also be included for users to read up on, while the application will also contain a section covering the WaterROAM mission and achievements for the locals to find out more about WaterROAM as a brand.

Feature (B): Chatbot

In addition, ROAMnow will allow users to input their water usage to track their activity, and actively prompt users for feedback and suggested improvements. The suggestions will enable WaterROAM to make hardware improvements to the ROAMfilter, as well as software improvements through software updates for ROAMnow. This multi-purpose application will boost the overall service that WaterROAM provides, resulting in increased brand loyalty and market share within India. ROAMnow can also serve as a communication channel to reach out to the nearest representatives for maintenance or enquiry purposes. This app must be user-friendly and responsive to encourage further usage, allowing the collection of more user data, and give consumers the positive impression of TATA Trust and WaterROAM being a consumer-centric brand. For example, the use of chatbots can help businesses cut down on backend staff (["Best automatic savings apps and bots," 2019](#)). The customer support chatbots (available 24/7) can also answer simple queries like the usage of ROAMfilter Plus, and pass on only the complex queries to customer support agents during working hours.

Feature (C): Track usage

When consumers use the app, TATA Trust and WaterROAM can better understand them through varying consumer behaviour in different regions of the state, such as which region clocks in the highest usage, and target this group more effectively by employing collaborative filtering, providing each region with unique and tailored offerings. For example, in regions with high demand, the app can provide real-time information to app users by displaying colour coded icons on the water filter to indicate the volume of residents using the filter. For example, a red icon indicates the high volume of people using the filter currently, this provides timely information to app users to choose a nearby filter as an alternative, essentially saving time that could be spent queuing. Providing tailor made offerings will be a Unique Selling Points (USP) both brands can possess to gain a competitive edge in the market. WaterROAM will stand out against its rivals with ROAMnow's mass customization capabilities, allowing personalised marketing that builds on customer relationship.

ROAMnow also addresses service intangibility, inseparability and variability. A well designed and functioning app that provides high quality service will reduce uncertainty of

TATA Trust and WaterROAM's service, encouraging the adoption of the water filters and usage of the application. Consistent app performance will also reduce service variability as representatives that provides different quality service are removed from the equation. ROAMnow also utilises omni-channel marketing to increase brand intimacy. For example, some elder members of the household may be digitally illiterate, and the instructional videos on the app may not be clear, thus requiring real life demonstration. As such, ROAMnow can feature a tab in the app where the household can request for a representative to go down and interact directly. As a result, the customer's understanding and awareness of the product increase greatly when certain technical functions are explained effectively through live demonstrations by product experts. This face-to-face interaction bridges the lack of knowledge and experience, heightening the awareness of ROAMfilter Plus. Thus, ROAMnow will be able to offer a seamless experience to the users.

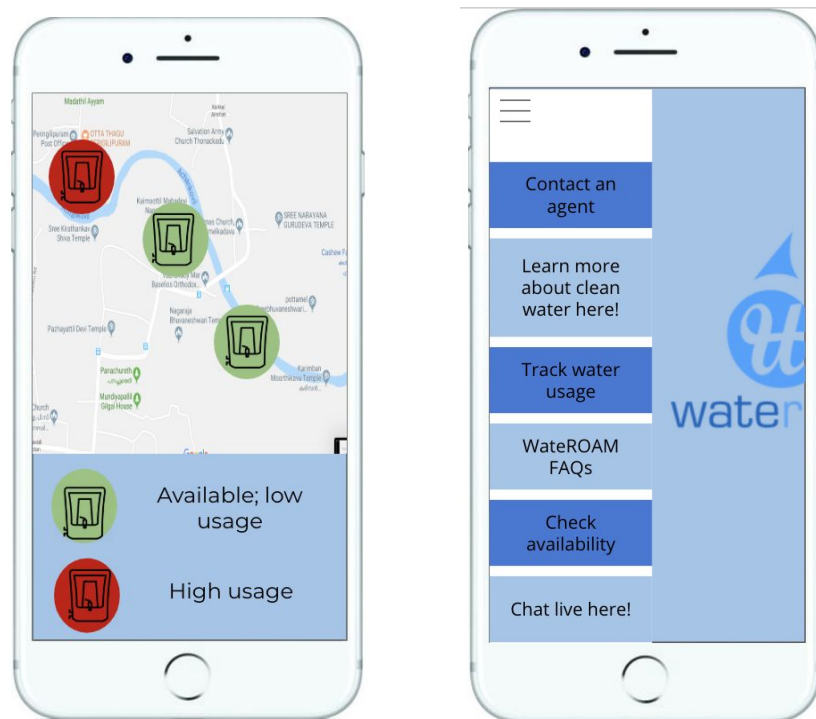


Figure 6: Showcasing the interface of ROAMnow application

Conclusion

Considering the nature of industry and the market that WaterROAM is venturing into, it is prudent to leverage on the network and resources of existing industry juggernauts such as TATA Trust.

By positioning itself with a more for less strategy, it would be able to distinguish the ROAMfilter plus from its competitors with characteristics such as greater durability, portability and cost effectiveness. According to pareto's principle, WateROAM should focus on developing her professional expertise in water filtration technologies while working with TATA Trust on distributing the ROAMfilter Plus to the end consumer. Furthermore, the marketer of the 21st century needs to employ an integrated multichannel strategies that capitalised on technology and social media to drive sales in other marketing channels - both online and offline.

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