"Coca-Cola case study Summary"

Coca cola is the largest beverage company in the world, providing the consumers 39,00 beverage choices. Acorrding to forbes Coca cola maintained its position on top of the food and beverage industry and is placed at no 86. Its logo is known by 94% population of the world. Its long term focus has always been on customers needs.

Coca cola spends alot os money on advertising to promote the brand by using a model called 4P's. This model provides the way for the company to communicate its product with the audiences.It has widest range of soft drinks in beverage industry consisting of 3900 products. Pricing depends upon the competitors in the market such as pepsi and is adjusted based on the market and geographic segmentation.

It has a huge distribution network and follows the FAST MOVING CUSTOMER GOODS pattern where distribution begins with producer and ends with the consumer.Coca cola spends significat amout on advertising compaigns such TV, radio print media etc. It uses push and pull strategy to promote the brand. Also give promotional sales to the retailers and ditributors.Coca-Cola uses the SWOT((Strengths, Weaknesses, Opportunities, and Threats) analysis technique to monitor its internalstrengths and weaknesses, which appear to be one of the most complex part ofcompany’s culture

Coca-Cola follows efficient production process, the appropriate organizational skills and effective communication to achieve its objective whch is the 'consumers needs'. External factors such as micro and macro environment can affect the entire bussiness. Any changes specially in the macro environment can create threats in the entire market place. Macro environment is the range of forces that not only affects coca cola's dynamic but also the factors in the micro environment.Coca cola uses the pest anylasis strategy to asses the market. Coca cola products are distributed around the world and specific rules are there to maintain the distribution process and is constantly in check by the government such as if there isnt halal stamps on products in the muslim countries then it will be banned forever.

Economic,social and technological forces plays a huge part in brand promotion , price and also on costumers satisfaction.Economic forces affects the price.e.g: In 2011 1.5L bottle was 0.99 euro while after 11 years the price is 1.80 euro means it got doubled. Social forces are also very important and coca cola has to ensure a level of adaptation according to the cultures in order to gain costumers. Coca Cola has online stores in 200 countries.

The first drink was created in the pharmacy and it now has a whole beverage industry.Suppliers play a huge role concerning the product because they provide resources and raw material to the company.Competitors affect business in pricing,quality and the promotion.Coca Cola has a huge distribution network to satisfy its customers. The company, in order to optimize its distribution network,acknowledges as targeted customers internation retail chains and resturants.s. At the same time, the company provides them a training program for more efficient and profitable entrepreneurship that is called“Customer Development and Training”.