

Matrice swot of coca cola

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Internal| * Strengths1/ partner with big companies (Mac Donalds)2/ Excellent strategy3/ Diversified production lines4/ Unique taste5/ World's leading brand | * Weaknesses1/ Product not healthy2/ The target group of the CC company are mainly younger people. / Taste differentiation4/ Sluggish performance in North America5/ lack of popularity of many Coca Cola's brands| External| * Opportunities1/ advertise it's less popular products2/ Acquisitions3/ buy out competition4/ It can to provide food in the future5/Growing Hipic| * Threats1/ New drink competitor have appeared gradually2/ Intense competition (ex: Pepsi)3/ legal issues4/Dependence on bottling partners5/ The economy nowadays is depressing actually, and the poor economy may affect the consumers to purchase good| Strengths| Weaknesses| Oppor-tunities| S5/O5. Knowing that Coca-Cola is a brand leader in his market; it will be easy to continue to have a growing market in South America. S1, S2, S3, S4, S5/O2, O3, O4. It may also invest in the creation of food and continue to buy the competition and gain new market. All of this because coca-cola has a unique taste, it is followed by contacts (like MacDonald), his strategy is great and it has a diversified production lines. | W1/O3. Like everybody knows, Coke is not really good for your health. However everyone knows that Coca-cola was originally sold in pharmacies for stomach ache. Maybe that Coca-Cola could buy the competition, which is not tarnished by this reputation. W2/O4, O5. Even if they are young people who are targeted by coca cola, by exploiting new markets and new products, coca-cola can expand his target, as if they provide food. W4/O5. I think that these tests have to be performed in a country growing for coca-cola (ex:

Hipic) before embarking on a stagnant market (North America)| Threats| T1, T2/S5, S3 .

Although recently many competitors appear. Coca cola is the worldwide leader and can buy them, crash them, or ignore them. This is not the case of Pepsi who is already too big, and then why not plays on the diversification of the products of coca-cola (many different products) which is not the case of Pepsi. T3, T4/S2. As regards the jurisdiction, they could still and always try to improve them strategy, which is already excellent, it is the same thing for such bottling partners. T5/S2.

As for the world economy, it is less important, being the world leader and with an excellent strategy, I can continue to win customers. | T1, T2/W5. To bring down the new competitors on the market, coca cola have to show all the drinks he offers, as many are ignored and coca-cola has the budget for put these drinks forward. This will permit at coca-cola to be apart from other major competitors such as Pepsi etc ... T3/W3. Legal problems are present, knowing that coca is not developed in regard to health.

For this strategy (already good) coca must to be improved, and do not forget that a wide range of product is already present in coca-cola by passing of coca zero until coca light. T4/S5. In terms of bottling partners, this must be a part of the strategy of coca-cola who is world leader and who has the capabilities to invest in bottling, the question is: it is worth the trouble it? T5/W5. About the economic crisis, I think Coca-cola is a global leader, so he has just to try to conquer new markets such as South America and to develop his others annexes brands who miss of popularity|