

The coca-cola company conclusion



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BUSTER**

Applying the concepts #2 Coca-Cola has sustained success in the maturity stage of the product life cycle for many years. Visit Coca-Cola's web site ([www. Coca-Colombian. Com/topics/heritage](http://www.Coca-Colombian.Com/topics/heritage)) and discuss how Coca-Cola has evolved over the years. Identify ways that Coca-Cola can continue to evolve to meet changing consumer needs and wants. Coca-Cola's ability to sustain success for many years in the maturity stage of the product life cycle is due to their ability to evolve to meet changing consumer needs and wants.

Product managers cannot simply ride along with or defend their mature product- as it is said, a good offense is the best defense. Coca-Cola realized this long ago and has done much more than ride along with their product. Coca-Cola began in 1886 being sold only as a fountain drink. They sold an average of 9 glasses per day for a while. Then they began selling Coca-Cola in bottles. This had never been done before but showed to be very successful. They then made a unique type of bottle once competitors began bottling their soft drinks as well, so that Coca-Cola customers would be able to distinguish Coca-Cola from the rest.

Coca-Cola was the first truly global brand. They took advantage of the ability to sell their secret syrup to bottling companies. Coca-Cola began advertising with the military during the major wars that America went through, and with African American people during the civil rights movement, showing their ability to change and adapt to the new ways of America. Coca-Cola realized that their consumer's wants were changing, desiring a soft drink with less calories and that was "healthier". They therefore launched their brands Diet Coke, and more recently Coke Zero. They have also created many different variations of their product.

Over the years they have launched Cherry Coke, Lime Coke, Vanilla Coke, and Caffeine-Free Coke, among others. All of this is to show their ability and willingness to adapt and evolve to changing consumer wants and needs. Coca-Cola can continue to meet changing consumer needs and wants by continuing to be ready and able to meet changing consumer needs and wants. Being willing to modify the market, product, and marketing mix. In modifying the marketing mix, Coca Cola must try to increase consumption by finding new users and new market segments for their brands. The Coca-cola Company By Cunningham