

Coca cola presentation



**ASSIGN
BUSTER**

My presentation is about Coca Cola, I'm gonna started with a little introduction, then I will present you how Coca Cola was founded, before I come the their succes. And finally, I will come to some statistics, and new flavours. Coca-Cola is the product which perhaps best exemplifies global marketing. The society trademark is recognised by 94 per cent of the earth's population and Coca-Cola is the second most universally understood phrase after OK. It is not only instantly recognisable but it can be found almost anywhere from petrol stations and shops in Central Africa, to small villages in mountainous areas on all five continents.

Can be found everywhere) In 1886, Coca-Cola was invented by a pharmacist named John Pemberton, otherwise known as " Doc. " He fought in the Civil War, and at the end of the war he decided he wanted to invent something that would bring him commercial success. Usually, everything he failed in pharmacies. He invented many drugs, but none of them ever made any money. So, after a move to Atlanta, Pemberton decided to try his hand in the beverage market. He created a flavored(aromatise) syrup, took it to his neighborhood pharmacy, where it was mixed with carbonated water and deemed " excellent" by those who sampled it.

And this was when Coca-Cola was born. This new drink was something special. So Jacobs' Pharmacy put it on sale for five cents a glass. Pemberton's bookkeeper, Frank Robinson, named the mixture Coca-Cola, and wrote it out in his distinct script. To this day, Coca-Cola is written the same way. In the first year, Pemberton sold just 9 glasses of Coca-Cola a day. However, Pemberton had no idea how to advertise(faire de la pub). This is where Frank Robinson came in. He registered Coca-Cola's formula with the

patent office, and he designed the logo. He also wrote the slogan, " The Pause That Refreshes. Coke did not do so well in its first year. And to make matters worse, Doc Pemberton died in August 1888, meaning he would never see the commercial success he had been seeking. Coca-Cola from an invention into a business. He knew there were thirsty people out there, and Candler found brilliant and innovative ways to introduce them to this exciting new refreshment. He gave away coupons for complimentary (gratuit) first tastes of Coca-Cola, and outfitted distributing pharmacists with clocks, calendars and apothecary scales (echelles pharmaciennes) bearing the Coca-Cola brand.

People saw Coca-Cola everywhere, and the aggressive promotion worked. By 1895, Candler had built syrup plants in Chicago, Dallas and Los Angeles. The Company also decided to create a distinctive bottle shape to assure people they were actually getting a real Coca-Cola . As the country roared into the new century, The Coca-Cola Company grew rapidly, moving into Canada, Panama, Cuba, Puerto Rico, France, and other countries and U. S. territories. In 1900, there were two bottlers of Coca-Cola; by 1920, there would be about 1, 000.

After 70 years of success with one brand, Coca-Cola, the Company decided to expand with new flavors: Fanta, originally developed in the 1940s and introduced in the 1950s; Sprite followed in 1961,. In 1960, The Coca-Cola Company acquired The Minute Maid Company, adding an entirely new line of business -- juices -- to the Company. The 1990s were a time of continued growth for The Coca-Cola Company. The Company's long association with sports was strengthened during this decade, with ongoing support of the

Olympic Games, FIFA World Cup™, Rugby World Cup and the National Basketball Association.

Coca-Cola classic became the brand with one of the world's fastest growing and most popular spectator sports. New beverages joined the Company's line-up, including Powerade, and Schweppes in more than 120 countries around the world. By 1997, the Company already sold 1 billion servings of its products every day, yet knew that opportunity for growth was still around every corner. Coca-Cola is committed to local markets, paying attention to what people from different cultures and backgrounds like to drink, and where and how they want to drink it.

With its bottling partners, the Company reaches out to the local communities it serves, believing that Coca-Cola exists to benefit and refresh everyone it touches. From the early beginnings when just nine drinks a day were served, Coca-Cola has grown to the world's most ubiquitous(omnipresent/allgegenwartig) brand, with more than 1.7 billion beverage(getrank) servings sold each day. When people choose to reach for one of The Coca-Cola Company brands, the Company wants that choice to be exciting and satisfying, every single time.