

Phase 4 Work

Year 11 Business Studies

Task

- Watch the documentary on the next slide and make notes
- Play particular attention to any mention of: -
 - Product (ingredients, taste, packaging, brand names, image)
 - Promotion (advertising and other means of communicating or persuading customers)
 - Place (where you can buy Coca-Cola and Pepsi – and where you cannot!)
 - Globalisation – selling products in a number of different countries
- Please refer to your glossary for any key terms (an electronic version is available on FROG)

Coca Cola vs Pepsi

