NAME RABIA IFTIKHAR

ID 14961

PRINCIPLE MANAGEMENT CASE STUDY

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CASE STUDY

SUMMARY.

The market leader in the soft drink industry. Coca cola the one of brand across the world. Coca cola is highly popular brand with a unique brand identity it soft drink are most selling drink in history. Coca cola is the soft drink in beverage segment .Market shares coke and diet coke etc. Coca cola company has used available for advertisement and has been the edge of technology for it. They first time used radio for advertisement and the advent of Television Company become one of first advertiser through medium. SWOT analysis would still good of strategic capabilities and resource and the way capabilities strength and competitive advantage as well as allow to company to new opportunities swat analysis internal and external fact.

The define market as well as capability of respond to the market condition strength, weakness, opportunities and threats. PEST analysis is valuable analyzing external environment where a business is conducted or organization planning to start a business.

Coca cola manufacturing plant on environment has been highlighted many countries. Economic downturn in a country going to have impact on scale of coca cola.

The impact on company would be especially huge since it product are non essential various macroeconomic factor such as inflation and price would impact operation of coca cola. Social and culture of country has huge impact on food habits of citizen and would impact portfolio the coca cola introduce in a country.

Technology is used every step of coca cola value chain syrup manufacturing operation and storage at retail shops. Coca cola has one of the most beloved and recognizable company in to the world.

Which give a good strategic capabilities and resource available and the way capabilities strength the advantage as well as allow the company.

Coca cola view it customers and the way design and consumer strategy, segmentation,

Targeting and positioning is used for customers. Coca cola has been dominating beverage industry because the company strictly applies the essential analysis. The company has witnessed opposition from social group in some countries to the environmental issues production .Technology is used at every step of coca cola value chain manufacturing bottling operation and storage shop. Coca cola target different segments with different ads. The product is associated with having a good time with friends and family.

There various weaknesses that needs to be addressed by company. Marketing and advertising has been the most important function that taken coca cola to new height. Having of relevant and necessary information in one place has also afforded company time saving .Coca cola several packaged drinking brands. There are a great potential for expansion in segment for coca cola .Coca cola has segment on the basic place of consumption of beverage .Most of consumption take place on premise such as railway station , restaurant et c. Coca cola segments of market on basic of demographics . The segmentation is on basic age as well as income.