



DASHBOARD

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POLITICAL

1	Have to follow minimum wage rules
2	Must follow FDA rules
3	Must follow new import export rules
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ECONOMIC

1	Must consider the purchasing power of the people
2	Inflation is a major problem
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SOCIOLOGICAL

1	Selling healthy drinks improves the quality of the brand among people
2	Have to do the same in the other countries
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TECHNOLOGICAL

1	We will be using social media and other electronic media well for promotion
2	Constant changes in the new technology must be followed
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LEGAL

1	Need to follow labor and employee safety laws
2	5 more handicapped people must be hired because of the new law
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ENVIRONMENTAL

1	Disposal of the cans is the biggest environmental issue our brand has
2	2% of our net profits will be spared for the parks&recreations.
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ANALYSIS SUMMARY & EVALUATION NOTES
