Reviews – Katie Devine

**Pepsi vs Coke**

This documentary follows the ongoing conflict between the soft drinks Pepsi and Coca-Cola and shows the aggressive marketing strategies each company uses to make the famous drinks more successful.

I enjoyed the documentary as it demonstrated how both companies produce their advertising to compete and how they attract customers using well-known names.

I enjoyed the documentary as it was interesting to see the competition between similar brands and the way they advertise their products for them to be recognized as the best. I think the documentary would be beneficial for a-level students to give them ideas regarding how to promote their products and gain the most customers.

I rate the documentary 4.5/5

**Dragons Den**

This program is about entrepreneurs being able to pitch their ideas to multi-millionaires looking to invest in their businesses, looking for a stake of the company in return. I believe students should watch this program as it clearly shows the many aspects in running a smooth, hopefully successful business. The questions the ‘Dragons’ ask to know whether they should invest in the entrepreneur's business or not can be helpful to students as they should ask themselves similar questions and gather more insight into what things are important in making a business successful. Students can also pic up tips from the pitchers who are rejected and learn from their mistakes.

I believe this show would be very helpful to my study of business A level as it really gives me an insight on how to be a successful entrepreneur and know how different businesses successfully operate and what mistakes to not make.

However, this show is filmed to entertain the public and is not meant to be completely factual therefore it may not be completely realistic providing false information or giving a clouded judgement as the show is meant to have climaxes and drama to entertain the viewers.

I rate the documentary 4/5