

Coca cola company mission, vision and values



**ASSIGN
BUSTER**

It was 1986, and in New York Harbor, workers were constructing the statue of liberty. Eight hundred miles away, another great American symbol was about to be unveiled.

Like many people who change history, John Pemberton, an Atlanta pharmacist, was inspired by simple curiosity. One afternoon, he stirred up a fragrant, caramel-colored liquid and, when it was done, he carried it a few doors down to Jacobs' Pharmacy. Here, agreed- this new drink was something special. So Jacobs' pharmacy put it on sale for five cents a glass.

Like many people who change history, John pemberton, an Atlant pharmacist, was inspired by simple curiosity. One afternoon, he stirred up a fragrant, caramel-colored liquid and, when it was done, he carried it a few doors down to Jacobs' Pharmacy who all agreed-this new drink was something special. So Jacobs' Pharmacy. Here the mixture was combined with carbonated water and sampled by customer who all agreed- this new drink was special. So Jacobs' Pharmacy put on sale for five cents a glass.

Pemberton's bookkeeper, Frank Robinson, named the mixture Coca-Cola®, and wrote it out in his distinct script. To this day, Coca-Cola is written the same way. In the first year, Pemberton sold just 9 glasses of

Coca-Cola a day.

A century later, The Coca-Cola Company has produced more than 10 billion gallons of syrup. Unfortunately for Pemberton, he died in 1888 without realizing the success of the beverage he had created.

Over the course of three years, 1888-1891, Atlanta businessman Asa Griggs Candler secured rights to the business for a total of about \$2, 300. Candler

would become the Company's first president, and the first to bring real vision to the business and the brand. <http://heritage.coca-cola.com/>

COMPANY MISSION, VISION AND VALUES:

Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.

Our Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization.

Live Our Values

Our values serve as a compass for our actions and describe how we behave in the world.

Leadership: The courage to shape a better future

Collaboration: Leverage collective genius

Integrity: Be real

Accountability: If it is to be, it's up to me

Passion: Committed in heart and mind

Diversity: As inclusive as our brands

Quality: What we do, we do well

http://www.thecoca-colacompany.com/ourcompany/mission_vision_values.html

SUSTAINABILITY:

LIVE POSITIVELY focuses on seven core areas key to our business sustainability, with measurable goals and metrics for the Company and the Coca-Cola system

<http://www.thecoca-colacompany.com/citizenship/index.html>

INOVATION:

Products EquipmentPackagingMarketingMarketplace

Fortified nutrijuice helps fight malnutrition in the Philippines

Introducing plant bottle up to 30% plant- based, 100% recyclable bottle, redesigned plastic, recyclable as ever

Learn about our award-winning video vender.

New plastic bottle crushes conventional thinking about environmental action.

Helping our customers to maintain and grow their businesses.

<http://www.thecoca-colacompany.com/ourcompany/innovation.html>

INVESTORS:

The coca-cola company Finalizes transaction with coca-cola enterprises.

Atlanta, October 3, 2010 – The Coca-Cola Company (NYSE: KO) today announced that it has completed the acquisition of the North American

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operations of Coca-Cola Enterprises (NYSE: CCE) and the sale of the Company's Norway and Sweden bottling operations to CCE. This transaction positions The Coca-Cola Company to more profitably deliver the world's greatest brands and drive long-term value for all shareholders. Steve Cahillane, Muhtar Kent and Sandy Douglas

OUR PRODUCT:

Coca-Cola Zero

Coca-Cola Zero® has been one of the most successful product launches in our history. In 2009, we sold more than 600 million cases globally. Put into perspective, that's roughly the same size as our total business in Germany, one of our top 6 markets. As of September 2010, Coca-Cola Zero is available in more than 130 countries.

<http://www.thecoca-colacompany.com/brands/index.html>

LEADERSHIP:

Since our first soda fountain sales in 1886, we have been a driver of marketplace innovation and an investor in local economies. Today we lead the beverage industry with more than 500 beverage brands — including four of the world's top-five sparkling brands. But while our business opportunities are enormous, our commitment to our consumers and the communities in which we operate is even greater.

Muhtar Kent, our Chairman of the Board and Chief Executive Officer, leads us into the new century with a firm commitment to the values and spirit of the

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world's greatest brand. In our journey to become a sustainable, profitable growth company, our management structure has evolved to sharpen external focus on the marketplace with greater speed, productivity and effectiveness. <http://www.thecoca-colacompany.com/ourcompany/leadership.html>

Financial Statements

The financial information included in this section should be read in conjunction with Management's Discussion and Analysis of Financial Condition and Results of Operations and Notes to Consolidated Financial Statements contained in our Company's 2008 and 2009 Quarterly Reports on Form 10-q and 2008 Annual Report on Form 10-k

As a result of the Securities and Exchange Commission's ("SEC") Rule Release No. 33-9002, "Interactive Data to Improve Financial Reporting," the Company is required to submit Interactive Data as Exhibit 101 (attachment type EX-101) for certain Exchange Act and Securities Act filings. This Rule is effective for the Company beginning with our second quarter 2009 interim financial statements filed on Form 10-Q.

Interactive Data is made possible through the computer language extensible Business Reporting Language ("XBRL"). XBRL offers near real-time access to financial reports, generally within minutes of our Company filing them with the SEC, and provides more flexibility to view and compare data versus traditional HTML filings. With XBRL, investors can create their own customized reports, automatically generating financial ratios, graphs, and charts depicting important information from financial statements.

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Due to the functionality of interactive data filed with the SEC, the Company will no longer provide excel versions of our financial statements on this website. Investors that wish to view an excel version of our financial statements can download the information from the SEC's website at <http://www.sec.gov>.

CURRENT ASSETS

Cash and cash equivalents

\$ 6, 816

Marketable securities

263

Trade accounts receivable, less allowances

3, 139

Inventories

2, 298

Prepaid expenses and other assets

2, 198

TOTAL CURRENT ASSETS

14, 714

INVESTMENTS

Equity method investments:

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Coca-Cola Hellenic Bottling Company S. A.

1, 386

Coca-Cola FEMSA, S. A. B. de C. V.

840

Coca-Cola Amatil Limited

680

Coca-Cola Enterprises Inc.

—

Other, principally bottling companies and joint ventures

2, 410

Other investments, principally bottling companies

441

TOTAL INVESTMENTS

5, 757

OTHER ASSETS

1, 793

PROPERTY, PLANT AND EQUIPMENT – net

8, 425

TRADEMARKS WITH INDEFINITE LIVES

6, 042

GOODWILL

3, 988

OTHER INTANGIBLE ASSETS

2, 384

TOTAL ASSETS

\$ 43, 103

LIABILITIES AND EQUITY

CURRENT LIABILITIES

Accounts payable and accrued expenses

\$ 5, 651

Loans and notes payable

6, 701

Current maturities of long-term debt

461

Accrued income taxes

356

TOTAL CURRENT LIABILITIES

13, 169

LONG-TERM DEBT

5, 017

OTHER LIABILITIES

2, 944

DEFERRED INCOME TAXES

865

THE COCA-COLA COMPANY SHAREOWNERS' EQUITY

Common stock, \$0. 25 par value; Authorized – 5, 600 shares

880

Capital surplus

8, 021

Reinvested earnings

38, 911

Accumulated other comprehensive income (loss)

(2, 893)

Treasury stock, at cost

(24, 207)

EQUITY ATTRIBUTABLE TO SHAREOWNERS OF THE COCA-COLA COMPANY

20, 712

EQUITY ATTRIBUTABLE TO NONCONTROLLING INTERESTS

396

TOTAL EQUITY

21, 108

TOTAL LIABILITIES AND EQUITY

\$ 43, 103

Note:

The financial information included in this section should be read in conjunction with Management's Discussion and Analysis of Financial condition and Result of notes to consolidated financial statement contained in our company's quarterly report on form 10 -q and 2008 annual report on form 10-k.

The Coca-Cola Company and Subsidiaries
Condensed Consolidated Statements of Cash Flows
(UNAUDITED)

(In millions)

Three Months Ended

April 3, 2009

OPERATING ACTIVITIES

Consolidated net income

\$ 1, 359

Depreciation and amortization

283

Stock-based compensation expense

53

Deferred income taxes

(20)

Equity income or loss, net of dividends

(3)

Foreign currency adjustments

42

Gains on sales of assets, including bottling interests

(5)

Other operating charges

74

Other items

100

Net change in operating assets and liabilities

(1, 010)

Net cash provided by operating activities

873

INVESTING ACTIVITIES

Acquisitions and investments, principally beverage and

bottling companies and trademarks

(179)

Purchases of other investments

(6)

Proceeds from disposals of bottling companies and other investments

37

Purchases of property, plant and equipment

(467)

Proceeds from disposals of property, plant and equipment

7

Other investing activities

9

Net cash used in investing activities

(599)

FINANCING ACTIVITIES

Issuances of debt

5, 758

Payments of debt

(3, 001)

Issuances of stock

10

Purchases of stock for treasury

—

Dividends

(950)

Net cash provided by financing activities

1, 817

EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS

24

CASH AND CASH EQUIVALENTS

Net increase during the period

2, 115

Balance at beginning of period

4, 701

Balance at end of period

\$ 6, 816

Note:

The financial information included in this section should be read in conjunction with Management's Discussion and Analysis of Financial Condition and Results of Operations and Notes to Consolidated Financial Statements contained in our Company's 2009 Quarterly Report on Form 10-Q and 2008 Annual Report on Form 10-K.

CONCLUSION AND RECOMMENDATION:

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We are required to file with the Securities and Exchange Commission, and to publish on our website, our Annual Report on Form 10-K, which discloses the Company's annual financial performance. To ensure the trust of our people, those with whom we do business and our other stakeholders, we publish a variety of reports annually regarding our performance in various aspects of our business, not just financial performance. These reports reflect, among other things, our performance and accomplishments in the areas of product safety, quality and integrity, marketing and innovation, community support, workplace rights and protecting the environment.