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SUBJECT: PRINCIPLES OF MANAGEMENT

The Coca Cola corporation is defined to be the most well known trade mark in the world.

Coca Cola owns over 400 brands that appeal to many different people throughout the world. The Coca Cola products appeal to a wide range of people from all races, genders, and ages. Coca Cola is well known for its worldwide popularity as its products are sold to over 200 countries, while major competitors only sell in several countries .

In this Case study four P's of marketing, SWOT analysis, Microenvironment and Macro environment (Political, Economic, Social and Technological Environment) of COCA COLA have been studied.

The case study has been distributed into the following main areas:

First section:

Introduction:

In this section, the importance of marketing in the era of technological advancement and ease of Internet has been explained.

The purpose of the study is to explain the importance of different marketing tools and techniques which can help improve business and boost sales. In this section a brief introduction to Coca Cola, its business expansion, and its position in the market based on different marketing techniques is provided.

Second Section:

This section explains the different tools and techniques how the company uses it for its existence, success and competition in the era of advanced technological environments.

The study has taken 4 P's of Coca Cola into consideration by explaining that first P which is Product, Coca Cola as per the report holds around 3,900 different products in its product line, second P which is Price, the study explains that pricing strategy of Coca Cola depends upon the geographic segmentation as well keeping the its key competitors, third P which is Placement, the company holds almost all distribution channels such as direct channel i.e. producer to consumer, and indirect channel

i.e. involvement of different middle men, the fourth P is explained as under, the company uses almost all types of advertising channels from print media to electronic media, corporate social responsibilities, advertisement through celebrities, use of different promotional policies for attracting and promoting sales.

The study explains the SWOT analysis by considering Internal business analysis such as the company carries out detailed assessment of its strength weaknesses opportunities and threats at its consumption and production smooth running from all aspects.

The company uses Micro and Macro analysis for its external business environment and how the company would place its position keeping in view different external forces which will directly lead the position to success or failure.

Another technique the company uses is PEST analysis; Political Forces: as Coca Cola is doing business almost round the globe, therefore, the company keeps in view rules and regulation for each country in order to maintain smooth run of business.

Economic Forces:

The company keeps the economic forces well in line and manages its prices well according to its cost of production which is being affected by inflation.

Social forces:

The company plays a very important role at this point and keeps its position well connected to its consumers around the globe.

Technological Forces:

As it is directly proportional to its survival in the market, so the company uses most advanced technology whether in production or in sales proceeds.

Third Section: in this section the study is concluded with remarks that how these different tools are effective for a business survival and expansion while keeping in view different internal and external forces in the current era. The study also suggests future research in the area.