**Midterm Assignment**

**Principle of Management**

**Summary**

**Coca Cola**

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**CASE STUDY OF COCA COLA’S 4PS, SWOT ANALYSIS, MICRO AND MACRO ENVIRONMENT (PEST)**

**SUMMARY :**

As we all know that marketing goes into a more competitive environment than ever before. The Internet, globalization and digitization contribute to the markets. In this study we will describe the 4Ps of company Coca-Cola. It will focus on how marketing environment factors of SWOT analysis affect its 4piece. The aim of this specific report is to demonstrate the significance of micro and macro environment analyses where companies could apply the resources in the micro and macro environment analyses where companies could apply the resources in the effective way.

Coca-Cola is the largest soft drink company in the world, providing to consumers more than 500 sparkling and nearly 3.900 beverage choices. Coca-Cola is more experiential corporation investing on human-centric system of values.

According to Business Insider (2017), Coca-Cola spends more money on advertising than Microsoft and Apple combined in order to promote its products in the market. Coca- Cola uses a model that optimizes marketing mix components, helping the company to determine marketing options in terms of price, product, place and promotion meeting consumers’ demands. The given model that is called 4Ps provides the company with the way to communicate its products to the audience.

**PRODUCTS:**

Coca-Cola maintains the widest range of soft drinks in beverage industry, which consists of 3.900 different products. Soft drinks are more classified on different various categories such as diet, fruit juice, tea, energy drinks and more.

**PLACE:**

Coca-Cola preserves an extensive distribution networks providing its products available in almost all the retails and big chain markets all over the world. The company follows the fast-moving consumer goods (FMCG) pattern where the distribution begins with the producer and ends with the consumer.

**PROMOTION:**

Coca-Cola adopts different advertising and promotional strategies focusing on consumer's demand increment. The benchmark for this aggressive marketing is the significant amount investments on advertising campaigns such as TV, radio, print and online media, transport, billboards etc.

**PRICE:**

Price is the heart of a business because it secures its profits. Each price of Coca Cola’s products is adjusted based on market and geographic segmentation and is standard for all over the world. Any other way, the company follows a pricing strategy based on its competitors, mainly Pepsi.

These factors should be considered in depth for long-term brand reputation by the powerful SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis in combination with PEST (Political, Economic, Social and Technological). SWOT analysis technique is used to monitor its internal strengths and weaknesses, which appear to be one of the most complex part of company’s culture. The External business environment is more powerful than the internal one. External factors are divided into two types -the Micro and the Macro environment-, which can affect the entire business even the economy. Coca-Cola applies the PEST strategic analysis tool before the SWOT analysis in order to measure and assess the market.

 To sum up, it would be wise for business world to consider these factors. Market strategies should be handled carefully for the betterment of the business. The company has to calibrate the macro environment, then the micro environment.

**THANK YOU**

**STAY HOME STAY SAFE**