

The coca – cola product

Business



Known to manufacture and distribute non-alcoholic and carbonated beverages, Coca-Cola Bottling Company, which is now known as Coca-Cola Bottling Company Consolidated in Charlotte North Carolina, started at Atlanta in 1886. CCBCC also manufactures bottled water, teas, sports drink, etc. The other branches of this company are dispersed at South Carolina, Alabama, Tennessee and other parts of North America.

Coke is a trademark product of this company and has been distributed all throughout the world. It is very trivial where and how this drink has started. According to some historical accounts of CCBCC, the carbonated drink was first introduced as a fountain drink and was not commercially produced as canned or bottled. It was just when Mr. Harrison packaged this product that people became aware of its commercialization. To promote the product, many advertisement programs in radio, television and newspapers were made and had contributed to the fame of Coke.

Famous personalities like Bill Gates had been a part of the continuing recognition of the said product. And since its production begun a century ago, there are jingles of Coke that are still remembered now like " When the Holidays Come Along"(with the lyrics, ' whenever there's a coke there's always a fun...), " The Bee Gees Coke Commercial", " Have a Coke and Smile" (produced on 1981) and a very recent commercial aired last year, " The Coca-ColaHappinessFactory".

Mr. J. Frank Harrison III, a descendant of Mr. Harrison way back in 1902, is currently the Chief Executive Officer, Chairman of Executive Committee and Chairman of Finance Committee of CCBCC. Also, Mr. Steven D. Westphal acts

as the Chief Finance Officer and joins the executive committee of the company. Moreover, Coca Cola Enterprises Incorporated shares in owning CCBC and is said to have 1000 shares as of August 2007.

Under the Beverage - Soft Drinks Industry, CCBC is the top grosser on stocks among Pepsi Company Inc., Cadbury Schweppes Americas Beverages, Groupe Danone World Water Division, and other companies providing the same product as of the present. As of August 31, 2007, CCBC sells Coke at an average of \$58. 67. From the recent quarterly reports of the company, it is stated that it has a net income of \$11. 7 million as of July 1 2007.

This is higher than the calculated quarterly net income of April 2007 which was \$4. 7 million, more than a hundred percent increase on net income. The reports for the stockholders also said that there is a one percent increase on the net sales of the product that was from the decrease in the selling price of bottles/cans. Also, the charts and graphs presented for the evaluation of the sales and production of Coke on July 2007 stated that it has increased its selling price compared to the past months.

Since there are still products emerging from this company and their bottling capacities are of good quality (as they claim it), I think that in the future Coca-Cola Bottling Company Consolidated will still be a big influence in the Food Industry, especially in the beverage - soft drinks sections. By looking on the reports passed to the stockholders (which I think Coca-Cola Enterprises Inc. owns), it will have a progress for the years ahead bearing the quarterly increases on the incomes and the people who patronizes coke.

Constant observation and evaluation of the company's performance, the improvements and modifications for the product can be done for a more successful path in the economy. Indeed this product will still be a boom for the next generations. The red truck carrying loads of Coca-cola products will still roam around vicinities in the countries, and Coca-Cola will still rock markets and stocks.

Coca-Cola Bottling Co. Consolidated (COKE). 2007. Yahoo! Finance. September 2, 2007.

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