

Major corporation

Business



**ASSIGN
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Coca-Cola Company Introduction The Coca-Cola Company is an international renowned corporation that mainly deals in soft drink manufacture and circulation. Since the company's inception the year 1886, it has been involved in many charitable activities to enhance its market base as well as give back to the community. This paper discusses the company's strategic alignment of its philanthropic efforts with its core competencies.

Discussion

One of Coca-Cola's core competencies is brand building. The brand is known all over the world and is respected by many people, especially the consumers. The company's logo as well as brand are known by everyone. Building the brand to such a high level took Coca Cola many years. It has launched several campaigns aimed at meeting its philanthropic objectives and to uphold its brand name in the business sector. This therefore means that its philanthropic efforts are aimed at achieving its core competencies. Coca cola has several slogans that are aimed at increasing its potency as well as inventiveness in the commerce industry. The Cola Life project that was launched in the year 2000 was primarily aimed at dealing with the problem of aid supplies. This was of course to the beneficiary countries of the company. The countries that were targeted by this inventiveness were those that had circulation points of the corporation but had financial tribulations hence they could not meet the demand for provision of aid to citizens (Publications, 2003, p. 153).

The corporation has also launched a program in which it intends to fit aid packages into its containers in order to reach out to the poor people in the planet. The operation is being termed as AidPod. This inventiveness is benevolent and Coca Cola is using the aptitude that it has in its core

competencies as a driving feature. The company is also collaborating with a non-governmental organization called Automated External Defibrillator in yet an additional movement that is aimed at enlightening individuals on the HIV pandemic. The two organizations are also collaborating in other initiatives to deal with AIDS and drugs across deprived countries (Publications, 2003, p. 152).

Coca Cola is also involved in initiatives in South America to support young boys and girls who want to join sports. The organization has launched numerous sporting arenas that are mainly targeting youthful people who are below ten years to embrace sports. The company is also involved in campaigns that involve availing water to people. The corporation understands the need of hygienic water because it is the key component in the drinks that it manufactures. Therefore, the company has made sure that the community surrounding its bottling plants gets sufficient water that is clean. Coca Cola has also made sure that the type of water that released to the environment after use in plants is uncontaminated. This is a philanthropic gesture aimed at ensuring that there is no damage to the environment. In addition, the company has also awarded grants to its customers in Atlanta to enhance their daily life activities (Nswa, 2011, p. 1). The corporation adequately addressed matters that affect the community. This is a good way the company has used its core competency to bring out the idea that competition can be turned into charity depending on situations. The concept is very good in bringing up the plight of people who are affected by many issues especially diseases and poverty. The company also has a philanthropic arm that is put in place to meet the everyday predicament of its customers and countries. This is because although the company is

massive, it has realized that it cannot have a healthy and growing business if it ignores the plight of the people around it (George, 2007, p. 1).

Conclusion

In conclusion, the Coca-Cola Company has provided assistance to many communities and made life better for the underprivileged individuals.

Through its many philanthropic ventures, it has maintained a steady input of human resource required to maintain it. At the same time, it has marketed its image, brand and products to billions of customers. This excellent undertaking should be encouraged by countless businesses to portray that they are humane than just mere commercial organizations.

Reference

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