Marketing Study

Of

The Coca-Cola Company

© Coca-Cola Ltd.

Group 1
Charis McWhorter
William Chasteen
Christina Davis
Brian Gladney
Jasmine Verden
Introduction

The Coca-Cola Company operated as an “independent, local business” until it merged with John T. Lupton and BCI Holding Corporation. Collectively, they became known as the Coca Cola Enterprise Incorporation (Inc.). They began to offer stock, and stales instantly increased. Additionally, it merged with the Johnston Coca-Cola Bottling Group, Inc. and combined teams for operations and management in 1991. By 1992, the incorporation successfully generated over $5 billion dollars in revenue. This alone proved that these Coca Cola geniuses were capable of forming the billion dollar industry that we are so familiar with today (Khan 8)!

Actually, the beginnings of Coca-Cola go further back than the company merging. The original idea to make coke and its inventor, John Pemberton, created a concoction by simply being curious of how a mixture of certain ingredients would taste. Being a pharmacist, he knew to use a fragrant to appeal to the masses that would consume it, use a caramel color which appeared to be luscious, and to make sure the ingredients would be safe. He added carbonated water, got customers to try it, and begin to sale 5¢ glasses (Heritage 1).
Mission

According to the Coca Cola website the mission of the Coca Cola Company is to, “Refresh the world, to inspire moments of optimism and happiness, and to create value and make a difference”.

Vision

The vision of the Coca Company according to its website, “Guides every aspect of the business by describing what needs to be accomplished in order to continue achieving sustainable, quality growth”. The vision according to the website includes:

- **People**: The Coca Cola Company envisions being a great place to work where people are inspired to be the best they can be.
- **Portfolio**: It would like to bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- **Partners**: It would like to nurture a winning network of customers and suppliers; together we create mutual, enduring value.
- **Planet**: It envisions being a responsible citizen that makes a difference by helping build and support sustainable communities.
- **Profit**: It would like to maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity**: It envisions being a highly effective, lean and fast-moving organization.
Strategy

The strategy of the Coca Cola Company according to its website is to, “Be the world’s most recognized family brands, not just of soft drinks, but of juice drinks, sports drinks, water and milk, to maintain a trusted local presence in every community served, to increase annual marketing budget sustainability launched by many new products, and to develop a model to help retail customers maximize their sales while the company continues to plan for the next one, five, and ten years in business”.

Porter Strategy and Value Chain

The Porter Strategy deals with buyer power, the threat of new entrants or companies, the power of suppliers, substitute products and services, and current competitors. The buyer power deals with the power of the buy to determine how much they are willing to pay for the product. In this case the price for Coca Cola is very reasonable. The price is set so people can comfortably buy a case of soft drinks or a single can from a vending machine and not feel as if the beverage is overpriced. Deals made which have a significant impact in ingredient or material pricing falls under the power of the supplier. The supplier has the right to regulate the price for selling the materials needed by the company. When the quality of a product is dependent on the seller, many companies will pay a little more. Substitute products and services play a huge role in the profitability of Coca Cola. If there is a substitute product on the market that is just as good as Coca Cola and is more reasonably priced, then customers may be inclined to buy the substitute product. Coca Cola does not want this so they keep their products reasonably priced. New entrants would simply be the coming of a new product that could potentially drive another
company out of business if a brand is as established as Coca Cola; it is highly unlikely but
possible. Currently, Coca Cola’s top competitor is Pepsi. Because of this, Coca Cola continues to
do market research to stay ahead of Pepsi and all other competitors.

The value chain of non alcoholic beverage industries contains five main attributes. They
are inbound logistics aka suppliers, operations, outbound logistics, marketing and sales, and
service. Many of these attributes coincide with the Porter Strategy. Inbound Logistics or
suppliers play a huge role in the quality and value of a product. Quality and value are what’s
most important to the customer. If the value is too high or too low and the product quality is bad
then the company does not profit. Operations are the way a company runs on a daily basis.
Outbound logistics focus’ on buyers and customers and there satisfaction. Marketing and sales
focuses on the way Coca Cola is advertized and its profitability. Service is the work by those
involved that benefits the company.

**Competition and BCG**

The number one competitor of the Coca Cola Company is Pepsi Co. Believe it or not at
one point Pepsi Co. was doing much better than Coca Cola. Coca Cola only focused on its one
type of product which was soft drinks. Pepsi on the other hand sold chip snacks. Coca Cola, after
more planning and market research, was re-evaluated and expanded by a strategy formulated by
CEO Roberto Goizveta. Because of his re-evaluation, Coca Cola became one of the world’s most
recognized brands. “The company now owns four of the world’s top five non alcoholic sparkling
beverages,” according to money.cnn.com. The competition and growth of either Pepsi Co or
Coca Cola is now based on three things. They are, “The ability to expand internationally where
soda sales are growing, to play health card and introduce a new drink with little or no sugar and fewer calories, and to expand to carbonated beverages,” says money.cnn.com.

The BCG of the company consists of Question marks which, “Indicate that a product is growing rapidly and consumes large amounts of cash, but because they have low market shares they do not generate much cash; the result is large net cash consumption,” according to netmba.com. The question marks in Coca Cola’s case are there energy drinks. An example would be the energy drink Full Throttle. With the majority of America consuming energy drinks this product’s quality and taste and purpose brings the company a profit. They just do not know how long it last.

The next part of the BCG matrix for Coca Cola deals with Stars. The stars are said to, “Generate large amounts of cash because of their strong relative market share, but also consume large amounts of cash because of their high growth rate,” according to netmba.com. A star in Coca Cola Company is its Dasani water. Next are the cash cows. They “Exhibit a return on assets that are greater than the market growth rate, and thus generate more cash than they consume,” says the same website. Coca Cola’s cash cow is Fanta. Last but not lease is the Dog. “Dogs have low market share and a low growth rate and thus neither generate nor consume a large amount of cash,” according to netmba.com. The dog in the Coca Cola Company is its Hi – C drink.

Market Share

Coca Cola International is the largest soft drink industry in the world, with control over the industry since it represents 59% of the entire soft drink market. Coca Cola has expanded itself outside of the United States and makes 76% of its sales outside of the United States especially and North America as a whole. The innovative product marketers have successfully studied demographics, cultures, and values of the consumers to continue to expand its market
abroad. Contrary to the popular belief, most of the sales are made in America but even third world countries on continents such as Africa consume Coca-Cola beverages (Khan 9-11).

**Differentiation**

Much of this incorporations success is because its logo and brand are widely recognized and associated with a wide variety. It offers Coke, Diet Coke, Sprite, coffee, Fanta, Coke Classic, Dasani water, tea, etc. For every culture and for every taste, Coca-Cola International attempts to make accommodations to satisfy the needs and wants of its consumers. Carbonated soft drinks account for most of the sales, second are water, then are the juices, sports drinks, then the coffee and tea sales. Whether in the United States, Mexico, Japan, Russia, India, or anywhere else where it has vendors, Coca-Cola conducts studies and makes sure that the customer’s needs and wants are met.

**Marketing Mix**

Coca-Cola offers over 3,000 products in more than 200 countries, according to its virtual vender site. The company started off with only a soft drink made of syrup and carbonated water. Even after expansion of the company in 2006, these were the only available flavors of the original soft drink: "Cola, Cola Green Tea, Cola Lemon, Cola Lemon Lime, Cola Lime, Cola Orange, and Cola Raspberry". Now it offers different kinds of drinks to meet the tastes of universal customers. The Coca-Cola Company quotes, "From Inca Kola, a sparkling beverage found in North and South America, and Samurai, an energy drink available in Asia; an African juice drink, and BonAqua, a water found on four continents, our product variety spans the globe" (The Coca-Cola Company: Brands Fact Sheet 1).
Unit case volume is growing worldwide because this company is constantly introducing new products, improving the Coca-Cola Company’s influence in the market, and continuing to improve their bottles. For example, the Dogadan tea was recently launched in Turkey, and the Coca-Cola Zero and Sprite 3D were introduced to that country. In Europe, new energy drinks were introduced, and vitamin water, NOS, and Fuze are now available for sale in North America. The unit case volume almost doubled in Australia once the vitamin water was available for sale in the Pacific.

**STP Strategy**

One of this company’s STP strategies is to continue to be more organized. The other idea that is a strong factor is the marketing activity is the Coca-Cola Company making sure it keeps creating new bonds with customers. For example, "Happiness Factory", "Coca-Cola Christmas", and the "Zero Zero 7" plans are being implemented in Europe. Collaboration and productivity is also a valuable part of this company’s success. However, in order to gain more power, the company relies on gaining more market share. Another strategy is clear when executives, in North America, China, and India, for example, of this company instruct the engineers to critique the bottles, and inform other workers to use top of the mind awareness when designing more sizes of and beautifying them (The Coca-Cola Company: 23.7 Billion Unit Cases Worldwide, 38).

The main strategy is always designed to "achieve customer happiness". In order to achieve that goal, the company does research and offers surveys to see what consumers like and dislike about their brand and product. Coca-Cola offers products for all different ages, except for children who have not yet become toddlers. However, there are many products that satisfy both
genders, people with diseases such as diabetes, customers who are trying to lose weight, those who live on low income, etc. The Coca-Cola Company offers products and service to "energetic, sportive, tired working people", people who are financially unstable, and simply those who are thirsty (Coca-Cola Term Paper).

The Four P’s of Marketing

As we all know, the four P’s of marketing consist of price, product, promotion, and place. There are several factors that affect the price of Coke products. To better understand the fluctuation that may occur in price variances from different times, we must understand that Coke products are considered as luxury products, subject to high taxation rates under the government. The Coca-Cola Company has to account for sales and excise taxes, tax imposed by other sectors of the government, and taxes that may go into effect when the company makes a budget. Additionally, this company has to pay electricity bills, sales and distribution costs, and tariffs when selling abroad (Khan 31). Therefore, the Coca-Cola Company has to make a profit, so it raises the prices, after attempting to promote a product that is worth the consumer’s investment.

Also the season of the year, in different countries, affects the price of this incorporation’s products. For example, Pakistan has the highest percentage of sales during its summer months probably because of the heat. Therefore, the lowest percentage of sales is apparently in the winter. To keep the sales rate up, and the profits as a result, Coca-Cola decreases its prices. As an indirect relationship, when prices go down, quantity demanded goes up. This microeconomics concept is also the reason why Coca-Cola reduces the prices of their individually bottled products, such as its liter sodas (Khan 33).
To increase sales volume, Coca-Cola is smart about the way it packages its products in different regions, to different cultures, and in different countries as well. For example, regions with higher populations of Mexicans are now being offered two and a half liter bottles instead of just the traditional two liter bottles that everyone is given. This is because Mexican families usually eat more meals together, so their consumption of beverages for the household is relatively large. To accommodate more people, the volume of soda per quantity needed to be increased in order to meet the needs of the typical close-knit Mexican family. Another example is how some Chinese people have incorporated drinking Coca-Cola during their holiday and festivity celebrations.

In North American festivities, Coke has become a very important beverage, so new and fashionable designs are constantly used to attract the typical buyer. Therefore, the packaging of the Coca-Cola products was designed to match the interests of the consumer. Also Coca-Cola created a diet coke with a lemon twist to satisfy the taste buds of a lot of American citizens. As a result of all of these adaptations, the corporation’s net sales drastically increased. For business people and others who have the desire to drink a Cola to-go, fountain drinks were provided. Most restaurants and fast food business have a “Fountain, a total beverage dispensing system that is more flexible and more reliable (Khan 20).

As far as the places of sales activities and promotions, the Coca-Cola Company attends festivals and other activities where it can make profits due to high consumption of a large crowd. It first appeals to the interest of its consumers and makes itself readily available (Khan 30). To advertise, the international entity uses print media such as magazines, point of sale strategies (often abbreviated as POS), and commercials on television, and billboards and holdings in places with a lot of traffic (Khan 35). Coca-Cola International also uses the “under the crown scheme”.
This approach is popular, especially among children, since it usually offers the potential possibility of winning a prize by luck. For example, there may be a note beside the brand on the package that says open the cap to see if you when a bicycle. Of course the product must be purchased in order to open it, and then the company makes a profit as a result of anxious people who want the chance to win a “big prize” merely from purchasing a “small soda” (Khan 34).

A lot of consumers could care less whether they are consuming coke or Pepsi, as long as they have something cold to drink. Therefore, it is to Coca-Cola’s advantage that it offers its coolers and machines every to make profits because of the availability that most consumers seek. This company does not charge vendors and businesses for infrastructure; it just wants to make sure that its products are available wherever the consumer desires. Another thing is that the infrastructure is always serviced and kept in effective condition, whether it is new, needs repairing, or even replaced. That is one main strategy that is used by this incorporation to beat out its competitor (Khan 26).

**Target Market**

In the last few years, Coca-Cola has been very persistent about offering its consumers more choices, making the brand name more appealing to its audience, and making sure that its brand is distinguished and can easily be differentiated from other brands. Coming in second place, Coca-Cola is [the most recognized word on the planet after “OK”]. However, this corporation continues to make itself better known by having a stronger position among most people. Instead of using the entire word Coca-Cola, the term Coke is used; it is actually the word that is known second to the word “OK”. The brand Coca-Cola uses the term Coke as a simple term to help promote top of the mind awareness (Khan 28).
Competitors

To effectively compete in the market, the company has to hold its ground against Frito Lay, Pepsi Cola, Gatorade, Tropicana, Quaker, etc. Although Coca-Cola is widely known, “PepsiCo brands are available in nearly 200 countries and territories”. PepsiCo’s brand name is old, world renown, and firmly established; therefore, PepsiCo is usually its greatest competitor. PepsiCo uses celebrities and great slogans for promotional advantages and advertisement. It has bottling companies in foreign countries, such as Pakistan, which reduces its cost of production. This company also has the biggest selling tea brand in the United States, since it connected with Lipton. It has Seven-Up International, and its PepsiCo products are sold all over the world in “more than 190 different countries and territories”.

S.W.O.T. Analysis

This company is very strong because it has over 16 million customers that it serves directly. Its current consumers are very loyal and it has nearly 6 million potential customers that are suitable and willing to consume Coca-Cola’s line of product. It has been fortunate to be able to expand its non-alcoholic beverages worldwide to bring in billions of dollar in revenues (Khan 7). There is constantly a positive growth in the company due to innovation and improvisations, and part of its success can be traced back to its effective bottling and delivery affairs (Khan 10). As I mentioned earlier, its sales volume fluctuates due to the seasons and the weather. This is a weakness that can only be solved by lowering prices to increase sales volume, until another approach can be proven to be effective.
Coca-Cola International expresses the opportunities within its name. It constantly expands its market with very few barriers. However, it is threatened when decisions about prices become complicated. In fact, when prices get too high, the consumption of Coke products decreases. Consumers begin to purchase others products, from PepsiCo for example, as substitutes. However, when prices decrease then consumers think that something may be wrong with the Coke (Khan 27).

**Coca Cola SWOT Analysis**

Coca Cola Company has much strength; its brand, equity, and image recognition are just a few. It is one of the world's most recognized brands. It has over 16 million customers that it serves directly. Its current consumers are very loyal and it has nearly 6 million potential customers that are suitable and willing to consume Coca-Cola’s line of product. The strength of Coca-Cola is their product distribution and their worldwide network. Coca-Cola is currently sold in over 100 countries. It has been fortunate to be able to expand its non-alcoholic beverages worldwide to bring in billions of dollar in revenues (Khan 7). There is constantly a positive growth in the company due to innovation and improvisations, and part of its success can be traced back to its effective bottling and delivery affairs (Khan 10). A major strength of this company is their product diversification. For example, they produce water, juices, soft drinks, sport drinks. As mentioned earlier, sports drinks sales volume fluctuates due to the seasons and the weather. This is a weakness that can only be solved by lowering prices to increase sales volume, until another approach can be proven to be effective.

According to Coca-Cola’s 2009 SWOT analysis report they only have a few weakness. Customer concentration is when customers focus on a product such as how a product made and where was it produced. This is often done particularly in the United States; Wal-Mart accounts
for more than 10% of Coca Cola's business in the United States. Another weakness that Coca-Cola continues to face for the past several decade that there are a lot of loyal Pepsi customers are not enough loyal Coca Cola customers. Coca Cola tends to focus on taking advantage of every opportunity to further their company. Bottled water remains to be a huge sale success. Also, creating noncarbonated drinks are the fastest-growing part of the industry, and this too plays a major role in why consumers buy. Health consciousness is currently on the rise, especially among the baby boomers.

Coca-Cola International expresses the opportunities within its name. It constantly expands its market with very few barriers. However, it is threatened when decisions about prices become complicated. Image perception of the Coca brand in certain parts of the world is viewed different such as United States and Africa. In fact, when prices get too high, the consumption of Coca products decreases and with that it creates commodity prices growth. Key competitors can also be a major threat. In order to succeed Coca must its customer and its competitions. If not consumers will begin to purchase others products, from PepsiCo for example, as substitutes. However, when prices decrease then consumers think that something may be wrong with the Coca (Khan 27).

**Situation Analysis**

The Coca-Cola product line has something for everyone worldwide. The line expands from a soft drink to many different natural fruit drink lines. There are three thousand products in the portfolio of the company. The products that are produced everyday reach millions of people. Every aspect of the product is designed and produced for whatever region in the world the company exists. The product has been distributed in over two hundred countries.
Coca-Cola is the most popular and biggest selling soft drink in history, as well as the best known product in the world. All of the products are known and loved by all peoples and have been a part of the world since 1886. With the market today Coca-Cola is at the forefront and the leading soft drink provider in the United States. Due to the charity: Breast cancer association, Diabetes Association, which the company provides they are well respected by all other companies. They as a whole have provided exactly what the consumer has asked for and have delivered their product with a passion and drive.

With the ability to open up the market with new products everyday the company puts forth a lot of experimental money to bring in new products to the world. The company has been in the soda market for over two hundred years and has the confidence from the customers to create a great product. The company has also come up with a new way to recycle their bottles by making them more efficient. The new bottles are made up of thirty percent plant based materials which make the bottle easier to recycle.

The company has a very open mind on its hiring of employees and welcomes bright minds from around the world to work for the company. There are over 92,400 employees worldwide who enjoy going to work every day. They are very open to the opinions of the employees and their input on new products. The motto of the company is “Live Positively!” This is used by everyone who works for Coca-Cola. The company wants to help with every aspect of making the world a better place and keeping it clean.

The goals of the company start with maximizing the profit as much as possible by selling as many quality products as physically possible. The company wants to continue to grow in the market and open up future firms around the world providing jobs and support for local
economies. A few of the other goals are to be the best company they can be with the world, customers, and their employees. The vision the company holds is to grow with the rest of the world and provide a portfolio of the greatest soft drinks available for human consumption.

The Coca-Cola Company bottles and distributes their own product. The part of the company that helps with this aspect is Coca-Cola Enterprises. The bottling centers are situated all over the world providing jobs and local economy support. The Enterprises are sister companies that are separated into franchises and held by private investors. These franchises bottle and ship the product where it needs to go.

The suppliers of the company produce ingredients, machinery, and packaging. They are obligated to follow all guidelines set forth by the standard laws. All suppliers are screened and monitored to make sure work conditions are suitable and efficient. With the open market policies the company has the ability to help out small businesses and countries that need more jobs.

Some of the alliances that the company has formed have started out with another big name in the world and a company with one of the most popular logos McDonalds. The product is distributed through every McDonald’s restaurant in the United States and most others around the world. The company also has many contracts with all sports franchises in one hundred and fifty countries. Another partnership is with the higher education system by putting machines in most schools and campuses across the country.

Over the last seven years the company has continued to grow significantly. The profits have shown great potential and made close to 8.2 billion in sales in the United States and Canada alone. The world sales in 2009 were over 15.6 billion dollars. The way the Coke products are marketed they are aimed at every age group and people around the world.
Some of the benefits that the customer looks for in the products are either a healthy choice or a quick energy boost. The ads in the past have used slogans involving quenching your thirst and an all around trusted brand. Customers trust the company because of their long standing service to the world and their ability to create great products that satisfy their needs.

The cost of the product is affordable and easy to purchase. The product is virtually sold everywhere and easily accessible. Sold in grocery stores, gas stations, fast food chains, and vending machines set up everywhere, the product is marketed to make a maximum profit. There are no limiting factors for the product being purchased and it can be consumed all year round.

Coca-Cola is one of the biggest advertisers in the world and they use all genres of media to get their message out. From the media to billboards on highways across the country, they are known for their marketing. That is one of the main reasons why Coke is one of the most recognizable products in the world. They are on the Internet and this helps customers learn more about the company and growth patterns. The web sites also provide history and give the customer the opportunity to know the company and what they are doing for the world.

Many of Coke’s products are purchased by Americans on a daily basis. Every trip to the store can almost guarantee that a product offered by Coke will be purchased. That is one of the goals of Coca-Cola to have multiple ways to serve the customer and their needs. Most Americans purchase the product by a six pack of cans or more at least twice a week on average. If they are not purchasing soda then it will be cases of water or one of many different juice products offered.

One of the biggest and most threatening competitors of Coke is the Pepsi Corporation. They are a direct threat and try to come out with similar products to try and pull Coke products
out of the market. They advertise just as well and have just as broad of a market. They continuously have price wars with Coke in all major aspects of selling soda products. Some of the strengths of Pepsi Co. include their advertising with bright upcoming music and movie stars. Their campaigns have brought in large amounts of revenue and stolen sales from Coca-Cola. Their weaknesses include not having a wide range of products to satisfy customers and not being as old of a company as Coke.

**PEST Analysis**

**Political and Regulatory Environment**

The Government's involvement in the soda industry has not affected operations much. There have been regulations put out for bottling procedures and the way Coke was labeled. Also in the early years of the company there was actually one ingredient removed from the original formula. The ingredient removed was the Coca also known as cocaine from the recipe. This is a drug that is very addicting and became illegal in the United States and was removed. Some of the other things that have changed were putting the nutritional facts on the bottles and cans for people to see.

**Economic Environment**

Coca-Cola has a continuous business cycle that never stops. They offer so many different products that there are no specific dropping points on sells. The inflation rates may change the price of the product occasionally but only by cents never a significant change or jump
in price. As long as the product is being manufactured and continues to grow around the world the market for the drinks offered will not diminish anytime soon.

**Social/Cultural Environment**

The company has had the ability to grow with the world and all the changes that have been made over the years. Their adaptation abilities have helped the company survive for over one hundred years. When a new trend is present the company comes up with marketing strategies that work with the public at the moment and keep the customers interested. The bottles have also changed shape and style over the years to help with environment. The newest bottles are innovative and made out of partial plant materials to help with recycling and the ability to biodegrade quicker.

**Technological Environment**

With the new bottling techniques a lot more of cokes products have been able to be distributed a lot faster and in higher volumes. They have the capability to serve 1.6 billion people a day. The company has also managed to purchase most of the bottling plants and make them a pure company asset rather than being privately owned. With the advancements in advertising and the Medias that can be used Coke has been able to reach more people faster.

**BCG Matrix**

Additionally, the Boston Consulting Group (BCG Matrix) for this company entails how it can be classified as a cash cow. The Coca-Cola Company generates a lot of cash from its international affairs and sales. In contrast, it spends a lot on advertising, innovative projects,
promotions, etc. It makes heavy investment in recreational campaigns and projects to improve its image. In general, it continues to spend billions of dollars to satisfy its consumers and remain a loyal brand (Khan 46).

**Advertisement/Partnerships**

The Coca-Cola Company has over 3,000 beverage brands in its portfolio. These range from diet and regular sparkling beverages to still beverages such as 100 percent fruit juices and fruit drinks, waters, sports and energy drinks, teas and coffees, and milk-and soy-based beverages. With this abundance of products, they must have very effective and efficient advertising strategies to stay competitive in the market. Coca-cola uses several different mediums to advertise the plethora of goods they have to offer to the consumer. These include magazines, billboards, radio and television commercials, internet advertisements, and celebrity endorsements. The advertising medium that causes the company to be the most innovative is the television commercials. Similar to the other forms of advertising, television commercials target specific groups of consumers based on which channel they are aired on. However, the challenge arises with making the advertisement visually stimulating so that there is an impression left on the consumer to purchase the product. This would require it to contain something the competition doesn’t have while stressing that the product will meet all of the customer’s needs.

Along with being the world’s largest beverage company, Coca-Cola has been recognized as the world’s most valuable brand in respects to its effective advertising. Under this title, the company markets four of the five nonalcoholic sparkling beverage brands. Coca-Cola’s advertising has been shown to be modern, innovative, and consistent to accommodating the customers’ needs. Studies have shown the companies’ various advertisements to be appealing to
the eye while making the customer feel comfortable with purchasing the product. Since the company’s first commercials, it has emphasized an image of family and togetherness when purchasing and consuming their product.

Another critical aspect to the promotion of Coca-Cola products is their partnerships with other companies. They have several partnerships that are beneficial to them in different ways. Some reasons’ for partnerships are gaining more customers for their products, making the world a better place, giving back to the community, and preserving the environment it influences. Some examples of Coca-Cola’s partnerships are the World Wildlife Fund (WWF) Six Flags Theme Parks, McDonald’s, the National Collegiate Athletic Association (NCAA), and Savannah State University.

The partnership Coca-Cola has established with the WWF is one of its most important projects. Water is fundamental to both companies in different ways, so conserving it is foundation and purpose of their partnership. The two companies are working cohesively to “measurably conserve seven key freshwater river basins, improve the efficiency of the company’s water use, support more efficient water use in its agricultural supply chain, decrease the company’s carbon dioxide emissions and energy use, and inspire a global movement by uniting industries, conservation organizations and others in the conservation and protection of freshwater resources around the world (The Coca-Cola Company, 2009).” To support Coca-Cola’s goal of improving water utilization in its operations twenty percent by 2012, both companies have developed a Water Efficiency Toolkit. This will help reduce water consumption within bottling plants.
Coca Cola’s partnerships with Six Flags Theme Parks, McDonald’s, the National Collegiate Athletic Association (NCAA), and Savannah State University are all designed to eliminate competitors from the target market. This is done by making Coca-Cola’s products the only product available for companies to distribute or sale to consumers. Six Flags Theme Parks offer discounted admission on tickets with the purchase of Coca-Cola products which cause sales to increase when the parks are in operation. When people choose to eat at McDonalds, they are accustomed to having Coca-Cola products to choose from so a preference is established. When NCAA athletes are seen drinking Coca-Cola products on television, it causes other aspiring athletes to purchase these products so that they will perform as well as them. At Savannah State University, students have developed a preference for Coca-Cola products because they are the only thing available in all eating facilities and vending machines on campus. This also causes students to be more likely to purchase these products when they are thirsty and they are off campus.

**Conclusion**

The Coca-Cola Company is a very effective company that remains loyal to its customers, while continuing to meet the ultimate goal of every company, to maximize its profits. Coca-Cola could do a better job with the infrastructure of its company in certain regions so that one region will not have better services than the other. Additionally, it can always improve its products to meet the demands of more consumers, especially in the foreign market where tastes vary. The target marketing and management group could work on satisfying more races, cultures, age groups, and people that are in less developed areas. Every company always has room for
improvements, but the Coca-Cola Company is not far from perfection. This empire will continue to be prosperous as long as it continues to put its customers at the top of its priorities list.
Resources

