

what are the rise and fall of the new coke ?

Answer :

Coca-Cola decided to conduct market research to better understand consumers preferences. This indicated that taste was the main reason for the decline in Coke's popularity. As a result they decided to develop a new formula which had more sugar than old Coke and Pepsi.

On 1985, New Coke was launched with the expectation that it would reverse the fortunes of Coca-Cola. It had new packaging and old Coke was to be discontinued because they didn't want to have two competing products at the same time. However, they anticipated this wouldn't be a problem because they assumed consumers would be satisfied with the new formula and taste of New Coke.

This decision became the most costly marketing wrong ever as within a few days of original coke being withdrawn there was a huge stepdown from both consumers and the media. The company received over 400,000 phone calls and letters of complaint from customers unhappy with the decision to replace old Coke.

they underestimate the peoples preferences and wrong market research was the failiur of the new coke and had more sugary taste thats why people din't like the new coke and over 40000 complaint of the people shows that new coke is fail .

In 1992 it was renamed Coke II. However, its market share was miniscule, and the beverage was discontinued in 2002.

In 1985, Time's food critic Mimi Sheraton described the taste of New Coke as sweeter than the original formula. However it is sweeter than the original formula and also has a body that could best be described as lighter. It tastes a little like classic Coca-Cola that has been diluted by melting ice.

Coca-Cola has never tell how much it lost in the new Coke , though bottlers told Mr. Meyers of Beverage Digest that they took a hit of \$30 million on unwanted concentrate for new Coke. The company also spent \$4 million on market testing and taste comparisons with 200,000 consumers.

the company saved by their quick reaction by stepping new coke slot.

itsaved the company from potential diaster.the new coke was launched in the supporting rol.new coke managed only a 2% market share.

today coke classic capture more than 20% of the US soft drink market.

coke 2 holds miniscule 0.1%.

wrong market research was the main reason behind the all failur of the coke.