

Swot analysis of coca-cola



**ASSIGN
BUSTER**

Local Opportunities: a) Customers are Anode from Competitor Specially in Rural Area (service and quality).

b) New Projects have been Started (Industrial). c) Minor Signage Work is done in Area by PCI. d) PCI is Getting Interest in Textile Sector. e) Customer of PCI are Disturbed (Because of coverage and distributor interest.

So we can take benefit in this area). f) New technologies that increase efficiencies g) Niche markets that large companies do not wish to serve This list isn't anywhere near complete Threats:

Currently, the threat of new viable competitors in the carbonated soft drink industry is not very substantial.

1. The threat of substitutes, however, is a very real threat. The soft drink industry is very strong, but consumers are not necessarily married to it. Possible substitutes that continuously put pressure on both Pepsi and Coke include tea, coffee, juices, milk, and hot chocolate. 2. Even though Coca-Cola and Pepsi control nearly 40% of the entire beverage market, the changing health-consciousness of the market could have a serious affect.

3.

Of course, both Coke and Pepsi have already diversified into these markets, allowing them to have further significant market shares and offset any losses incurred due to fluctuations in the market. 4. Consumer buying power also represents a key threat in the industry.

The rivalry between Pepsi and Coke has produce a very slow moving industry in which management must continuously respond to the changing attitudes and demands of their consumers or face losing market share to the competition. Furthermore, consumers can easily switch to other beverages with little cost or consequence.