1. Research and Product Development
   - Types of plastic
   - Thinner plastic, smaller caps, less waste
   - Recyclability

2. Marketing
   - Born Better advertisement
   - False advertising (43,000 gallons)
   - Billboards

3. Manufacturing
   - Chemical processing of plastic
   - Assembly line to mold
   - Spring water is carried to plants via pipelines
   - Bottles undergo cleaning processes

4. Packaging
   - Single bottles, 6 packs, 12 packs, 24 packs
   - Normal size bottles (16.9 oz), smaller bottles (8 oz)
   - Sport top bottles
   - 5 gallon water jug
   - Label (plastic)
   - Cap (plastic)

5. Sales, Distribution and Transportation
   - Sales continue to dramatically increase with each year
   - Distributed across the country and Puerto Rico
   - Transported via stainless steel tanks

6. Consumer Use
   - More and more bottled water is being purchased each year
   - Convenience

7. Final Disposition
   - Reuse Bottles in form of refilling
   - Recycle Bottles to be broken down and recreated