

Practical Business Challenge - Isotonic Drinks Market

PRACTICAL TASK - Create your own Isotonic Sports Drink to compete with the market leaders.



Task 1 - Make your own Sports drink using a 500 ml used Plastic Bottle...

Use the **CORRECT MEASUREMENTS FOR THE SPORTS DRINK (SEE RIGHT)**

- **500ml of liquid required** – juice, ingredients and water combination
- Use any fruit juice
- Use any source of sugar / carbs
- Use any measurement of water to fruit juice
- A pinch of Salt
- Sports Drinks usually have **6-8g of sugar per 100ml** – therefore **30g for 500ml drink** (although you may want less to be healthier, around 15-20g)

Sugar sources can come from:

- Teaspoon of sugar 4g
- natural fruit – lemon, lime (4g of sugar per fruit)
- whole orange (9g of sugar)
- honey (6g per teaspoon)
- sugar lump (4g per lump)
- 1g of sugar per 100ml orange juice
- 1.2g of sugar per 100ml of blackcurrant



Task 2 – Create a Brand Image including Name and Logo for your new isotonic sports drink. –

- Try and make this relevant to the ingredients or taste of your Sports drink.
- Name needs to be short but catchy
- A eye catching logo – making your brand recognisable.

Task 3 – Design suitable packaging for your new isotonic sports drink

- What is your label around the bottle going to look like
- What colours will you use.

Task 4 - Price the Product.

- Set a price for your product
- Are you going to price the same as competitors (competitive pricing)
- Will you set your own price.

Task 4 – Briefly discuss why you picked the ingredients for your new isotonic sports drink and how does this relate to the Brand?

Good luck – When you have finished allow family or friends to sample your created sports drinks to see what they think....

Send a picture of your created Sports Drinks to Discovery College ...

Resources

BTEC Level 3 Business Revision Guide Book

<https://www.amazon.co.uk/Revise-National-Business-Revision-Guide/dp/1292230568>

Great speech by Jeff Bezos on Business.

<https://www.youtube.com/watch?v=EctzLTFrktc>