

**SUMMARY:** In the 21st century the technology is rapidly evolving in everything, which creates more competition, there’re bunches of information over internet which effect the customers as well as the business, customers have difficulty to choose the best products & businesses faces oversaturated markets. To overcome these things, the businesses should have a solid strategy for displaying their products or services to consumers.

**Coca-Cola’s Orientation Towards the Market:** Coca-Cola is world’s leading manufacturer, distributor & marketer of beverage & has various recognizable brands & maintain the top position in industry. The question arise how they maintain the top position. It is because Coca-Cola is different from others, innovative & they consider their Strengths & Weakness as well as they measure the opportunities & the threats. Their goal is to maximize sales, & it change with respect to previous years sale.

**Coca-Cola’s 4Ps:** Coca-Cola spend more money on advertising than Microsoft & Apple. The 4Ps provides them the way to communicate their products to consumers. Mainly to place the appropriate products at right place on right time on right price.

**Product:** Coca-Colas has wide range of different products, which are divided into various categories.

**Price:** The price is adjusted based on market & geographic segmentation & it is standard all over the world. They have pricing strategy & have an eye on competitors pricing as well. They have an agreement with Pepsi to have a balance pricing.

**Place:** They’ve one of the best distribution networks in the world, i.e. “**FMCG”;** Where distribution begins with producer & ends with consumers.

**Promotion:** Coca-Cola uses all advertising mediums. They also make use of **CSR** to gain the public attention.

**Marketing Environment Factors of SWOT Analysis affecting Coca-Cola’s 4Ps:**

**Internal Business Analysis:** Coca-Cola ensures basic internal features in order to achieve its mission & objective. They use SWOT analysis to monitor its internal strength & weaknesses.

**External Business Analysis:** Any change in the external environment can affect the entire business even the economy. It can create threats in the entire marketplace.

**Macro Environment:**

**PEST analysis:** Coca-Cola can be affected by political forces e.g. if there is no stamp of Halal on the bottle, it could be easily banned from all Muslim countries.

Economic force can also affect the production cost if global economic crisis arises.

Social forces can affect as well, because of difference cultures, religious & countries, e.g. they cannot carry out any promotional action during Ramadan. Coca-Cola connect their digital customers via technology who love the same type of music around the world; because Coca-Cola enter to the music industry & they also sell their product through internet as well.

**Micro Environment:**

**Suppliers:** It is for granted that suppliers directly affect, because they provide the raw material to the company.

**Competitors:** it can also affect the business in several areas i.e. Quality, Promotion & Price.

**Customers:** they’ve huge distribution network to satisfy its customers. They also have proper training to the international retailers & food chain for more efficient & profitable business.