

# Essay on the coca cola story

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The Coca Cola formula was created by a pharmacist named Dr. John Stith Pemberton in Atlanta, Georgia. On May 8, 1886, Pemberton created a caramel colored concoction and took it down to the local Jacob's Pharmacy where he mixed it with carbonated water. When he offered it to customers for sampling they all agreed that there was something special about the drink. The name Coca Cola was coined by Pemberton's bookkeeper and partner, Frank M. Robinson, whose unique script is still the trademark of the company. Despite making modest attempt at marketing within Atlanta, including print advertisements in The Atlanta Journal and hand painted oilcloth banners, Pemberton was not able to capitalize on his idea, selling only 9 glasses a day of the drink for a year at five cents a glass.

Atlanta businessman, Asa G. Candler, acquired complete rights of the company between 1888 and 1891. Candler was a firm believer in advertizing and took up several marketing initiatives such as distributing coupons to encourage customers to try a free glass of the beverage. He also extensively distributed calendars, clocks, fans and other novelties, all bearing the Coca Cola logo, in an effort to create a brand image. As a result of his efforts, Coca Cola opened a second manufacturing plant in Texas in 1894 and two more the following year.

Today, Coca Cola has become the public organization, The Coca Cola Company. It is an international company with a massive global presence. The world's largest beverage company, it also have the largest, most extensive distribution system. Operating in over 200 countries across the globe, the company controls over 400 brands. The Coca Cola company employees over

71, 000 people of which approximately 58, 000 are located in countries other than the U. S. .

In addition to its intelligent marketing strategies, The Coca Cola Company has been successful by staying in step with the times and keeping a keen eye on consumer demands. For example, health related concerns have been growing around the consumption of sweetened carbonated drinks and the effects it has on obesity and diabetes. In response, Coca Cola emphasized on the zero-calorie Diet Coke as well as launched Coke Zero which has no added sugars. Additionally, Coca Cola has been adept at tapping into growing markets internationally to expand its consumer base effectively.

Stock trends reveal that the sales of The Coca Cola Company tend to decline between August to September each year, before picking up and peaking in December . After President Obama announced that there had been a breakthrough in debt ceiling talks, the stocks did rise. Coca Cola has been rallying to attain pre-recession stock figures and its overall stock performance has been better in 2011 when compared to 2010.

## **Works Cited**

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