

# Coca cola research paper

[Business](#), [Company](#)



It is a fact that Coca-Cola Company is the largest beverage company in the world, offering more than 500 different sparkling brands to their customers. Today the company portfolio includes 20 billion dollar brands featuring Sprite, Fanta, Simply, Vitaminwater, Del Valle, Diet Coke, Minute Maid, and, of course, Coca-Cola. Now the company is the number one provider of the most popular sparkling beverages, juices or juice drinks, and ready-to-drink coffees.

Thanks to the biggest beverage distribution system, the customers from more than two hundred countries are free to enjoy the famous taste of The Coca-Cola Company's beverages. It is estimated for about 2 billion servings per day, which means more than 20 thousand beverages per second. It is a well-known fact that the company is promoting the enduring commitment, focusing on the raising of the sustainable communities. Besides, the Coca-Cola encourages the initiatives to lessen its environmental footprint, focuses on supporting healthy and active lifestyle, creates inclusive and safe working environment for its partners and employees, and enhances the economic growth in the countries wherever it operates. It is fascinating that the studies have demonstrated that Coca-Cola appears to be the most admired and also the best-known brand all around the world. Moreover, " it is documented that " Coca-Cola" is the second-most widely understood term in the after " okay". " (" A Short History of Coca-Cola Company)

It is always interesting to remember the history of Coca-Cola Company. It is a fact that company was founded in Atlanta, Georgia in 1886. " The pharmacist John Pemberton created the soft drink Coca-Cola by combining soda water, lime, cinnamon, coca leaves, and Brazilian shrub weeds." (Ford, Stephens,

and Cooper 2) It should be mentioned that the modern name for the brand “Coca-Cola” was actually proposed by Pemberton's partner Frank M. Robinson, who has suggested his own handwriting of the logo. In 1891, Asa Chandler has succeeded to purchase the famous Pemberton’s recipe and turned the company into the brand, that is popular all around the world as it is now. It should be pointed out that the first advertising for Coca-Cola drink appeared on the pages of national magazines in 1904. By the way, that year the annual sales of the corporation hit more than 1 million of gallons. Furthermore, Cuba, Panama, and Canada became the first countries outside of USA to bottle Coca-Cola beverages in 1906. Later, in 1919, Ernest Woodruff has bought the corporation for twenty five million dollars and then turned it over his son in 1923.

Speaking about the main mission of Coca-Cola presented on its official website, it is important to notice the goal to inspire the moments of happiness and optimism with the help of their beverages and actions, to refresh the spirit, body, and mind of the whole world, to make a difference and to create values. (Staff) In order to archive their missions, the Coca-Cola company developed a set of five goals. They include people (inspire each other to become the best by providing the most amazing working places), portfolio (offer the whole world the portfolio of the drinks and brands that satisfy people's needs and desires), partners (develop the real winning network of the partners and support the mutual understanding and loyalty), planet (be responsible global citizen who makes a difference by assisting to support and build the sustainable communities all around the globe), profit (maximise long-term profits to their shareholders and be attentive to the

general responsibilities), and productivity (keep being fast-developing, and, and effective corporation). (Staff) The corporation also shares seven essential values and builds its cooperation and relationships with them.

These values are published on their official website as well: integrity (to be real), passion (to be committed in mind and heart), leadership (means the courage to form the better future), quality (what they do, they do it well), diversity (as inclusive as their brands), collaboration (leverage collective genius), and accountability (it means that if it to be, it is up to me).

It is significant to point out four main strategic objectives and challenges of the Coca-Cola corporation. First of all it is increasing the revenue streams from all possible fronts, which is possible to archive in case the company will expand its geographic spread. Developing the business on the new territories and presenting more brand-new beverages appears to attract more customers, which is essential for the sustainable growth of the corporation. Secondly, the Coca-Cola corporation deeply considers the raising awareness about healthy lifestyle and, under these circumstances, the company is going to develop new low calorie cola beverages, and adapt the beverage standards of the different countries. Thirdly, the company is always developing, as there is no doubt that it is going to be spread in more countries. That is why Africa and the Middle East appear to be the markets to work on right now, due to their significant potential. Fourthly, the corporation cares about the diversification of its products. " The company has reduced its reliance on carbonates and has strong brands in both bottled water and fruit/vegetable juice." (" Coca-Cola Co, The in Soft Drinks" 9)

In conclusion, it is possible to suggest that the Coca-Cola corporation is

developing in the proper way and there is no doubt that it will continue to be the number one provider of the world famous drinks to the billions of clients. With the help of its excellent client value management, operational potential, great channel marketing, and business partners the corporation is able to support its sustainable growth and popularize its values all around the globe.

## **Works Cited**

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