**Principles of Management**

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**Summary of Coca Cola Case Study**

**4th Semester BFD**

This case study is based on the Coca Cola company. The Coca Cola company founded in 1892 is based in the United States is a world renowned nonalcoholic beverage company that manufactures a numerous amount of different beverages varying from country to country that consists of drinking water, soft drinks, fruit juices etc. In the year 2019, it was #1 on the list of 100 most powerful brands, #5 amongst best global brands, in the year 2020, it is the 12th world’s most admirable companies.

In the year 2018, Coca Cola spent $5.8 billion on global advertising. It is said that Coca Cola spends more money than Microsoft and Apple combined for the promotion for it’s products and brand, for that, they follow the foundation of ‘marketing mix’ that are the 4Ps i.e. product, price, place and promotion.

Talking of **Product**, Coca Cola serves around 3,900 different types of soft drinks, which would sound confusing but the company keeps it easier for it’s customers by producing various sizes and packaging of the products.

The **Pricing** of the products is based on two things, the growth rate and the rival mainly Pepsi. But in this regard, both the companies stay loyal to the agreement of pricing balance.

 As far as the **Place** is concerned, Coca Cola has made sure it’s product is known and sold everywhere. That is why from the biggest shopping malls to the smallest stores, Coca Cola is easily available everywhere, all over the world. Here, the distribution begins with the producer and ends with the consumer, this pattern FMCG (fast-moving consumers goods) is followed by the company.

As mentioned earlier, Coca Cola spends a massive amount on **Promotion**. It invests a lot of money in advertising such as on the radio, TV, billboards etc to make it’s consumer aware. The company sponsors events. It adds celebrities to the ads to make it more effective. Also, Coca Cola uses interactive strategies where it allows the audience to win a product of the company.

Coca Cola follows a range of forces that is PEST analysis.

As of political forces, although Coca Cola is a huge company but it also has to follow a number of rules and regulations to maintain it’s place in the market. Government and higher authorities have a constant check on it. For example, if there is no Halal tag on the product in a Muslim country then it can be easily banned. With the passage of time, Coca Cola has increased it’s prices because of everything that has got expensive with the passage of time. Coca Cola makes sure that it’s product does not cause harm to it’s consumers by any means. Coca Cola makes sure it’s consumers are satisfied by all means.

In the end, it is concluded from this case study is that any company that would want to reach a level where it is quite successful as well as trusted by the audience, it has to obey all the rules, just like Coca Cola has reached up to this position because it strictly follows these rules.