

ABSTRACT

Hydration is the key fixings towards healthy life. As drinking water quality is in general wellbeing filtration plants consistent to decrease in underdeveloped and developing nations, accordingly making the water unfit for utilization by the majority. Fast urbanization in Pakistan has expedited extraordinary pressure on safe savouring water urban communities and towns and this has made a remarkable open door for different organizations and businesses. In addition to this, there are some potential environmental consequences associated with it which need to be considered for the sustainability of business and environment. As this study is about entrepreneurial marketing research, the theoretical perspective of the study is to investigate the factors to determine the customer segments and develop the value proposition for a New Product Development in the bottled water and understand the consumer base in the vicinity of Jamshoro City and also to determine the consumer preferences about drinking safe bottled water. In consideration of this, expected outcomes can be achieved which is to launch a new bottled water product that creates a value by using the value proposition canvas as a tool with the help of value pyramid. The study has significance in the adding to the body of literature in Value Proposition Canvas as well as understanding customer segments for new product development. It could also be helpful for new entrepreneurs who want to start new ventures of bottled water or bring water related products in the market place. This research is to investigate the consumer preference on bottled water and analysis of sustainable business model. This research uses method of quantitative research through survey questioners for this investigation and previous reports and articles. The significance is in adding to the body of literature in bottled water industry and to highlight the observations and perceptions held about the ecological and environmental consequences of bottled water utilization and the considerable challenges marketers have to address if they are to persuade consumers to consider alternatives to this consumption practice.

Keywords: Clean Drinking Water, value proposition canvas, value pyramid, sustainable business