

# The coca cola company in nepal



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The market of carbonate in the UK is normally dominated by relatively few companies. These are, in the main, subsidiaries of global corporation such as the Coca Cola Company and Pepsi CO. Moreover, Coca-Cola, BSD and own label alone account for well over two thirds of the carbonates market volume in the UK. The purpose of sale of BSD, In which PepsiCo already has a 10% share, is likely to make one of the these groups even stronger in the UK market.

Mainly, the major brand of Coca -Cola Company is coke or simply Coca-Cola. Other major brands of Coca-Cola UK portfolio contains Diet Coca-Cola, Cherry Coca-Cola, Fanta , Lilt, Sprite, Dr Pepper and Schweppes. Dr Pepper has been on sale in the United Kingdom since 1982, is account to more famous among the young and teenagers peoples in the UK.

The operations of the Company in the UK are categorized among CCE and Coca-Cola Great Britain (CCGB), where CCE is the manufacturer and distributor, likewise CCGB belongs to the brands which have more responsibility in the field of marketing.

The ‘Coca-Cola’ brand has been implemented the global marketing strategy. They are taking into account the whole world into the single market place and uniform marketing strategy was introduced by Coca-cola for many years, at present the trend is changing and various marketing campaigns are being prepared for the development of the Company in different regions of the world. Basically, decisions related to the Business are made on a domestic basis to fit in with the culture and needs of the domestic community. In 1919 Coca-Cola decided to expand its business in the global community. The

Coca-Cola Company decided to take its operations around national boundaries and the research of its marketing was started in USA, china and other many countries of the global world. Due to the successful and efficient marketing research of Coca-cola, it was able to expand its business globally in different places of the global world.

This place is the most popular and historical place in the London. More than 100, 000 people visit it each day. Marketing affects perception of customer. This type of advertisements has direct effect on customer perception from multinational and multicultural tourist in UK. They have different advertisement and different type of product in the base on different demographic and behaviours people. When we compare the coca cola and other carbonate soft drinks advertisements in this time we can get totally different between each other. Coca cola only highlight its name rather than other things, the product promote itself . Coca- Cola brand image and it's perception between the competitors helps to mouth publicity all over the world.

## **Marketing Communication theory and Coca-Cola**

Marketing communication is the systematise relationship between business and its potential market where the marketer assembles a wide and different variety of ideas, message, designs, forms, media shape and colours both to communicate idea to and to stimulate a particular perception of Coca-Cola Company by individual people who have been aggregated in to their target market Coca-Cola use the number of Marketing communication tools for assemble such as personal selling, sale promotion , public relationship and advertisement.(Smith, Berryet al, 1997)

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Coca Cola launched simple wall Advertisement in Rural Area of Nepal. This has one of the simple communications strategies of Bottlers Nepal Limited.

People who live in the rural area t haven't any equipment of media such as TV, FM, Internet and good facilities of transport. Coca cola provides coke freeze to their consumer for selling their own product and they have strongly motivated to sell only their product.

Simple communications models show a sender sending a message to a receiver who receives and understands it. Real life is less simple - many messages are misunderstood, fail to arrive or, are simply ignored.

To be able to market its product perfectly, a company should be conscious with the product life cycle of its product. Normally, the standard product life cycle should have five steps which are development, introduction, growth, maturity and decline. In the case of Coca-Cola it is presently in the stage of maturity, which is supported mainly by the fact that they have a large, loyal group of stable customers.

Furthermore, cost management, product differentiation and marketing have become more important as growth slows and market share becomes the key determinant of profitability. In foreign markets the product life cycle is in more of a growth trend Coke's advantage in this area is mainly due to its establishment strong branding and it is now able to use this area of stable profitability to subsidize the domestic Cola Wars. Insert the picture of the product lifecycle.

Coca-Cola Enterprises, the world's largest bottler of Coca-Cola products which will soon be focused purely on some of the largest but also most

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mature soft drinks markets in Western Europe, is optimistic about the long-term growth prospects for this territory. The group aims to achieve in currency neutral terms: revenue growth of 4% to 6%; operating income growth of 6% to 8%; earnings per share growth in a high single-digit range; and return on invested capital improvement of 20 basis points or more per year.

“ These metrics reflect the solid growth opportunity that lies ahead in Europe,” says John Brock, chairman and chief executive of Coca-Cola Enterprises. “ They exceed our current long-term objectives. We are committed to these financial objectives, and in turn, to creating real value for our shareowners, our customers, and our employees.”

The market share of Coca Cola and it's rival Pepsi might be 50-50 in many parts of the world but when it comes to Nepal, the market share structure would be 3: 1. The factor which needs to be credited for this data of Coca Cola's market share cannot be determined that easily. As far as I know, the factors could be, the management and the quality it has maintained. The company with the largest paper work in Nepal had Bottlers Nepal, the sole distributor for Coke in the second spot. This also proves that the management is good and the quality maintenance needs no description at all.

Coca-Cola set to expand market in Nepal

There were ups and downs in Coke. A couple of years or so, the workers went on for a strike all over Nepal in Bottler's Company resulting the

distribution and production into halt. To worsen this case, this halt was in existence in the peak season which was finally solved.

The year 2008 could be different and nothing is predictable. The number one spot could be snatched by Microsoft in this present age of information technology. If only Coca Cola could come up with some beverage for chilling cold with the same brand, who knows they might still be at the number one spot for the next ten years or so.

The carbonate market in the UK is dominated by relatively few companies. These are, in the main, subsidiaries of global conglomerates such as the coca cola company and Pepsi CO. Indeed, Coca-Cola, BSD and own label alone account for well over two thirds of the carbonates market volume in the UK. The proposed sale of BSD, in which PepsiCo already has a 10% share, is likely to make one of these groups even stronger in the UK market.

The process of communication would be as follows: Message conceived – decision made to send message and reasons why. Message encoded – information for notice and what sort of layout is going to be used etc. Communications medium selected – communication method selected, in this case notice. Message decoded – language and knowledge used to send out the right message. Message interpreted – meaning of notice, recipients' view. Feedback supplied – feedback supplied to sender e. g. opinions, response etc.