

Journal

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Journal: Coca Cola China Coca Cola's experience in China is an exciting story of growth and meaningful impartation. Coca Cola entered into China in the seventies when it was intensifying its expansion to the world beyond United States. Expansion is one of the ways in which this brand survives in the world. Localization is the other survival tactic that it uses to thrive in all of its foreign markets (Fernandez & Underwood 34).

This latter strategy is most evident in its operations in China and it exemplifies what Coca Cola does in this country. Coca Cola produces beverages and many recognized media rank it as the unchallenged multinational leader in China in the beverage industry. Owing to its innovation and unceasing research and development, the brand has introduced bottled water that it uses for courses beyond profit making (Fernandez & Underwood 34).

In China, Coca Cola affects the lives of many people. Its strategy of localization has affected the lives of its personnel. Besides this, it has affected the lives of rural schoolchildren who are not reached by many other companies. The Chinese public at large has benefitted from the operations of Coca Cola. The interesting part of the story is how Coca Cola affects the lives of these people (Fernandez & Underwood 35).

Coca Cola affects the lives of its personnel by offering job opportunities in different positions from executives to manual workers in its bottling plants. The lives of rural schoolchildren have been affected by benefitting from the clean water drawn from water facilities that are built using proceeds from the sale of Coca Cola's bottled-water brand, Ice Dew Chun Yue. The public benefits from the taxes that Coca Cola pays to the government of China that

is then used in the provision of different amenities (Fernandez & Underwood 35).

In summary, the experiences of Coca Cola in China are truly desirable and there is much to learn from its strategy.

Work Cited

Fernandez, Juan & Underwood, Laurie. China CEO: voices of experience from 20 international business leaders. Singapore: Wiley (Asia), 2006. Print.