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***SUBJECT: PRINCIPALS OF MANAGEMENT***

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***CASE STUDY OF COCA COLA COMPANY***

***INTRODUCTION:***

Coca cola is one of the largest beverages produced company in the world as it runs in all the all cities and villages of the country in the world. Coca cola produced over 500sparking and nearly 3,900 beverage choices in the whole world. As it is said that coca cola is the leading manufacturer, distribute and market in the world. According to Forbes coca cola maintained its place at the top of the food and beverages industry in the world. Coca cola is the most popular beverage in the world history because many of the markets, stores, restaurants uses this company beverages as the cold drinks in the world so due to this the revenue of the coca cola company is very much in the world also the turn over of this company is the highest due to its rapid selling of this product in the world. As it is said that coca cola spends more money than microsoft and apple on its advertising combine of both the companies in order to promote its products rapidly in the world as well as its brand.

***HOW TO MAKE THE BRAND OR PRODUCT POPULAR:***

If the company want to make their products popular theY will used to take care the 4Ps of the organisation which detail is given below

***PRODUCT:***

So coca cola is the most popular beverage in the world due to its good and brilliant taste. It must be stressed that these soft drinks are classified on different various categories such as diet, fruit juice, tea, energy drinks and more. Company’s products preserve their presence in different packaging and sizing. Coca cola is the most famous beverage in the local places of the country due to the popularity and great taste so if the product is not original and duplicate as the fake company also makes these types of beverages but they have different tastes so the that product will get finish very early so we should firstly check that the product we are using is original or not so if yhe product will be good and original then the company will get great profit in the year. Cola product strategy in its marketing mix can be studied by understanding its wide product range.

***PRICE:***

On the one hand, the company follows a pricing strategy based on its competitors, mainly Pepsi. On the other hand, prices depend on growth rate as well as on market opportunities. For instance, Coca-Cola offers huge discounts on bulk purchase. Nevertheless, while the beverage industry is considered an oligopoly (few sellers and large buyers), the dominants Coca-Cola and Pepsi have formed a cartel agreement to ensure a pricing balance. Coca Cola follows a 2nd degree price discrimination strategy in its marketing mix. In the sense they charge different prices for products in different segments. The beverage market is considered to be an oligopoly in which there are few sellers and many buyers. Coca Cola and Pepsi are the dominant players. Coke products are priced similar to that of Pepsi products in that particular segment.

***PLACE:***

Coca Cola being in the market for more than 130 years and operating in more than 200 countries worldwide, it has developed excessive distribution network. The wide distribution network highlights the place strategy in Coca Cola marketing mix. The Coca Cola company produces the beverage using its secret formula and transports it to the bottlers located in various parts of the globe. The bottle shapes and sizes are predefined by the company. The bottlers then fill the bottles with the adequate beverage and then ship it to the carrying and forwarding agents. From there the bottles are transported by road to the stockists, then to the distributors and finally to the retailers from where the final consumers buy the products. Most of the times the goods from the distributors are transported to the wholesalers who distributes these to the retails according to the demand on regular basis. Coca Cola has an extensive distribution channel and its products are available in almost all retail outlets and supermarkets across the globe. In India Coca Cola products are made available across 2.5 million outlets.

***PROMOTION:***

Coca Cola sets the bench mark for advertising and branding. The promotional strategy of Coca Cola focuses on aggressive marketing through ad campaigns using media like TV, online ads, print media, sponsorships etc. Coca Cola engages in the following major sponsorship events like American Idol, BET Network, NASCAR, NBA, NCAA, Olympic Games, FIFA world cup etc. Coca Cola also launches TV advertisements in various national languages across the globe. In India in March 2016, Coca Cola launched “Taste the Feeling” Campaign which seeks out to remind its customers about the joyous and happy moments Coke brings to their lives. He was chosen so as to connect well with the Indian youth. The ads were telecasted frequently across various channels. Special incentives are given to the distributors and retailers for pushing Coke products. Also these retailers are given refrigerators and Coca Cola hoardings for advertising the brand. At supermarkets, special emphasis is given on the shelf spaces to generate more visibility of its products.

***PEST ANALYSIS OF COCA COLA COMPANY***

***POLITICAL FACTORS***

Coca Cola products are at the mercy of the FDA. They must meet regulations, given by the government, to put products on store shelves. Changes in established laws may prevent Coca Cola from distributing drinks. Accounting, taxes, internal marketing, and changes in labour laws can affect Coca Cola in this way.

***ECONOMICAL FACTORS***

Coca Cola products are distributed to hundreds of countries. These countries have different customs, cultures, tastes, and desires. Coca Cola has changed and updated how it handles its products by creating new flavours to accommodate these customers. They have $80+ billion worth of equity. The majority of that comes from the beverage industry. And their income (roughly 70%) is from countries outside the United States. But people are looking for healthy alternative drinks. Coca Cola is making minimal efforts to move in that direction.

**SOCIAL FACTORS**

Coca Cola distributes the majority of its products in cultured countries. And they meet the demands of these customers. In Japan, they created 30 alternative flavours to appeal to Japanese consumers. In China, they are making similar efforts. But in America, people focus on their health. They’re swapping sugary drinks for waters and teas. Because these drinks are better for their health. Coca Cola needs to respond to these needs by creating a product the healthy American public will

Coca Cola is a soft drink empire and serves customers around the world. To supply customers with their soda, they follow strict regulations, adhere to customer demands, and use the best technology available.

***TECNOLOGICAL FACTORS***

Machinery have helped Coca Cola manufacture products in better and higher quantities. Coca Cola has factories in Britain with top of the name machinery to ensure fast delivery times and quality product development.Coca Cola has used social media technology to connect with audiences. When they launched their name campaign — putting real names on their bottles — customers lined up to take photos of bottles with their name on it. These photos trended on social media sites like Facebook, providing social proof and encouraging Coca Cola sales. respond to.

 ***THE END***