

[Assignments]**1) Assignment: "Analysis of the General Environment"**

Due date: **Feb 15th, 11:59 PM.**

This module contains one assignment. Please read the accompanying material and familiarize yourself with "The Soft Drinks and Bottled Water Manufacturing Industry" before starting the assignment. You can read more about this industry using the sources listed at the end of the accompanying document. In this assignment, you should discuss important factors in the general environment that influence the soft drinks and bottled water industry. You should explain how each of these factors affects the industry and support your claims with data and anecdotes, when necessary. Please list the items that you discuss under their corresponding segment (see below for a template).

Please note that the number of items in each section may vary. The following is only a sample and you should not constrain yourself to the exact number of items shown below.

- Introduction
- Demographic Segment
 - *[Item 1]*
 - *[Item 2]*
 - *[Item 3]*
- Economic Segment
 - *[Item 1]*
 - *[Item 2]*
 - *[Item 3]*
 - *[Item 4]*
- Political/Legal Segment
 - *[Item 1]*
 - *[Item 2]*
- Sociocultural Segment
 - *[Item 1]*
 - *[Item 2]*
 - *[Item 3]*
- Technological Segment
 - *[Item 1]*
 - *[Item 2]*
 - *[Item 3]*
 - *[Item 4]*
- Physical Segment
 - *[Item 1]*
 - *[Item 2]*
- Conclusion

You also need to elaborate on how each factor affects the industry. Do NOT only name the items. For each factor, explain how it is

changing over time, how it affects the industry, and the implications of its effect.

IMPORTANT NOTES:

- Please analyze the whole industry, which includes carbonated drinks AND bottled water segments.
- Any citation format is accepted, as long as it is consistent throughout the submission.
- Please listen to the narrated slides (the powerpoint file) before starting the assignment.
- The report should be typed using a 12-pt font, double-spaced, 1-inch margin all around, and should be no longer than 4 pages.