**WARKA STRONG APPLE WINE**

This product can be known by many Poles and not only, but its appearance doesn't make a good impression.

**Here are disadvantages of the product:**

- appearance doesn't encourage people to purchase

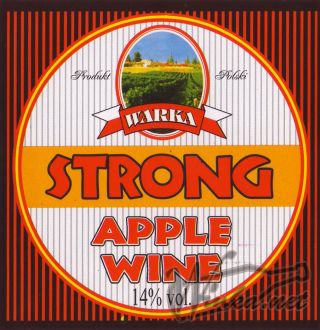
- nutritional information is not included on the label

- it contains an inappropriate comment at the back of the bottle

- too little information about the product

- Polish product contains the English name, which can be a hassle for people who do not know this language









**APPLE PRODUCTS**

Everyone knows the company “Apple”. They produce electronics for example: smartphones or tablets.

**the benefits of these packages:**

* white boxes look minimalistic and very elegant, the inscription with the company logo in gold, black, or grey looks great and it is eye-catching
* Apple products are popular and eagerly bought by people because they are good value for money
* at the back of the box there is the whole product information for example: specification of the products, what the package contains, etc.
* inside the box everything is arranged and neatly packed
* recognition of the company is huge and everyone knows that their products are exclusive and of good quality















