

Example of essay on the coca-cola company

[Business](#), [Company](#)



The Coca-Cola Company is the largest beverage company in the world. The company has its headquarters in Atlanta, Georgia. It is a global manufacturer, retailer, and marketer of over 500 brands of nonalcoholic beverage concentrates and syrup. Asa Griggs bought the Coca-Cola brand and formula in 1889. Griggs later incorporated the company in 1892. The company produces syrup concentrate and sells it to various bottlers globally.

Some of the most common global brands for the Coca-Cola Company include Fanta, Sprite, Die Coke, Coca-Cola Zero, vitamin water, PowerAde, Minute Maid among others. The Company is a global leader in beverages, ready-to-drink coffee, and juice drinks. According to the company, consumers in more than 200 countries enjoy their beverages at the rate of 1.9 billion servings in a single day. The company has an extensive distribution system in the world that enables it to reach billions of consumers globally.

Mission statement

The company's mission is to refresh the world, inspire moments of optimism and happiness and to create value and make a difference. (Coca-Cola, 2014)

The mission statement is the guiding principle for the company and is the standard against which the company measures its corporate actions and decisions.

Culture and Values

The company's culture relies on six major values. These include leadership, collaboration, integrity, accountability, passion, diversity, and quality. The company focuses on the market by giving emphasis on the needs of

customers and consumers. In addition, gets out into the market to observe and learn the market. Working smart and being accountable for its actions are also common practices in the company. As a result, the company has gained a competitive advantage over its competitors. It has managed to win the loyalty of billions of customers all over the world due to the uniqueness of its brands. The company has also won a large market share because it continuously aligns its products to the needs of customers.

Responsibility

The company has a responsibility to build sustainable communities both in America and globally. In addition, the company has a responsibility to protect the environment and to develop initiatives that encourage environmental conservation and healthy living. The company also ought to provide a safe and inclusive work environment for its employees and customers. As a responsibility in economic growth, the company is responsible for enhancing the economic development of the communities where it operates through provision of employment.