

Coca-cola. quality management.

[Business](#), [Management](#)



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 and health and environmental standards across the entire Coca-Cola system

2. Quality policies

Protecting the Environment: 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 Company Procedure 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

Stage **Method** **Search** The advertising manager researches open markets to advertise the products to. **Assessment** The advertising manager studies the culture of those markets to assess the best marketing strategy in terms of: age, local customs, economic situation, and best way to reach the target market. **Shaping** The 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.

Determination The 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 advertising manager will design a strategy that will set them apart from their competitors such as Pepsi **Information Collecting** The advertising manager will distribute a customer survey to see where the customer shops and how they chose what brand to purchase.

Creation The advertising manager, based on the customer survey, will create a sales strategy that follows the customers' responses on the survey.

Testing The advertising manager will conduct trials to make sure there are no accidental flaws in the language and the way the message is received in a different culture

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