**Evidence A: Cola-Cola India turns 20**

The Coca-Cola drink was launched in Agra, India in 1993. Since then Coca-Cola India has grown rapidly, owning two of the country’s largest soft drinks brands – Thums Up and Sprite. Operations include over 7,000 Indian distributors and more than 2.2 million retailers.

Coca-Cola India has invested more than $2bn in its Indian operations and provides direct employment to more than 25,000 people and indirect employment to more than 1,500,000 people through its vast supply and distribution system.

Coca-Cola India is the country’s leading beverage company with an unmatched portfolio of beverages. These include Coca-Cola, Fanta Orange, Limca, Sprite, Thums Up, Burn, Kinley, Maaza, Minute Maid Pulpy Orange, Minute Maid Nimbu Fresh and the Georgia Gold range of teas and coffees and Vitingo.

Coca-Cola India is one of the largest domestic buyers of agricultural products such as sugar and mango pulp. The company’s business also positively impacts on industries such as glass, plastics, automobiles and banking.

1. Analyse two benefits to Coca-Cola India of having a wide range of soft drinks in its product portfolio.

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1. (a) Sportsaquatic.com is a successful online retailer offering specialist swimwear for competitive swimming teams.

Sportsaquatic is an example of a business operating in a [1]

1. test market
2. face-to-face market
3. mass market
4. niche market

Answer [ ]

(b) Explain why this answer is correct.

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