

Coca-cola company management

Business



Headquartered in the USA, the Coca-Cola Company is the largest beverage processing and manufacturing multinational company in the world. ¹ In addition to Coca-Cola, arguably the most popular beverage brand in the world, the company also markets four other leading soft drink brands that include Sprite, Fanta, Krest and Coca-Cola light. Coca-Cola Company also markets other types of beverage products ranging from soft drinks, diet drinks, mineral water, juices, to sports drinks. According to the company's website, Coca-Cola commands the largest distribution system in the world, with distribution channels that p over 200 countries worldwide.

Jordan is one of the many countries in the world that host bottling plants of the Coca-Cola Company. The Coca-Cola Bottling Company of Jordan is a privately owned multinational company that operates as the exclusive provider of Coca-Cola bottling services and brands in Jordan. Established in 1993, the Coca-Cola Bottling Company of Jordan is a limited liability company managed through a well defined corporate governance system composed of rules and guidelines for controlling and determining overall performance of the organization.

The Coca-Cola Bottling Company of Jordan is run through a centralized decision making system that is based on a hierarchical structure. The Managing Director is the Chief Executive Officer of the company and he works closely with other Executive Directors of the company. The Executive Board is the top decision making body of the organization and is responsible for developing and monitoring the deployment of strategic plans, marketing plans, annual operating plans and budgets. ⁴ 1. Middle East Business

Information, (2007) Coca-Cola Bottling Company of Jordan. Retrieved on April 24, 2008 from <http://www.zawya.com/cm/profile.cfm/cid1001721/>

2. Middle East Business Information, (2007) Coca-Cola Bottling Company of Jordan. Retrieved on April 24, 2008 from <http://www.zawya.com/cm/profile.cfm/cid1001721/>

3 Coca-Cola Bottling Company of Jordan, Company Profile (2007) retrieved on April, 24. 2008 from http://www.efesinvest.com.tr/english/yatirimci_iliskileri/pps/Efes%20Invest-teleconference-September%202005.pdf

4. Coca-Cola Bottling Company of Jordan, Company Profile (2007) retrieved on April, 24. 2008 from http://www.efesinvest.com.tr/english/yatirimci_iliskileri/pps/Efes%20Invest-teleconference-September%202005.pdf

(2007) retrieved on April, 24. 2008 from http://www.efesinvest.com.tr/english/yatirimci_iliskileri/pps/Efes%20Invest-teleconference-September%202005.pdf

5 Each of the functional departments has clearly defined responsibilities, accountability and authority.

With a total of 650 employees, the administration of the Coca-Cola Bottling Company of Jordan is made up of several departments that have been designed to compliment each other. The departments include the sales and marketing department, logistics department, human resource department, customer care department and finance department. 5 Each of the functional departments has clearly defined responsibilities, accountability and authority.

The factory and plant of the Coca-Cola Bottling Company of Jordan are situated in Madaba area in the capital city of Amman, with branches in Aqaba, Irbid, and Karak. Introduction

Riwa drinking water is a Coca-Cola brand of drinking water that was launched in Jordan in February 2007. 6 According to the company's press release, Riwa drinking water is purified non-carbonated and contains expertly balanced minerals elements that include sodium, iron, potassium,

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sodium, fluoride, magnesium, sulphates, bicarbonates, chlorides, nitrates, sulphates, silica and chlorides. 7 The product comes in 500ml 24 bottle packs and 1.5 litres 6 bottle packs. According to Coca-Cola company website, the launch of the product was in line with the company's strategy to offer wide ranging varieties of beverage drinks as possible.

The objective of this analysis is to evaluate the marketing of Riwa Water in Jordan and how the marketing relates to the key aspects of political, environmental and economic environment in Jordan. An understanding of the industry plays an important role in demonstrating the environment in which a business organization operates (Porter, 1980). 5. Coca-Cola Press Release, (February 27 2007), Coca-Cola Launches ' Riwa' Water, retrieved on April 24 2008 from <http://www.ameinfo.com/111995.html> 6. Coca-Cola Press Release, (February 27 2007), Coca-Cola Launches ' Riwa' Water, retrieved on April 24 2008 from <http://www.ameinfo.com/111995.html>.

7. Coca-Cola Press Release, (February 27 2007), Coca-Cola Launches ' Riwa' Water, retrieved on April 24 2008 from <http://www.ameinfo.com/111995.html> 8. Coca-Cola Press Release, (February 27 2007), Coca-Cola Launches ' Riwa' Water, retrieved on April 24 2008 from <http://www.ameinfo.com/111995.html> In analyzing the industry that defines the business prospects of the Coca-Cola Bottling Company of Jordan, the main areas of focus constitute the market size and product life cycle.

The market size is an important factor that determines the scope of the potential market for the Riwa water brand of the Coca-Cola Bottling Company of Jordan. 9 The utility market for Riwa water consists of all

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consumers who utilize the water brand within Jordan and around the world. According to the company's website, the Coca-Cola Bottling Company of Jordan has been successful in creating a base for meeting the challenge of full competition in the Jordanian mineral water and soft drinks market.

As for the product life cycle, the beverage and soft drinks industry is a relatively pragmatic industry that is undergoing constant technological innovations and advancements. The market capitalization of the beverage and soft drinks industry has undergone tremendous evolution in the 21st century. 11 This analysis evaluates the impact and relevance of micro environment and macro-environment aspects of the external marketing environment that characterize the Coca-Cola Bottling Company of Jordan.