

# International business

Business



Task INTERNATIONAL MANGEMENT Introduction Coco cola is the biggest manufacturer of beverage brand all over the world. We wanted to determine its operational strategies in the global environment which has seen many firms defeated while with them, they remained more competitive in the market. To do so, we set up an interview with the marketing manager based in United States for approximately thirty minutes beginning from 3. 00 pm via Skype and here is what we found out.

What competitive strategies does the organization embrace to competition at international levels?

Coca cola has developed various strategies to compete at the international levels. The firm acquires other firms that operate under its umbrella in the new countries. As the manager says, majority of the bottles are not originally made by the company. This reduces the cost of operations as they enter the new markets that make them to offer low priced products to the consumers hence attracting more sales than the competitors (Bradley, 2005). The company also uses well established names in the industry in form of franchising. This makes them to reduce the competition levels in the new acquisitions as the firm establishes on how to become stable in those economies. Coca cola also provides for joint ventures with the established firms. The firms are allowed to have substantial shares by contributing funds which provides the capital for investment and compete in the respective markets.

How do you carry promotion and various price strategy to be relevant in the global market?

From the strategies mentioned above, the company will offer reduced prices for the consumers and the forces of demand and supply will make us more

prices reasonable in the market. While venturing onto the new countries, the organization ensured there was differentiation on the products (Bradley, 2005). This provided a wide consumer choice in the market that attracted more customers to our products increasing our sales on the respective countries. The company also provides unique products with unique logos that ensure customers do not confuse the organization products. The products are then taken through various promotional activities like in the media advertisements, open sales that are used to popularize the products in the market.

What role does various countries affects the supply chain of the company products around the globe?

Many nations do not allow free trade since they always wants to protect the local products. As a result we operate different distributions channels to ensure we exist all over the world. We recruit different organizations inform of franchised distribution channels. These firms are legalized and operate in our behalf to sale our products within the respective countries. There are also bottler firms who are situated in various countries (Bradley, 2005). To break the barriers, we supply them with the liquid chemicals which they sell through their bottles on behalf of our company. These measures help us to reduce high import taxes in many countries and ensure our presence is felt all over the world.

### Conclusion

The company has established various strategies all over the world to ensure its market is a global based. This makes the organization to get more sales around the globe resulting high profits from the industry. However, these profits are too high and makes the firm to acquire large shares of the market

that if no any company comes in to rival them, they may become a world monopoly and will hurt the consumers.

Work cited

Bradley, Frank. International Marketing Strategy. New York: Financial Times/Prentice Hall, 2005. Print.