

Case Study of Coca Cola's 4P's, SWOT Analysis, Micro & Macro Environment (PEST)

Summary:

In this rapidly evolving technological age, marketing is more competitive than ever. Only a well-structured marketing plan based on solid marketing strategy is foundation of a business plan which constitute the means to reach the marketing goals and achieve the objectives.

Coca Cola is the largest beverage company in the world providing more than 500 sparkling and nearly 3900 beverage choices. Based on **Business Insider**, Coca Cola preserves 3.1 % of all beverages consumed every day around the world and the logo is recognized by 945 of the world's population.

Coca Cola uses a model that optimizes marketing mix components, helping the company to determine marketing options in terms of price, product, place and promotion meeting consumer's demands. So this model that is called 4P's help the company to provide its products to consumers, specifically to place appropriate product, at right price, in the right place at right time.

Coca Cola has the widest range of soft drinks with almost 3900 different products. There are drinks of various categories such as diet, fruit juice, tea, energy drinks and more. These products have different packaging and sizing, however Coca Cola has unique shape always reminds of the brand. Each price of Coca Cola's product is adjusted based on market and geographic segmentation and is standard for all over the world. The pricing strategy depends on competitors (mainly Pepsi) and on growth rate as well as market opportunities. Coca Cola has a large distributing network with its products in almost all retails and big chain markets around the world. They follow fast moving consumer goods (FMCG) where distribution begins with producer and end with consumers. Coca cola uses large investment in advertising campaigns and use cooperate social responsibility in order to gain sentimental benefit on customer's minds. They also exceptional incentives to distributors and retailers to promote the brand.

Coca cola manages internal environment by using the SWOT analysis technique to ensure efficient production process, organizational skills effective communication and distribution networks to achieve consumer satisfaction.

The external factors are micro and macro environment. Macro environment directly affects micro environment of the company. Coca cola applies PEST analysis before SWOT analysis to observe the market. They observe political and legal factors of the market where their products are distributed. They also

deal with economic situation in the region and adjust to the situation. They adopt to the social and cultural aspects of the market and their consumers. They also use technology to sell their product online and are also collaborating with music industry for promotional purpose.

The company is one of the most recognizable and beloved companies in the world. The suppliers of the company play important role by providing resources and raw material to the company. According to the company, a sound, stable and ethical supply are crucial to continued success. Competitors affect the quality, promotion and price of the products. The company also has a huge distribution network in order to satisfy its customers.

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