

Coca Cola PESTEL

Political - Government calorie reduction, VAT increase from 17.5% to 20%

Economic - Increase in soft drink consumption, cost of raw materials increase

Social - More awareness of health effects of soft drinks, consumption by males in London

Technological - New factories have the ability to produce cans of Coca-Cola at a faster rate than a machine gun can fire bullets.

Environmental - Carbon dioxide high, need to reduce footprint. Also minimise water impact and wastage. PET good lightweight recyclable packaging, glass also and maintains taste

Legal - Front of pack labelling scheme for nutrition

Preview from Notesale.co.uk
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