

Diet coke and coca- cola



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Coca-Cola is a company that is found in almost every house in the world one other thing is to strive not only to make profits but to be as a leader in diversity. This article will show you some of the reasons why Coca-Cola has made huge profits actually both, and became a leader in diversity through the use of globalization; technology, innovation, diversity and ethics for become one of the largest companies In the world. Internal and external factors, and how they affect the four functions of management (planning, organizing, leading, and controlling).

There are several internal and external factors to consider such as Coca-Cola continues to produce and achieve their successes and their effects on the functionality of the company. Serving as the largest manufacturers of soft drinks in the world Coca-Cola takes into account many factors to remain one of the largest name brands today. Internal Factors Management functions in Coca-Cola are essential to the continued success of the company. The different levels of management must plan the daily routines of production and organize different tasks or last minute duties for employees to perform.

The different levels of management should have a good sense of direction and control perspective areas in case of conflicts, misunderstandings or HCl ups that can arise from within. Examples of situations and techniques to solve these situations can be, employees with special skills required certifications have kept up to date or setting end of the month goals to strive for between different employee section and finding ways to continue to improve each month. (Bateman. T _ S. , & Snell, S. A. (2011). Management: Leading & collaborating in a competitive world (9th Deed. . New York, NY: McGraw-Hill Irwin.) External Factors One of the few external factors that can

affect the four functions of management of the company is marketing.

Marketing involves planning and organizing events, in addition to publicizing the company's products to consumers through advertisements. With the ongoing battle over obesity problem in the United States, has become a challenging task for the company to sell its products as the population is turning to healthier food and eating habits, produces Coca-Cola Coke Zero.

Thus, the company continued to generate income while still catering to the population looking to be on the healthier side when drinking sodas.

Considering current trends, constantly changing government regulations, and the exploitation of new technology features could prove to be beneficial for the management of the company, both internally and externally.

Moreover, products keep changing to accommodate the consumer way of healthy eating and dietary habits. (Bateman, T. S., & Snell, S. A. (2011).

Management: Leading & collaborating in a competitive world (9th ed.). New York, NY: McGraw-Hill Irwin.) Factors affecting the four functions of

management. Technology Technology now plays an important role within large corporations, and this is no different in the Coca-Cola Enterprises (ICE).

They are also finding, and make good use of creative forms of new technology in the business to reduce overhead and increase profits. One of the most important forms of technology Coca-Cola has used is the use of route optimization system called SHORTER, through a company called ROUTER.

What makes this software is to optimize the logistics of the acceleration and the organization of the delivery process, create a better working condition and streamline the process for delivery drivers. The reason for this can be

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assumed as the ICE uses the most important, is that, regardless of the technology used in manufacturing the product, which would be useless if they could not effectively deliver the product. The software also plays a role in the management process and the four functions of it.

Considering ICE objectives is to provide customer service as a world class, optimize labor and assets, reduce the consumption of natural resources and provide their employees with a productive work day, but realistic (Kant, Jacks, Antes, 2008, p. 40-50), the use of this new technology helps administrators easily and effectively plan, organize, direct and control the company. To put simply, technology certainly has a positive effect on management functions, making things work more complete and defined.

Diversity According to Coca-Cola Journey Homepage The Coca-Cola Company (2013), The Global Diversity mission is to reflect the rich diversity of the markets we serve and be recognized for his leadership in diversity, inclusion and Fairness in all aspects of the business, including the workplace, the market, suppliers and community, improving the company's social license to operate. Coca-Cola is proud to value diversity as the core of your business and strives to create a work environment that provides all employees equal to information, development and opportunities.

The diversity goes beyond policies and practices, which they profess, and also ensure diversity is an integral component of the company's vision of its future. With the building of a diverse workforce, Coca-Cola hopes to influence its team, creating a rich diverse workforce and talented (Coca-Cola Homepage Journey: The Coca-Cola

Company, 2013). Considering Coca-Cola operates globally, it is critical for Coca-Cola to understand, accept and act in a multicultural world as a business leader.

Through the efforts of Coca-Cola in planning and organizing a diverse workforce, this will help them long-term sustainability and its ability to meet strategic objectives. Coca-Cola recognizes the value in including their partners in the process of building their practices in diversity, inclusion and equality, which encourages leadership to embrace diversity and set an example for all employees. Feedback was solicited through surveys and through participation in enterprise resource groups and educational programs.

Through these groups, the associated current problems found in the workplace and work to solve them through the integration of the best practices that support diversity, consistency and fairness for all employees (Coca-Cola Homepage Journey : The Coca-Cola Company, 2013). Ethics Coca-Cola Company is a company where ethics is administered by the Board of Directors. The purpose of public affairs and diversity review team is to ensure that the board fulfills the responsibilities for any position of the company has a corporate social responsibility.

They also handle important public issues. This committee can not consist of less than three members of the board. This board must assess the social, political and other in the environment. A review of how the company is doing in terms of their goals to be more diverse and be more of an equal opportunity employer. Human rights and labor are reviewed to ensure that

they apply in the workplace world wide. The presentations are made annually on how the company is doing in ethics and labor rights. Efforts to promote public policies have to be within the policies and values of the company.

Charitable contributions are made by impasses Coca Cola and are reviewed annually as well. Corporate codes of conduct for the Coca have strong ethical standards. They show what is expected of each and managers and how each one has to maintain a level of business integrity, financial records, and the use of information and company assets. It is the responsibility of the administrator to ensure that their employees fully understand the code of conduct and company policies. For employees who want more of an understanding of the ethics policy that Coca Cola has, can call the local office of ethics, management, or ethics website.

Globalization Coca Cola has this as one of there core pillars as one of the main parts. This has been a great success Tort coca cola Day globalization teen Delve Tanat Day 2020 ten world Is going to be more open borders and they have a strategy to double Coca-Cola's revenue in coming years.

Conclusion Any company can start up and make a profit, but without the previous key elements they will not become a cooperate giant as like Coca-Cola. One of the biggest factors and one that Coca-Cola recognized early was Diversity a company cannot get in and tat on top of the world market without adapting to and building upon diversity.