

## **Module 7: Developing the personal maths skills of teachers and assessors**

### **Developmental task**

#### **Number**

#### **Vocational context**

##### **Bottled water**

Spa Hills Water is a company that sells bottled water in the UK. The company has experienced increasing sales in recent years, as shown in the data sheet below.

1. Write a brief report on domestic sales forecasts for the next 5 years, explaining your reasoning, and stating any assumptions made.
2. The company is thinking of moving into the export market. The data sheet shows the total consumption of bottled water in selected countries, compared with each country's population. Spa Hills Water wishes to export initially to two of these countries; use the data to recommend to the chief executive which two countries should be chosen. Make sure you provide a clear justification for your choice.
3. The company is aiming for 4% of the market in the two export countries by 2015. What impact would this have on their overall sales and production? What advice might you give the company?

## Data sheet

Spa Hills Water: sales figures (millions of litres)

	2009	2010	2011
Still water	163.8	176.4	189.7
Sparkling water	37.4	51.8	66.3
All water	201.2	228.2	256.0

Consumption of bottled water in selected countries in 2011

Country	Population (millions)	Total consumption of bottled water (millions of litres)
Belgium	10.4	1504.2
Spain	40.8	5141.9
Italy	58.1	11793.3
UK	59.4	2197.7
France	61.5	9169.5
Germany	82.5	10645.1
Russia	144.6	1445.7