

As happiness was
short-lived with the
introduction



As compared to other manufacturers of carbonated drinks, the Coca Cola Company is one of the most recognized companies globally. Prior to the present state, where the company manufactures many brands including Coca Cola, at its time of discovery the company never existed, but rather what existed was a coca wine, its discoverer John Pemberton had branded Pemberton French Wine Coca. Pemberton was an Atlanta, Georgia based pharmacist, who will remain in Coca Cola's books of history, because he invented the original Coca Cola original formulation. To be where it is, the company has undergone a series of transformations and struggles, in terms of both products and management, it being a company that believes in product innovation and quality. Presently, the Coca Cola Company commands the biggest market share of the beverage industry, it being one of the most consumed drinks globally, with no cultural boundaries (Coca Cola Company 1). The history of coca cola backdates to 1886, when John Pemberton formulated the first form of the syrup that gave birth to the present world leading non-alcoholic beverage producer. After proving that the syrup was safe for human consumption in Jacob's pharmacy, Pemberton through support from his bookkeeper Frank Robinson started to market the new drink. Although the main source of its name was from its two main ingredients kola and cola leaves, the first formulation had other constituents namely: cane sugar syrup, sugar syrup, and caffeine.

Pemberton's happiness was short-lived with the introduction of the prohibition law in 1886; hence, forcing Pemberton to change the composition of his formulation, by removing all traces of alcohol. Coca cola gained popularity among the American citizenry, as most individuals believed that it was a

remedy to many health complications, for example, severe headaches, impotence, dyspepsia, and morphine addiction. In an endeavor to increase its popularity among the American citizenry, Pemberton called the new modified non-alcoholic drink Delicious and refreshing, followed by the first sponsored media advertisement in the Atlanta Journal in May 29th, 1886. Although he made many efforts to excel in his endeavors, the first year was a blow to him, because his sales totaled to \$50, a figure that was less by \$20, of the total incurred expenses (Coca Cola Company 1).

In 1888, because of the dismal performance of his company, Pemberton traded some rights of the company to Asa Candler, a fellow pharmacist. Later on the same year, he traded some of his rights to more businesspersons namely Mayfield, Murphey, Bloodworth, and Mullahy, a fact that made his son Charley to start selling a modified form of the Coca Cola product. The transfer of ownership marked the onset of the present leading beverage producer Coca Cola Company, because in 1892, through support from Frank Robinson, Chandler registered the Company. Although he had sold some rights of the company to other businesspersons, to him the brand name Coca Cola belonged to his son, although he permitted other stakeholders to use the name. After his death in late 1888, because of the brand ownership problem, during summer 1888, Candler sought to trade his shares, a case that failed leading to a legal battle with other stakeholders. His control of the company faced many problems, for example, in 1914, through proving that Candler has forged Pemberton's signature, Dozier sought to overthrow him from the top company leadership position.

This led to many legal cases and leadership changes in later years, although the company remained strong (Bhateja 1). On the other hand, to increase the company's publicity, Candler adopted a new advertising and marketing strategy that involved the use of flyers, posters, and murals, which he intended to spread in all American markets. Because of the expanding market, the company started selling its bottled products in 1894, and later on in 1955, the company launched its canned products into the market.

In addition, taking advantage of the gained publicity, increased sales and gaining of distribution rights in 1899, the company was able to construct its first manufacturing plants in Dallas and bottling plants in Mississippi and Vicksburg. The construction of bottling companies led to the first appearance of the straight-sided bottles in 1916, although later on to avoid copycats, through contracting an Indian design company, Root Glass, the Company was able to unveil the Contour-shaped bottle. With the emergence of the bottled soda and increased bottling plants, the soda fountains and ice cream salons, which were main sellers of Coca Cola, disappeared hence, increasing the popularity of the bottled products.

To add to the original formulation, Candler nourished the old formulation with five ounces of the cocaine, in every gallon of the original syrup, although later on in 1903, the process stopped, making the drink to have a pure coca flavor. Contrary to Candler's expectations, the changes in flavor reduced its sales, as most consumers preferred the original formulation. This made the company to re-adopt the old formulation in manufacturing its products, leading to the new name of coca cola products namely "Coca Cola Classic" (Solar Navigators 1). In 1923, the company launched the new six-

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pack carton box and Because of military actions of 1940's, and in an endeavor to expand its international market, the company started to build more plants in other nations, for example, France, Belgium, Spain, South Africa (Bellis 1-2). To meet all consumers' demands in 1960's and early 1970's the company, introduced varying package sizes, for example, 10 and 12 ounces packets, and new brands, for example, Fanta, Minute Maid, Tab, Mello Yellow and Sprite. Later on in 1980's the company introduced diet coke and cherry coke hence, further expanding its market share.

Recent developments of the company include the bringing into the market of new products; for example, coca cola zero ad Dasani water (in 2005), and diet coke plus (2007). Other developments include the reverting of the name Coca Cola classic to the original Coca Cola (in Canada in 2007) and in Southeastern Asia (in 2009), and resuming of business in Iraq (in 2005), after the war had (Coca Cola Company 1). In conclusion, the coca cola company has undergone tremendous changes since its discovery both in its leadership and in products to where it is. One primary factor that has contributed to its present state is its primary goal of meeting all society needs. This is evident as the company not only engages in business activities, but it also actively participates in community programs, for example, sports and charities. Another factor that has greatly contributed to its success is the hiding of the identity of its concentrate. All global Coca Cola bottling plants have to obtain the concentrate from the company's headquarters in Atlanta for their manufacturing purposes.

Works Cited

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