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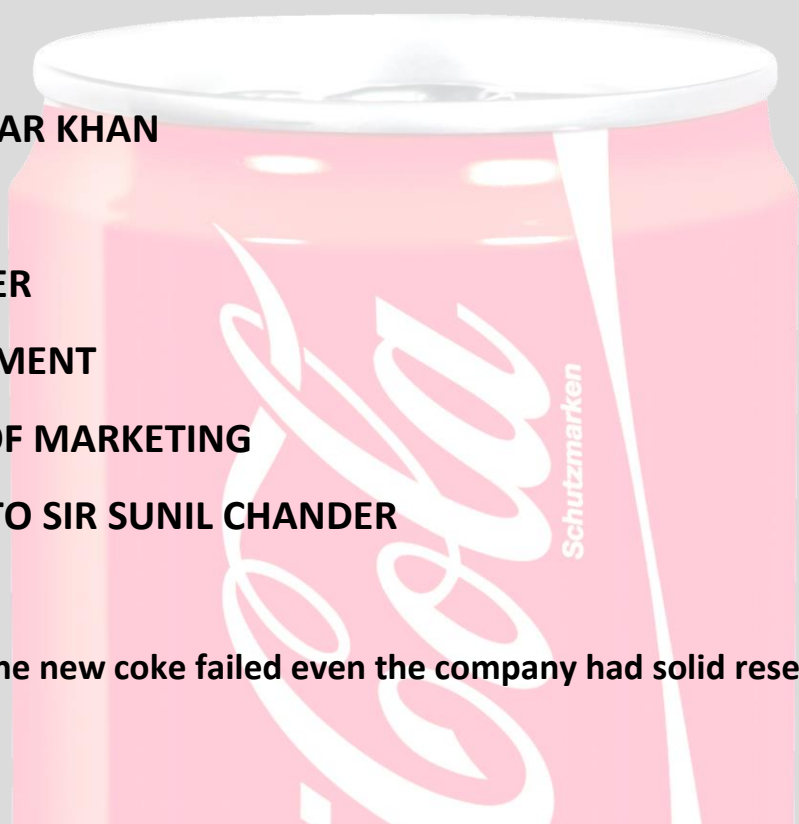
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6TH SEMESTER

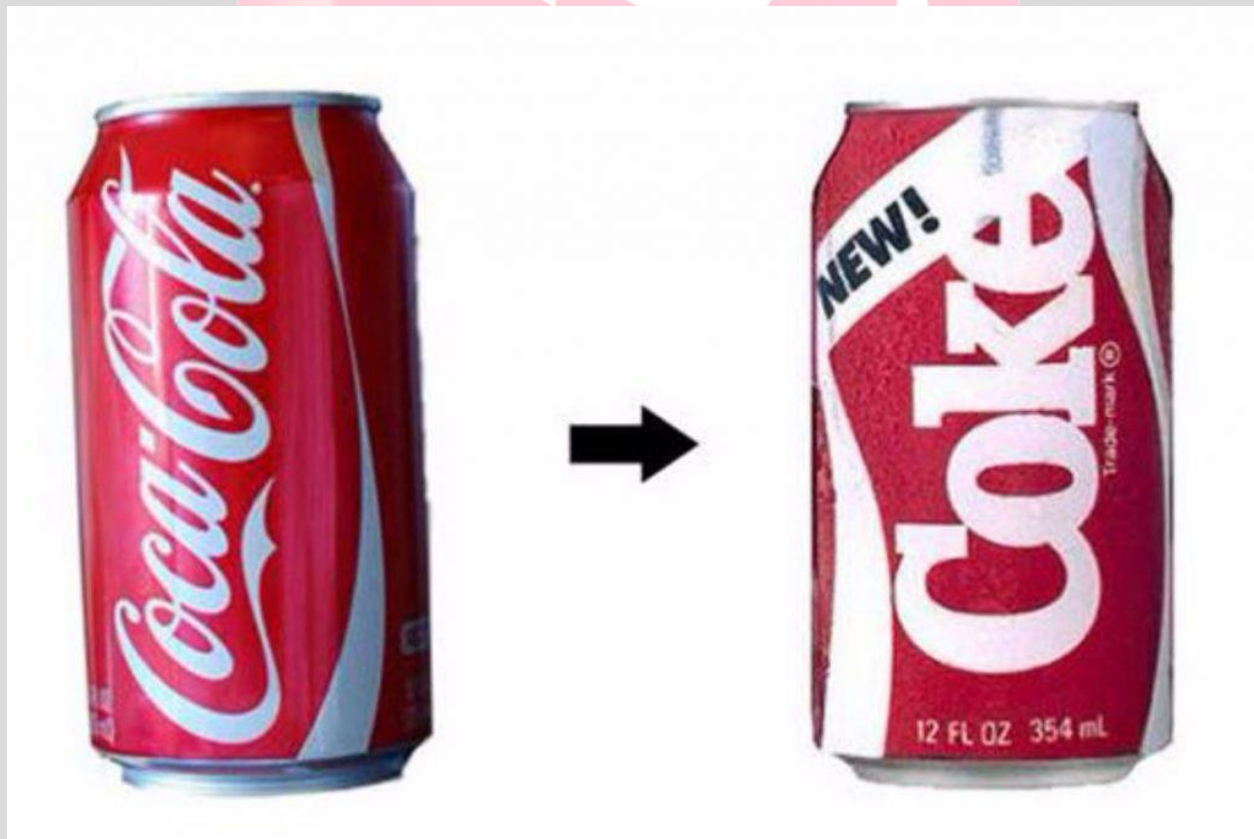
EXAM ASSYMENT

PRINCIPLE OF MARKETING

SUBMITTED TO SIR SUNIL CHANDER



Explain why the new coke failed even the company had solid research?



Coca cola market presentation, case study, pastel and swot analysis included:

EXECUTIVE SUMMARY

Coca cola has been one of the most successful companies in selling soft drinks throughout the world. The success story has both existing and new market. the excellent marketing and advertising company have seen success worldwide.

INTRODUCTION

The coca cola company was introduced by john. s. pemberton in 1886.when he introduced a soft unique taste beverage for sale in Atlantic France m, Robinson later named it as coca cola and come up with a trade move as it is to the day. Dr pemberton died shortly after creating the formula syrup. Selling part of his business to different people.

RESEARCH PROBLEM

There is need to understand the way coke negative through the existing market and its approval to the new market in competition from others brands and still maintain excellent taste in the market worldwide.

SOURCE OF RESEARCH PROBLEM

Coke has always had its up plus down in the market. The brand does not always have its smooth operations. It has faced different nature of challenges as competition, law suits and costumers doubt on the safety of the use of beverage and this have a great impact on the sale of the product. After the effect of caffeine used in the product has been a problem and caused addiction which some doctors have warned their patients with.

RESEARCH QUESTIONS

We need to understand what kind of mark does coca cola target? What is their aim and mission in seeing their products excel in the market? Where does the company make the sale most? who is responsible for the success of the company? How does It reach and penetrated the market? How does it deal with the competition form the beverage companies? When does it expect competition to start passing threats and out here? When will it launch new products? Why does it not release the secret recipe for its product when it has already gained the market share? why does it waviest so much advertising.

SIGNIFICANCE AND SCOPE OF STUDY

In fact, the research emphasizes on the brand popularity in the market rather marketing skills, the marketing method helps reach the costumers but it also deals their factors which favor the use of product like the role of practitioners that helps the sale of coke in the society without advertising.

FAILURE OF NEW COKE

In 1985 the coca cola company decided to launch a new coke with a sweeter another taste, through it has a successful 99 years in history with their mother coke old cola drinkers didn't like the taste and protested that they went the old coke back in the market many peoples consider the new coke failure as the biggest marketing blunder to beat Pepsi in the market place coca cola introduced a sweeter smother coke which was rejected by the people. This proves that taste was the main reason for the decline in coke's popularity the more sugar formula was the research for its failure rather than the research became the company had spend two years and 4 million dollars on the research before setting on a new formula the company went so far as to conduct some 200,000 taste tests in different cities and age group and when the formula was finally done, it was done with 30,000 test tastes. In the blind test customer were blind folded and 60% of the customers choose the new coke over the old and 52% choose it over Pepsi.

The company was dead sure that new coke would winner and it will beat Pepsi market so they introduce with full confidence.



CONCLUSION

That everyone loves coke despite its use and fall at different stages. Its sweet and sizzling taste the snorting effect and the strategy of using celebrities all is a part of advertising which had enormous appeal. Besides it really happens to give an attraction to a boring meal or snacks. The sports person also enhance the coke's attraction despite the change of taste was because of the added sugar or sweetness but the truth is it was not a failure but I think people were distracted became of the added sweetness because it was a market success shortly when it was cleverly relaunched side by side with the old and new product on the market shelves.

