**Secondary Research Investigation Task**

**Task –** I want you to find out the following information about the following companies using the Internet (extension task to research competitors for your product idea. Find out 5 facts about at least 2 competitors that you can use to help make your idea more unique)

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| **Name Of Business** | **Coca-Cola** |
| **Number of employees worldwide** |  |
| **Profit made up to Dec 2013** |  |
| **Name 8 brands that they own** |  |
| **How many bottling partners do they have?** |  |

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| **Name Of Business** | **Puma** |
| **Name 8 football teams they sponsor (including international)** |  |
| **Name 5 athletes that endorse Puma products** |  |
| **What country does Puma originate from?** |  |
| **Where is their Head Quarters based?** |  |

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| **Name Of Business** | **Hollister** |
| **Which company owns Hollister?** |  |
| **Which part of America are their clothes inspired from?** |  |
| **How much profit did the brand make in 2013?** |  |
| **Employees worldwide?** |  |