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**“SUMMARY”**

This para is the summary of significance of micro and macro environment analysis where companies could use or apply the most effective way to improve the marketing strategies and selling capabilities of a targeted business of Coca Cola. In the age of technology where everything is evolving rapidly and in a competitive environment, the internet globalization contribute to the market. We all know that Coca Cola is the largest beverage company in the world because of it's marvelous taste and it also provides a lot of choices of beverages. It strictly applies all the essential analysis and has gain customers loyalty and defeated competitors. The company must have followed a sequence of steps, first the company has to calibrate the macro environment, then the microenvironment after the SWOT analysis as well as the 4Ps and ultimately apply innovative and effective marketing and management strategies that will grow profit and brand reputation. The popularity can be imagine with the fact that 94% of world population recognizes the logo of Coca Cola. They always think of customers need and also inspires through the promotional phrase "Success is not a destination, but journey". The company is with a long history. The first drink was created in a pharmacy and now has a huge position in market with full reputation and even brand awareness. It has to face a lot hurdles in its way of success but chasing and setting of the main objective increases sales and kept it going at the maximum Level of success every year. A huge example is its distribution in a Muslim country. If Coca-Cola does not bear the Halal stamp on it the products could be easily banned from all Muslim countries as in every industry of the economy, there is also competition in beverage. They spends a lot in advertising too. They uses celebrities with the altimate goal. There advertisements attractive people's attention because of certain prizes mentioned in them. It also allow promotional sales to retailers. Coca Cola ensures fundamental internal features such as the efficient production process the appropriate organizational skills as well as the effective communication and distribution networks in order to achieve its mission and objective the consumers Satisfaction. SWOT analysis monitors it's strength and weaknesses. The macro environment can effect the entire economy any alternation can create threats might be instability of economy demographic pattern that affects customer's attitude. They care for customers and has a entrepreneurship called "Customer Development and Training". For them customers affect the place of 4Ps. Coca-Cola applies the PEST strategic analysis tool before the SWOT analysis in order to measure and asses the market. Coca-Cola has to ensure a level of adaptation that is suitable for different markets and preferences in order to be able to properly portray its products the right time and gain consumers interest. Each digital consumer automatically connects Coca Cola with technology and the music industry and the product launches concerning(MBA). The marketing strategy of enterprises will continue to be with us for a long time because it has become an integral part of business world.