W/c 1st June business task

Hannah Copley

**Pepsi vs Coke documentary**

This documentary is about the ongoing conflict between the two successful companies Pepsi and Coca-Cola. It looks at the different strategies both of these competitors use in the fight to be on top. It also mentions their secrets to success.

I liked how it showed how both companies use different marketing strategies in attempt to attract the most customers.

When advertising their drinks, they would use well known people as a method to attract these customers to their brand.

Overall, I found this documentary very interesting. I would recommend any student taking a-level business to watch this as it covers a lot on marketing therefore may enable them to gain a better understanding of the topic and how different businesses use it to their advantage.

4/5

**Broken: ikea documentary**

This documentary is about how the use of cheap materials to produce its furniture has affected its customers. This covers topics such as illegal logging of wood, lack of safety standards and how the unstable furniture has resulted in several infant deaths.

Ikea refused to take into consideration what people were campaigning for that their furniture should be built into the design of the product however ikea said it would be more expensive to manufacture despite it being their responsibility to ensure that all products made are safe and suitable to be distributed to its customers.

This documentary also explains how many of the more ‘traditional firms’ are being pushed out of business despite these firms being the ones who are manufacturing good quality, solid wood furniture. People today are now wanting furniture which looks good and is cheap. Ikea has taken advantage of this, now producing ‘fast furniture’ high volume at low costs, prioritising profits over customer welfare.

I liked this documentary as it showed how large successful companies still have faults in the way they work and how as a business ikea has become too profit focused like many other large companies do and the consequences of this.

This documentary would be useful for a student taking A-level business as it covers many behind the scene aspects that a student may find useful as further information when trying to understand them.

4/5