

PRINCIPLE OF MANAGEMENT

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Summarize this case study in your own words. Not more than 500 words.

Summary:

Marketing is a very competitive environment which is growing more and more with each passing day. Every brand or company has to work fast to always be in the main stream because once you are out of the mainstream it is not easy to join and approach the same levels, for this purpose companies have to work efficiently and rapidly. This rapid working sometime leads to big problems as you cannot see each aspect when in a hurry.

COCA COLA

Coca Cola is the giant of beverage companies in the world. Coca Cola is a well-known company across the globe. 94 percent of the world's population is aware of Coca Cola. It is not easy to stand where Coca Cola is today; it took a lot of strategies and hard work. 'Success is not a destination; it is a journey' this implies to Coca Cola as it was a top company but it doesn't mean to stop working but it means to continue being on the top. There are a lot of beverage companies in competition with Coca Cola (Pepsi is the toughest competitor). Coca Cola has taken strong measures in advertising the company with very fruitful steps like promoting the company through music, through ads featuring famous celebrities, enlisting consumers' requests and giving them feedbacks, and selling it worldwide. When running a company it is essential to analyse it internally and externally both. Coca Cola does external business analysis to keep its market place safe and to keep the economy stable. Internally ensures fundamental internal features such as the efficient production process. The opportunities and threats of SWOT analysis are directly related to environmental factors of macro and micro environment. Every company must follow some rules and regulations to stay on the safe side for example they have to see everything through PEST strategic analysis.

Political: It has to undergo checks by government and health authorities.

Economical: It has to deal with given problems either by increasing the prices or by maintaining them.

Social: For social perspectives it has to relate with consumers' behaviour, culture and religious beliefs and the individual way of life. For example in Ramadan they can't promote because of the Muslims' fast; if they do so the Muslim world can ban the company from Islamic countries so they have to take all these measures before doing something.

Technological Analysis: It creates an online store through which it sells its products. It enters the music industry in collaboration with Spotify.

Macro Environment

Company: Coca Cola was first created in a pharmacy and now the company has reached to monopolize the beverage industry.

Suppliers: According to Coca Cola 2013 "a sound, stable and ethical supply" they play a very important role in supplying raw materials.

Competitors: Competitors affect promotion, quality and price. Determining the price of the product based on competition with its unique quality makes it affordable.

Customers: It acknowledges as targeted customers international retail chains and restaurants. It provides customers with profitable entrepreneurship. For Coca Cola 2013 "customers affect the place of 4p"s.

Conclusion:

Coca Cola is already a successful company and for any other company to gain success they should consider all these measures written above from internal, external environment, macro, micro analysis to SWOT analysis and 4ps. In this way it can gain success as well as remain known for generations.