This study aimed to formulate a proposed marketing strategy of Crystal dew bottling corporation in Barangay Buyon, Bacarra, Ilocos Norte.

This study was conducted in Ilocos Norte, Ilocos Sur, La Union and it used the descriptive-evaluation method of research. The population of the study involved the marketing personnel of Crystal dew bottling corporation and the customers. A validated questionnaire was used in gathering the data. Documents analysis and unstructured interview were also utilized in gathering other pertinent data. Meanwhile, the data gathered in the study were interpreted and analyzed using frequencies expressed in percentage and weighted means.

Results of the study showed that majority of the marketing personnel are females, not married, belong to the age range of 23-30 years of age, are residing in Ilocos Norte, have been in the company for more than a year, belong to the catholic religion, assigned in Ilocos Norte, are in commission basis, are sales representatives, with a monthly income of P 6,000.00-P 10,000.00, are college graduates, without work experience in marketing and have not attended seminars/trainings related to marketing.

On the extent to which the elements of marketing mix is accomplished by the marketing department of CDBC, the marketing personnel perceived them to have been accomplished to a moderate extent. It is very interesting to note that the customers perceived that communication strategy was accomplished by the marketing personnel to moderate extent.

On the problems encountered by the marketing personnel, it was found out that generally the problems are moderately serious. However, it is good to note that the only problem considered by the marketing personnel that is very serious is the irregular in-service training provided to them.
Finally, the proposed measures to enhance the marketing strategy of Crystal Dew bottling corporation were found highly relevant for the CDBC products to be marketed in a highly competitive world of bottled water.