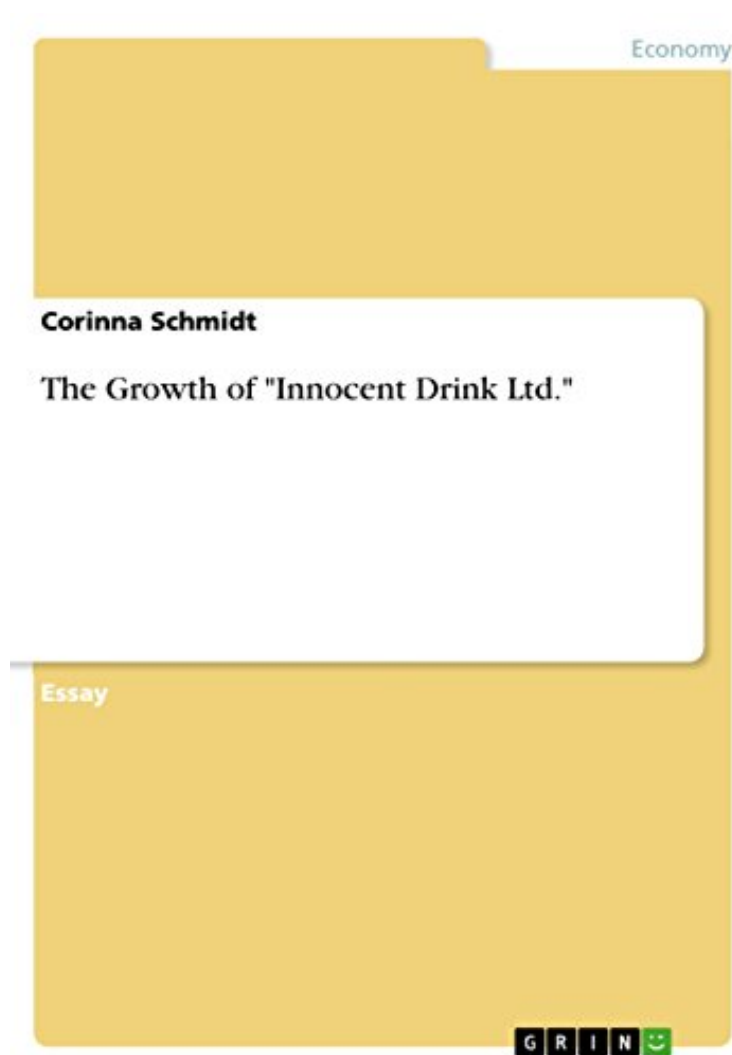


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## The Growth of "Innocent Drink Ltd."

Corinna Schmidt

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Essay from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: First / 74, Roehampton University London (Southlands College), course: Marketing and Entrepreneurship, language: English, abstract: The Innocent Drink Ltd. produces smoothies and sells them in a little recyclable bottle with a little smiley on it, for a not so little price. How could a little smoothie company become one of the fastest growing companies in the UK? (Lane, M. 2007) Because they insist on their principles making juices

out of purely 100% fruit and know how to sell it.