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**SUBJECT: PRINCIPALS OF MANAGEMENT**

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#  COCA-COLA

# SUMMARY:

Coca-Cola is a leading manufacturer, distributor and marketer and recognizable brands on both sparkling and still beverages. Coca cola is carbonatedbeverage. Coca-Cola is an American corporation founded in 1892. The first drink was created in a pharmacy and the company has now almost reached to monopolize the beverage industry.

 It is important to be told that for several years Coca-Cola inspires consumers through the promotional phrase **“Success is not a destination, but a journey”**

Coca-Cola is the largest beverage company in world. Coca-Cola spends more money on advertising in order to promote its products as well as the brand in the market. Coca-Cola maintains the widest range of soft drinks in beverage industry, which consists of 3.900 different products. Company’s products preserve their presence in different packaging and sizing. Coca-Cola has unique shape reminding always the brand.

The company follows a pricing strategy based on its competitors, mainly Pepsi. Prices depend on growth rate as well as on the market opportunities. Coca-Cola offers huge discounts on bulk purchases. Coca-Cola preserves an extensive distribution network providing its products available in almost all the retails and big chain markets all over the world.

Coca-Cola preserves an extensive distribution network providing its products available in almost all retails and big chain markets all over the world. The company uses celebrities with ultimate goal the consumers to integrate the products as required in their everyday life, provides also sponsorship to huge event. Coca-Cola applies push and pull strategy by offering exceptional incentives to both distributors and retailers in order to promote the brand.

 Coca-Cola uses the SWOT analysis technique to monitor its internal strengths and weaknesses. The Micro and Macro environment, can affect the entire business even the economy. Coca-Cola has to deal with the given problem either by increasing its prices or by maintaining them, with a less favorable profit. A bottle of Coca-Cola 1,5lt in 2002 was costing 0.99€ while today, after 11 years of increased inflation, the identical bottle costs almost the double price 1.80€.

Coca Cola looks very carefully at customers' feedback and invests in their needs for many years. With technology facilitation, Coca-Cola creates unique collectible bottles in various shapes as well as sizes and provides them to consumers' through digital events.

Coca-Cola enters the music industry,providing its customers with music on demand and the ability to connect with those who love the same type of music around the world.

There is also competition in beverage. Competitors affect several areas of the business. Determining the price of the product based on competition combined with its unique quality make Coca-Cola affordable, indelible in mind, and sometimes essential for every consumer.Coca-Cola play crucial role concerning the product because they provide resources and raw material to the company. According to Coca-Cola , **a “sound, stable and ethical supply" are vital to continued succes.** To be successful, Coca-COLA must be able to gain consumers’ loyalty and defeat competitors.