

This coca cola is the primary globe business essay

[Business](#)



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INTRODUCTION

The purpose of this report is to analyze the present state of the Coca-Cola company in the beverage industry. This Coca Cola is the primary globe's soft drink maker operating over 190 nations and possesses over 500 brands with non-alcoholic beverages. Coca Soda is one of the most famous beverage in the world, which might be well comfortable between buyers. Coca-Cola products which gave the planet their best-known taste was born in, Georgia, in 1886. Coca-Cola is the world's leading beverage company. Coca Cola is launched by John Syth Pemberton, he invented and developed the syrup(caramel coloured) in a three-legged metal pot inside his garden backyard. Initially he distributed the syrup to Jacob's Pharmacy. Early growth was an enormous achievement. Coca-Cola evolved into the actual world-famous company it truly is right now. The first Coca-Cola has been described as refreshing and delicious. . This company usually perceives the buyers tend to be top priority . It's a substantial organization that has preserved a stable natural environment. For more than 127 years the corporation has created an exclusive satisfaction intended for large numbers & millions of individuals. Just as almost every other companies, Coca-Cola always try to

improve their profits while maintaining a long term development in the beverage industry.

Literature Review

Founded in 1886 in Atlanta, Coca-Cola Company is the world's leading manufacturer, marketer and distributor of nonalcoholic beverage concentrates and syrups, used to produce more than 230 beverage brands. It is also the world's most inclusive brand and company. It has already ventured regionally out of Atlanta to other states of United States since the late 19th century and its signature contour bottle was first manufactured in the early 20th century to distinguish themselves and assuring the genuine Coca-Cola. Though the company grew rapidly and roared into some European countries during the 1900s, its presence worldwide grew swiftly only after World War II. Year after year, the company has been discovering new foreign markets to bring higher profits as to fulfill its ultimate obligation to provide consistently attractive returns to the owners of the company and to enlarge its customer base in order to achieve economies of scale. Due to strong competition with Pepsi-Cola, Coca-Cola wants to reduce its dependence on United States market, which is their similar domestic market, as to reduce its risk and increase its global market share by going international. Presently, the company has already reached six billion consumers in nearly two hundred countries. Coca-Cola Company has been very successful in international marketing effort. Aggressive advertising, branding and market segmentation have played an important part in the success. It has portrayed itself as fun, playfulness, freedom, lifestyle and the international appeal of Coca-Cola was embodied by a 1971 commercial,

where a group of young people from all over the world to a hilltop in Italy to sing " I'll like to buy the world a Coke". The company has been sponsoring big events, like Olympics, Sea Games, FIFA Cup, and International Film Festivals all over the world to create awareness, credibility and to brand itself as world-class company. It also makes big donations to organizations, charities and involvement in the communities. These activities have aided Coca-Cola in creating a positive image and consumers' perception toward the company. Though the company makes the world its target market, segmenting by diverse consumer preferences would still required to help Coca-Cola to serve the consumers better. As different segments of different countries have various preferences or cultures, Coca-Cola tried to expand with new flavors, brands and even reduced the sugar contents in its Coke, to suit all the different segments. This often increases the acceptance of new drinks that are specially designed for them. Coca-Cola entered foreign markets in various ways. The most common modes of entry are direct exporting, licensing and franchising. Besides beverages and their special syrups, Coca-Cola also directly exports its merchandise to overseas distributors and companies. Other than exporting, the company markets internationally by licensing bottlers around the world and supplying them with the syrup needed to produce the product.

HISTORY

The Coca Cola Company has given the world its known taste since May 8th 1886 in Atlanta, Georgia. It is produced by The Coca-Cola Company of Atlanta, Georgia, and is simply called as Coke. Coca-Cola was invented by Dr. John Pemberton, an Atlanta pharmacist. He mixed a

combination of lime, cinnamon, coca leaves, and the seeds of a Brazilian shrub to make the fabulous beverage. Coca-Cola debuted in Atlanta's largest pharmacy, Jacob's Pharmacy, as a five cent non-carbonated beverage. Later on, the carbonated water was added to the syrup to make the beverage that we know today as Coca-Cola. It's a carbonated soft drink sold in stores, restaurants, etc Coca-Cola was originally used as a nerve and brain tonic. Pemberton's partner and book keeper, Frank M. Robinson suggested the name that is famous today "Coca-Cola". In 1886 the sales of coca cola averaged nine drinks per day. In that particular year Mr. Pemberton sold 25 gallons of syrup shipped in red wooden kegs. In 1891 Mr. Candler had acquired complete business of the Coca Cola for \$2300. Pemberton was forced to sell because he was in a state of poor health and debt. Within four years Candler's merchandising helped to expand Coca Cola to every state and territories. In January 1893 the Coca Cola was registered with the U. S patent office. Root glass company created the contour glass bottle in 1915. In 1917 three million cokes's sold per day. It became the world's most recognized trademark. 1923 the company was sold after the prohibition to Ernest Woodruff for 25 million dollars. He gave coca cola to his son Robert Woodruff who would be president for six decades. Woodruff's leadership took the business to a huge success in business. The Coca Cola Company began building its network all over the world in 1920s. In 1925 six million coke sold per day. 1927 the first coca cola radio advertisement. 1928 sales of bottled coca cola surpassed for the first time. 1961 sprite was introduced. 1971 first coke song was released. 1978 first two liter bottle was introduced during that time the company introduced plastic bottles in different quantities. 1982 the first diet coke was introduced. 1985 the company made the biggest

marketing. 1990-1999 were a time of continued growth for The Coca-Cola Company. In 1993 The Company exceeds 10 billion cases sold worldwide. And 1993 saw the introduction of the popular " Always Coca-Cola" advertising campaign, and the world met the lovable Coca-Cola Polar Bear for the first time . 1996 summer Olympics were held in Atlanta Georgia. The Company's long association with sports was strengthened during this decade, with ongoing support of the Olympic Games, FIFA World Cup™ football (soccer), Rugby World Cup and the National Basketball Association. New beverages joined the Company's line-up, including Powerade sports drink, children new beverages joined the company's line up including Powerade, children's fruit drink, sports drink and dasani bottled water. The company's brands expanded by acquisitions including Thumsup, Limca, Maaza. 2000-Now Coca-Cola is committed to local markets, paying attention to what people from different cultures and backgrounds like to drink, and where and how they want to drink it. From the early beginnings when just nine drinks a day were served, Coca-Cola has grown to the world's recognized brand, with more than 1. 7 billion beverage sold each day. With its partners, the Company reaches out to the local communities. The Company always wants to be exciting and satisfying the customers, every single time.