

Competitive strategies

Business



Competitive Strategies Question Coca-Cola and PepsiCo are two leading organizations within global soft drink industry. These two organizations are competing with each other over last 100 years in order to secure a significant market share in global market. These two organizations are based in US. The study will determine the differences of corporate cultures of these two organizations. Coca-cola's corporate culture can be defined by seven key organizational values, such as passion, leadership, integrity, diversity, collaboration, accountability and quality. The organization is conducting their business practices in several emerging global markets. They always try to maintain effective workplace culture in global market. Moreover, they try to provide value to their customers by offering quality products. Coca cola started to implement diversity workplace strategy in their business process in order to retain, attract and develop diverse talent in global workplace (Nelson & Quick, 2010). The organization always tries to maintain fair work environment. According to the organizational value, employees and the customers are real assets for them. Therefore, they always try to conduct business practices with fair ethics and governance. Moreover, Coca Cola implemented supplier guiding principles in business process in order to share the suppliers' value and expectation. Moreover, they emphasize the significance of effective and responsible workplace practices. It helps them to respect all the human rights across global business system and supply chain. On the other hand, PepsiCo offers unique employment opportunities to its employees across the global market place. PepsiCo acts as employee centric organization in global market. The organization always tries to maintain multicultural balance in their workplace. Effective workplace leadership strategy helps the organization to avoid culture, caste, and color

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conflicts in workplace (Griffin, 2007). The organization always tries to bring sustainability in business process. PepsiCo tries to take care of the individual needs of employees, such as wellness benefits, retirement benefits, life or work benefits and health or insurance benefits. Moreover, the organization motivates their global suppliers to maintain effective environmental sustainability to reduce the carbon emission in logistics and supply chain practices. Fuel efficient and eco-friendly logistics vehicles and trucks reduce the fuel consumption and carbon emission level (Rothacher, 2004). Lack of water consumption in business process is another major initiative of PepsiCo. They recycle water and maintain zero solid waste to limit the consumption of natural resources. This strategy has been praised by government of several operating countries. Last but not the least; PepsiCo always try to bring sustainability in society through several CSR activities. Helping to provide free education to poor children is the example of social sustainable practice of PepsiCo.

Question 2 The global corporate culture of Coca-Cola is more diverse comparing to PepsiCo. On the other hand, PepsiCo believes in dream globally and act locally. Coca Cola faced several issues regarding quality of products in several countries. It reduced the brand Reputation of coca-cola. On the other hand, PepsiCo tries to maintain sustainability in organizational culture, society and environment. It provided huge competitive advantage to PepsiCo. Self-actualizing culture of PepsiCo provides growth and satisfaction to their employees. Coca Cola believes in diverse workplace culture in global market. On the other hand, several workplace benefits in both local and global market motivate the employees to perform effectively (Alvesson, 2012). Effective empowerment and affiliate culture let the employees of PepsiCo to improve and enjoy the work environment. Employees of PepsiCo

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proudly state that they are significant part of such a prestigious organization. In Spain, Coca Cola faced several issues regarding workplace hazards and violation of employment rights. Question 3 Maintaining effective workplace environment and empowerment can help the organization to achieve significant competitive advantage. These two organizations are global leaders within the soft drink industry. Coca Cola believes that significant diversity in workplace diversity in global market will help them to maintain effective organizational work culture. On the other hand, PepsiCo tries to provide several work benefits and significant value to the employees in order to maintain effective cultural balance within organization. Coca Cola try to maintain fair ethics and governance in organization. On the other hand, PepsiCo tries to maintain sustainability in their business process, society and environment. Both the organizations need to focus on global and local corporate strategies (Lovins, 2011). Employees are significant assets of an organization. They need to motivate them in various ways. Employee engagement is an effective organizational change process. If an organization is not doing well, employee engagement process can help the organization to overcome the challenges. This process enhances significant decision making process. References Alvesson, M. (2010). Understanding Organizational Culture. Sage: London. Griffin, R. (2007). Fundamentals of Management. Stamford: Cengage Learning. Lovins, A. (2011). Reinventing Fire. London: Chelsea Green Publishing. Nelson, D., & Quick, J. (2010). Organizational Behavior. Stamford: Cengage Learning. Rothacher, A. (2004). Corporate Cultures and Global Brands. New York: World Scientific.