

# [Coca-cola. quality management.](https://assignbuster.com/coca-cola-quality-management/)

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1. Introduction. The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. The global nature of our business requires that the Coca-Cola system has the highest standards and processes to ensure consistent quality -- from our concentrate production to our bottling and product delivery. To ensure such consistency and reliability, the Coca-Cola system is governed by the Coca-Cola Operating Requirements (KORE), a new management system which replaced The Coca-Cola Management System (TCCMS) in January 2010.

KORE guarantees the highest standards in product safety and quality, occupational safety andhealthand environmental standards across the entire Coca-Cola system 2. Quality policies Protecting theEnvironment: We focus on water, packaging and climate. We are committed to conducting our business in ways that provide all personnel with a safe and healthy work environment. (people issues) We provide substantial training for our associates, using the training requirements defined in TCCSMS(The Coca-Cola Safety Management System) as a global baseline. people issues) Focus on needs of our consumers, customers and franchise partners (customer satisfaction) Get out into the market and listen, observe and learn (continual improvement) 3. List of processes a) acquisition b) Purchases of raw materials c) production d) advertising e) distribution f) quality testing Coca Cola CompanyProcedure no: P08 Advertising PURPOSE: This procedure defines the actions to be carried out for the advertising of Coca-Cola SCOPE: This procedure applies to the advertising

SUMMARY OF THE PROCESS StageMethod Search The advertising manager researches open markets to advertise the products to. AssessmentThe advertising manager studies thecultureof those markets to assess the best marketing strategy in terms of: age, local customs, economic situation, and best way to reach the target market. ShapingThe advertising manager determines how Coca-Cola will advertise itself to adjust to the language and lifestyle of the people living in the county they are marketing to.

DeterminationThe advertising manager determines what sources of media should be used to reach the largest number of the targeted market, whether it be newspapers, billboards, TV ads, commercials, etc. Strategy The adverting manager will design a strategy that will set them apart from their competitors such as Pepsi Information CollectingThe advertising manager will distribute a customer survey to see where the customer shops and how they chose what brand to purchase.

CreationThe adverting manager, based on the customer survey, will create a sales strategy that follows the customers’ responses on the survey. TestingThe advertising manager will conduct trails to make sure there are no accidental flaws in the language and the way the message is received in a different culture Prepared by: Approved by: NAME: DEPARTMENT: SIGNED: DATE: NAME: DEPARTMENT: SIGNED: DATE: