

# **ART AND DESIGN**

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## **Principles of Management**

### Question:

### ANSWER:

#### COCA COLA :

Summary on the coca cola's marketing strategies and orientation towards the market:-

According to the research which was given to us about the coca cola's marketing strategies it show us the stability,success,excellence of the coca cola's company against all the odds and factors which effect the marketing position of any business.

Also it is shown that how is coca cola been so successful from the start and now to the modern world. How did they control their success and it is shown what makes them so successful.

According to the research report coca cola always keeps in mind about all the business factors like 4Ps,SWOT analysis ,PEST, external and internal environment vs micro and macro environment.

According to the research it is shown that how the 4Ps of coca cola works. The 4Ps include the price, product ,placement and promotion strategies.

According to the research the coca cola promote not only their products but also its brand that makes it well known in market. They apply these strategies of price, place, product ,promotion in a meeting.

#### PRODUCT:

According to the reports the coca cola company products are well known in the market and most famous carbonated drinks. But that just doesn't stop there yet' their products provide other just beverages but also fruit juices and tea ,energy drinks etc in most unique packing which is a vital step for reputation for a company.

#### PRICE:

According to the research two things should be kept in mind about product pricing. Competitors and market and geographic segmentation. Coca cola apply a quite unique policy of its pricing on products luckily coca cola's biggest rival Pepsi had agreement on balance pricing.

#### PLACE:

Coca cola distribute their product on huge amount and make them available it every possible place on the right time with the right price. For that the use unique pattern of distribution. Like from production to consumers through suppliers/agents, retailers and wholesalers.

#### PROMOTION :

Promotion helps any brand to go for success but it should be kept in mind that the more you affect community values or political value the more hardship you will face. Thats why coca cola use few ways of promoting their brands.

Then in the research it is given that how the SWOT analysis works in the coca cola's company and how do they react to the conditions and environment which changes outside and inside of the business.

Basically SWOT stands for Strengths, weaknesses, opportunities and Threats.

Coca cola ensures and stabilise the internal business analysis.They provide most skill-full and knowledge force to its work inside the company to avoid any trouble.

Since its known that the outer business environment affects more than the internal and have a huge threat on the company also provide opportunity to the business. In this coca cola is doing what should be done avoid the problems and take opportunities.

PEST analysis before SWOT analysis PEST are kept in mind which includes political forces Such as threat by health authorities, religious beliefs etc.

Economic forces are also effective in business field with the uprising price of coca cola the more haters it gains thats why pricing strategies are applied very carefully

Social forces are most like political forces and way more effective than that it is kept in mind that going against any social or culture can cause huge threats.

Technological forces are also another uprising step for the company and coca cola is given its best in this perspective. These were all the macro environment forces. Now micro environment includes company, suppliers, competitors, customers.