

Name
Course number

Pay attention to formatting - see ¹ syllabus

Why beer is rarely sold in plastic bottles unlike sodas and other soft drinks?

Single space

Plastic is one of the most ubiquitous packaging materials in the world. In fact, no one can deny the fact that plastics have markedly transformed life in the twenty-first century. Some of the features that make plastic so popular include being cheap, easily recyclable, offering convenience, and the fact that it can be moulded into virtually any shape that the manufacturer prefers. ~~Not a long time ago,~~ ^T there has been an increasing popularity of plastics for packaging soft drinks. For instance, Coca-Cola lately launched small plastic soda bottles, which have been embraced positively by consumers. However, beer is renowned for ~~the~~ ~~conservative culture of~~ being packaged in glass bottles, despite plastics offering numerous advantages for producers. This feature triggers the question why beer manufacturers have stuck with the glass bottles despite the changing trends in the market.

A closer look at the situation reveals various reasons behind this phenomenon. Firstly, unlike plastics, glass is relatively taste-neutral, which implies that it does not chemically affect the contents. Secondly, the taste of the beer is a very critical subject and given that plastics are full of chemicals that can potentially penetrate the drink and alter it, they are not preferred. Thirdly, glass is relatively impermeable, which makes it an ideal packaging container for beer, since the flavour of the beer is critical to its identity and popularity. Additionally, glass is mostly used to store beer because it protects the contents from damage by the sun's rays. Although the color of plastic can also be enhanced to achieve this objective, doing so makes it more difficult to recycle the bottles. Lastly, after the beer is packaged in bottles, it undergoes intense pasteurization under very high temperatures, and most plastic bottles cannot stand such heat.

Where are the microeconomics concepts? It is very well written.

Name

Course number

2

Pay attention to formatting

Why ^{are} Americans are so obsessed with iPhones, yet there are Android phones that are equally efficacious?

single space
Research shows that about two-thirds of ^{the} American population own smartphones. In fact, these statistics are expected to continue rising as more people embrace this wondrous technology. However, despite the wide variety of phone brands to choose from, Americans' love for the iPhone is indisputable. This product of Apple Inc. has almost become synonymous with the term Smartphone in America. Notably, there are other phone brands such as Sony, BlackBerry, and Samsung, which offer comparable features to iPhones, yet their prevalence among the American population is limited. What is more surprising is that the average price of an iPhone is USD 650, while that of an Android phone is USD 275-375, yet this price gap cannot outweigh American's love for the iPhone. This triggers the question why the American people are so passionate about Apple's "magical product."

One of the factors that contribute to this trend is the overwhelming presence of Apple stores in the country. Essentially, the concept of the 254 prime real estate locations is behind Apple's ubiquity across the US. The fact that Apple Stores ^{are conveniently located} is literally everywhere on American ^{means} soil ^{conceal} implies that the millions of consumers flock to these stores. At the same time, these stores provide the only place where customers can gain access to an iPhone before purchasing one, a privilege they cannot enjoy anywhere else. This heavy brand presence has contributed immensely to American's love for the iPhone. Additionally, the alleged consumerism culture of Americans makes them less predisposed to saving money. There is no doubt that Americans lead all other countries in terms of disposable income, which makes many of them less worried about spending a huge sum of money for a product they will need every day. Essentially, these are among the features that have driven Americans to be so obsessed with iPhones.

Might discuss the value of the Apple brand that could cause people to want an Apple product.