

Mktg 4050



**ASSIGN
BUSTER**

Marketing 4050 Value Proposition of Coke According to SEM Glossary , value proposition is defined as the “ sum total of benefits a customer is promised to receive in return for his or her custom and the associated payment (or other value transfer).” A customer value proposition is what is promised by a company's marketing and sales efforts, and then fulfilled by its delivery and customer service processes” (1). To explain the concept of value proposition, one has chosen Coke as the brand that offers consumers the ability to quench their thirst and experience a happy, refreshing feeling after a drink, making one want to drink more. Coke manifests a more holistic approach that encompasses targeting not a specific group but everyone from all walks of life. Its value proposition centers on its ability to cater to all consumers needing their thirst to be quenched and refreshed beyond time and beyond location. One perceives Coke to be reasonably and competitively priced with definitely high quality among its competitors. The secret to its taste remains confidential through time but the same refreshing and rejuvenating formula continuous to give a burst of energy and an experience of fun to family, friends, teams, young and old people from generation to generation. It is available at various store outlets, can be purchased easily, and there are apparently no limitations or restrictions for its purchase. According to the official website of Coke, its strategy is basically focused on exploring “ new ways to create and share beverages to energize, relax, nourish, hydrate and enjoy” (The Coca-Cola Company: Our Strategy, par. 3). Through experience and with the assistance of their effective marketing strategies through advertisements and promotional efforts, people continue to buy Coke on various selection criteria. Personally, I love Coke because of its ability to refresh and quench that persistent desire to taste and relive the Coke

formula. It is easy to buy and is available wherever one is located. The price is not that high and is therefore considered affordable. Buying Coke manifests sharing. A drink of Coke is relished more when shared with family members and friends. One can observe that when there is a celebration, a party, or a reunion with loved ones, the meal is usually more rewarding when served with Coke. The value that Coke imbues in one's intellectual faculty is one of experiencing happy memories with every drink. The feeling of being refreshed, thirst being completely quenched, families and friends you trust surrounding you, the effect of repercussive jubilation more associated with parties, celebrations, commemorating good and happy memories, beyond time and place are the value that Coke gives to consumers. One could even remember one of its oldest and most famous advertisements focusing on building the world a home and furnishing it with love and teaching the world to sing in perfect harmony. The message is one of unification and living in harmony with Coke to experience and share the feeling. By maintaining its high quality and delivering what it promises, Coke manages to retain the loyalty of millions of its patronizers the world over. Work Cited The Coca-Cola Company. Our Strategy. 2011. Web. 16 February 2011. < http://www.thecoca-colacompany.com/careers/our_strategy.html>