

2010

Feasibility Report



Bottled Water Preference

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July 2010

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on the quality of the bottled water

Introduction:

Bottle water is widely use for drinking purpose around the globe, packaged in glass or plastic containers. The product container is made up of Polyethylene terephthalate bottles or high-density polyethylene plastic bottles. Or polycarbonate plastic bottles, which is often used in water coolers.

In this feasibility report, we are going to discuss three bottled water products:

1. Dasani
2. Aquafina
3. Ozarka

We will compare these three products after surveying 15 random people. We will also compare price of each product from 10 different stores in Denton. In this report, the methods for preparation of each product will also be discuss, including the ingredients and its effects on a human body. While comparing these products, we would not compare them with a tap water because this report is just to acknowledge the audience about the three most consumed bottled water in United States.

Moreover, we will also discuss the differences in price, taste and feelings of a consumer after consuming each product. In the conclusion, all of three products will be discussed briefly for the audience to make a decision. The last part would be a recommendation for the best bottled water, for the convenience of the audience.

This report contains four main objectives:

- Product description
- Study Method
- Conclusion
- Recommendations



Product Description:

Dasani (pronounced /də' sa: ni/) is a brand of bottled water from the Coca-Cola company, launched in 1993, after the success of Aquafina (produced by Coca-Cola-rival PepsiCo). It is one of many brands of Coca-Cola bottled water sold around the world. Dasani is a brand of bottled water from the Coca-Cola company, launched in 1993, after the success of Aquafina (produced by Coca-Cola-rival PepsiCo). It is one of many brands of Coca-Cola bottled water sold around the world.

Dasani water differs in composition between its national markets. Dasani has a strong product placement marketing campaign, with the product appearing in movies such as *You Got Served* and TV series such as *The West Wing*. People have been perplexed by the mysterious origin of the name "Dasani". One Coca-Cola executive jokingly said it sounded like a "Roman god of water". Actually, the name Dasani is an original creation - it was chosen when consumer testingshowed that the name was relaxing and suggested "pureness" and "replenishment".



Nutrition Information and Available Sizes and Packages

Nutrition Facts	
Serving Size 8 fl oz (240ml)	
Amount Per Serving	
Calories 0	
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carb 0g	0%
Protein 0g	

*Percent Daily Values are based on a 2,000 calorie diet.

Individual Sizes

- 20 oz.
- 24 oz.
- 1 Liter
- 1.5 Liter

Multi Packs

- .5 Liter 6-pack
- .5 Liter 12-pack
- .5 Liter 24-pack
- 12 oz. fridge pack
- 24 oz. 6-pack





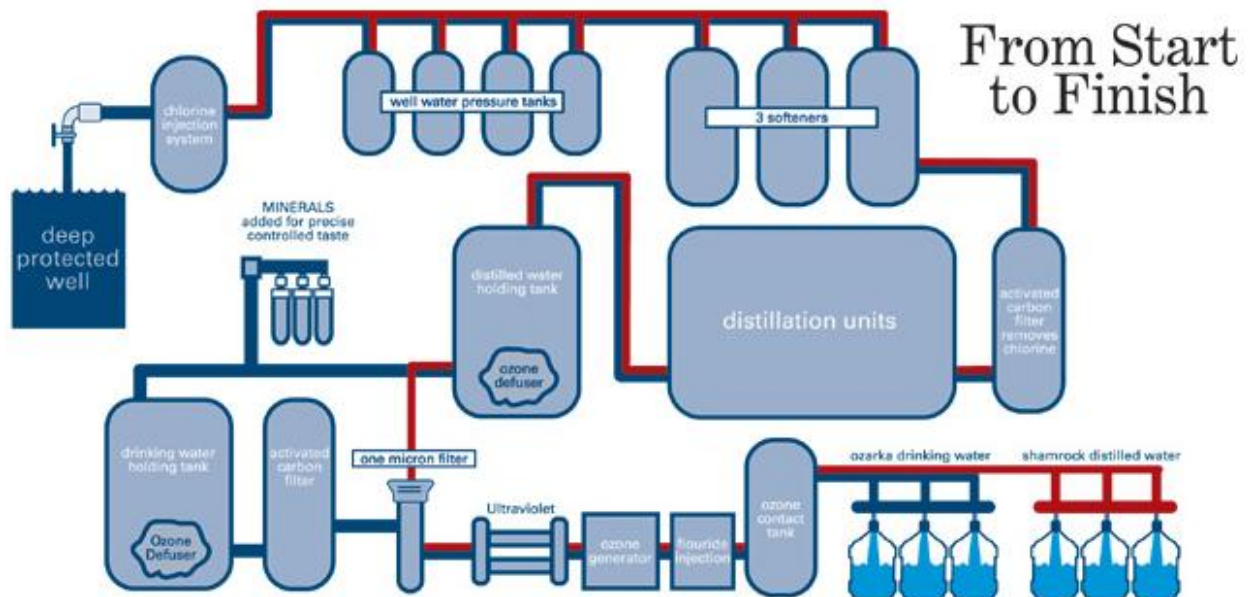
Ozarka is a brand of bottled spring water which is bottled and sold in the South Central United States. The Ozarka Spring Water Company was founded in Eureka Springs, Arkansas during 1905, but is now a division of Nestlé Waters North America Inc. The company derives its name from the fact that Eureka Springs is situated in the Ozarks. The company has since spread its operations to Texas, Oklahoma, Louisiana, Mississippi, portions of Tennessee, Missouri and Kansas. In 2006, Aquapod was released in this brand.

Nutrition Facts	
Serving Size .5 L	
Amount Per Serving	
Calories 0	Calories from Fat 0
% Daily Values*	
Total Fat 0g	0%
Saturated Fat -	
Cholesterol -	
Sodium -	
Total Carbohydrate 0g	0%
Dietary Fiber -	
Sugars -	
Protein 0g	
Vitamin A -	● Vitamin C -
Calcium -	● Iron -

* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ozarka's Process:

Initially, we inject our well with chlorine to protect against bacteria. The water then passes through water softeners to reduce hardness, ultraviolet light and a carbon filter to remove the chlorine. The water is steam distilled at a rate of 3,300 gallons per hour. Next, the water passes through a one-micron absolute filter, another ultraviolet light and is ozonated prior to bottling. Ozarka Drinking Water undergoes the same process as the distilled water, but with food-grade minerals added to enhance the taste.



The excellent production of "Ozark" in Missouri, Kansas, Arkansas and Oklahoma is due in large part to its cold hardiness. In laboratory cold tolerance tests, "Ozark" had a T_{mid} value of $-9.0^{\circ}C$. (FIG. 5). This T_{mid} value was significantly lower (i.e. indicating more cold tolerance) than any other variety tested including Midland 99, Greenfield, Midland, and Tifton 44. T_{mid} values indicate the coldest temperature at which 50% of the plants survive.





Aquafina:

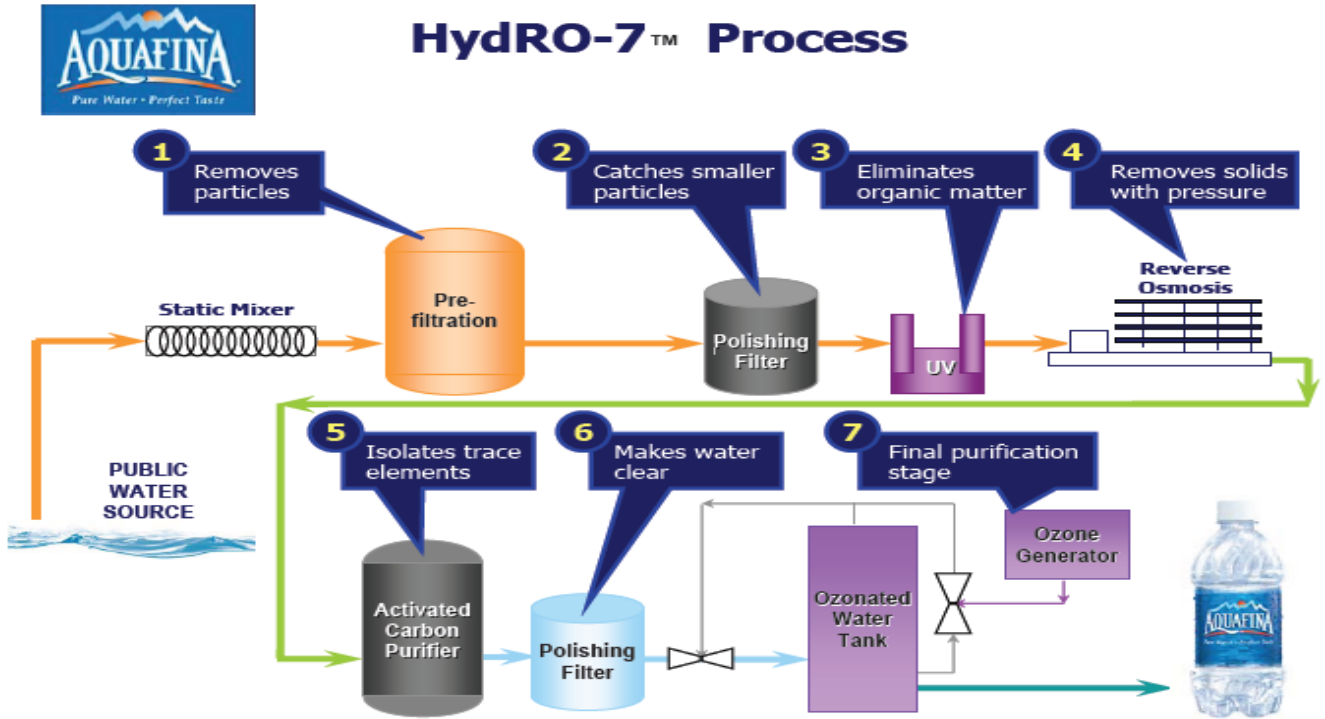
Aquafina is a well-known bottled water brand produced by PepsiCo is derived from a municipal source and goes through a purification process that uses charcoal filtration, reverse-osmosis, ozonation and other elements of the process. During purification, virtually all of the natural minerals are removed from the water, giving it a light, mellow taste.

Nutrition Facts:

Nutrition Facts	
Serving Size 29 g	
Amount Per Serving	
Calories 0	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	• Vitamin C 0%
Calcium 0%	• Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
nutritiondata.com	

Aquafina Process:

Aquafina's purification system is designed to remove trace compounds like carbonates, bicarbonates, chlorides, sulfates, phosphates, nitrates, calcium, magnesium, sodium, potassium, iron and manganese. These compounds are also referred to as Total Dissolved Solids (TDS). While some of these compounds, like calcium and potassium, are necessary for your body, their minute levels in most bottled waters have no impact on health. Therefore, we remove these compounds to deliver more pure water.



Method:

In order to find out what bottled water had the most appeal to our audience, we set up a table outside the library and gave out samples of bottled water in disposable cups to students. They filled out surveys to determine which bottled water they preferred.

In the research, we asked students to compare the three brands of water based on the purity, taste, bottle design, and color of the bottle, nutrition and satisfaction they gained from drinking each sample. With ONE being the worst and FIVE the best, We asked about fifteen students to help us in doing the research, and we asked them to grade the taste, purity, bottle design, price, nutrition and satisfaction for each brand.

Further research was made by our group regarding the purification and distillation processes, we compared all the methods involved for Ozarka, Aquafina and Dasani bottled waters respectively and prepared individual reports regarding the taste, purity, bottle design, price nutrition and satisfaction for each brand of bottled water.

Criteria/ Brand	Dasani Water	Ozarka Water	Aquafina Water
Taste	4	5	3
Purity	3	5	4
Bottle Design	5	2	4
Price of the Bottle	3 (\$1.18)	5 (\$1.9)	3 (\$1.18)
Nutrition	5	5	4
Satisfaction gained from Drinking	4	5	3

This table represents the total grade students gave to each brand of the bottled water based on the criteria given. One is marked as the worst and five as the best.

From the criteria on the table, it shows that most people preferred the taste of Ozarka bottled water though that the three water brands compared have similar tastes. Also, after they drank water the majority of the students chose Ozarka bottled water as the purest water brand. For the bottle design, students chose Dasani bottled water as the best. Many students in general don't spend a lot of money on water, so Ozarka bottled water is the most appealing since it costs only \$1.9. Students preferred Ozarka bottled water over the others for its nutrition and satisfaction gained.

Conclusion:

Ozarka:

As remarkable as it might seem, spring waters from different geographical areas can taste very different. Spring water is a natural product that comes from the earth and retains the same properties and qualities as its underground source. Depending on the minerals present, water temperature, and other naturally occurring factors, each spring will impart its distinctive “personality” and taste to its water. Its price is &1.09 and it comes with sports cap, lighter than dasani and aquafina.

Aquafina:

This well-known bottled water brand produced by PepsiCo is derived from a municipal source and goes through a purification process that uses charcoal filtration, reverse-osmosis, ozonation and other elements of the process. During purification, virtually all of the natural minerals are removed from the water, giving it a light, mellow taste. Its price is \$ 1.18 and it doesn't come with sports cap, and it weighs more than ozarka.

Dasani:

This upscale spring water comes from a source in the northern French Alps. The water is collected from an aquifer that is fed by snowmelt and rainfall. Other than filtration through the ground's sand and clay, no other purifying process is used to produce this bottled water. Its price is \$1.18. Its shape is a bit wider than other two brands and much heavier than Ozarka and Dasani.

Recommendation:

Based on consumer feedback and comparisons over a week, we can now recommend the following bottled water product. We have reviewed facts, profiles, and unfiltered (pardon the pun) consumer feedback of the major products in the bottled water industry so that you can make an informed choice. Keep in mind that we have limited our recommendations to bottled water in plastic containers as our focus was for products that are convenient to carry with you every day.

Our top rating easily goes to Ozarka . It is the only water we could find that combined so many advanced technologies in one product. It has a very soft feel to the palate.

Ozarka has a 2 year shelf life, is alkaline and oxygenated. The bottles are made of PET1 resin, not BPA.

Ozarka is reasonably priced for what you get. We feel it is excellent value, especially if you are an active person and even more so if you train.

Ozarka is a naturally sourced artesian water. It is drawn from an artesian aquifer, located at the edge of a very primitive rainforest.

Ozarka uses high-grade PET resin in its plastic bottles.

Ozarka is a very soft and smooth on the palate which makes it very easy to drink.

Ozarka comes in 5 different sizes.

Ozarka is just \$ 1.09 and it also comes with sports cap.