

Marketing Report – Coca Cola

Table of Contents

Executive Summary	3
Introduction.....	4
Company Analysis	4
Key Competitors	5
Strategy Analysis	6
Micro-environment Analysis	Error! Bookmark not defined.
Macro-environment Analysis.....	Error! Bookmark not defined.
SWOT analysis	Error! Bookmark not defined.
Strengths	Error! Bookmark not defined.
Weaknesses	Error! Bookmark not defined.
Opportunities.....	Error! Bookmark not defined.
Threats	Error! Bookmark not defined.
Target Market.....	Error! Bookmark not defined.
Positioning Strategy	Error! Bookmark not defined.
Conclusion	Error! Bookmark not defined.
References.....	Error! Bookmark not defined.

Executive Summary

This report has been written with the prime purpose of conducting a detailed marketing analysis of Coca Cola. The text also illustrates the competitor analysis, the fierce macro and micro environmental predicament of the industry and the SWOT analysis of Coca Cola. Furthermore, the report also details on the positioning, targeting and segmentation strategies of this food and beverage leader.

The literature review illustrates that the company is a leading food and beverage manufacturer which operates in around 200 countries and manages more than 500 brands. The company's Australian division is Coca Cola Amatil, which has also been a successful partner to the organization. The company has several competitors, the strongest of these are Pepsi and Nestle. The food and beverage industry has been observing major changes in the micro and macro environment which includes increased health concerns amongst people. Hence, one potential weakness that Coca-Cola faces is its lower sales in its most prominent carbonated drinks category. Furthermore, the company's target audiences are youngsters of ages 15-25, who are advertised the product via a showcase of emotions pertaining to joy and happiness.

The findings from this report will assist the organization in identifying the drawbacks in its marketing strategy. Efforts will also be poured towards eliminating the potential threats and weaknesses and availing the present opportunities.

Introduction

This marketing report, which has been requested by the principle of marketing teacher, has been developed with the prime purpose of conducting a marketing overview of Coca-Cola, the Global food and beverage giant. It is based on the literature review which has been compiled by using various secondary sources such as journal articles, websites, newspapers and reports. The prime focus of the report has been on the analysis of the company, its competitors and the organization's internal and external environmental factors. Furthermore, the SWOT analysis of Coke is also conducted and the report is concluded with a discussion of the firm's segmentation, targeting and positioning.

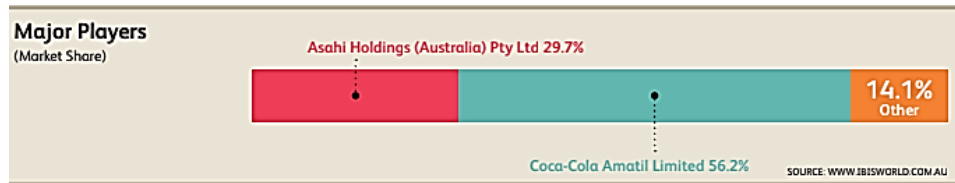
Company Analysis

The Coca-Cola Company, established in 1886 in the Atlanta City by John Pemberton, is a globally renowned manufacturer and retailer of beverages, syrups and juices. The company's operations span across more than 200 countries worldwide and it offers more than 500 brands, making up to 2800 products (Amy Tikkanen 2019). The company majorly operates in five regions which includes the Europe, Latin America, Asia Pacific, North America, Middle East & Africa and Bottling Investments (The Coca Cola Company 2019)

Throughout its tenure of existence, the organization has redefined the non-alcoholic corporate segment of the market with its optimum strategies. The company's ideal performance can be credited to the company's adherence to its mission and vision statements. The mission statement elaborates about the advantages and benefits that the brand will facilitate to the society and the vision statement details about the company's agenda to inspire and work towards excellence (Mission Statement Academy 2019). By closely sticking to the organizational goals and objectives, the company has flourished over the years and has achieved various milestones. These may range from developing underground world of Coca-Cola in 1990 to contributing land for the Center of Civil and Human Rights in Pemberton in 2008. The company continues to cherish this legacy till this day Investments (The Coca Cola Company 2019)

In order to achieve global reach, the company operates with a widespread network of around 250 manufacturing and distribution partners. One of the most prominent bottling partners of the company is the Coca-Cola Amatil (CCA). CCA got acquainted with the Coca Cola Company in the late 1970s and then further strengthened its position in the food and the beverage sector via

various acquisitions and partnerships. Today, the company operates in the Asia-Pacific Region and spans its functions across six countries which includes New Zealand, Samoa, Indonesia, Fiji, Australia and Papua New Guinea. This company is the largest local producer of beverages, with a market share of around 56.2 % and employee base of around 15000 people who manufacture a range of food and juices. The firm manufactures around 26 non-alcoholic



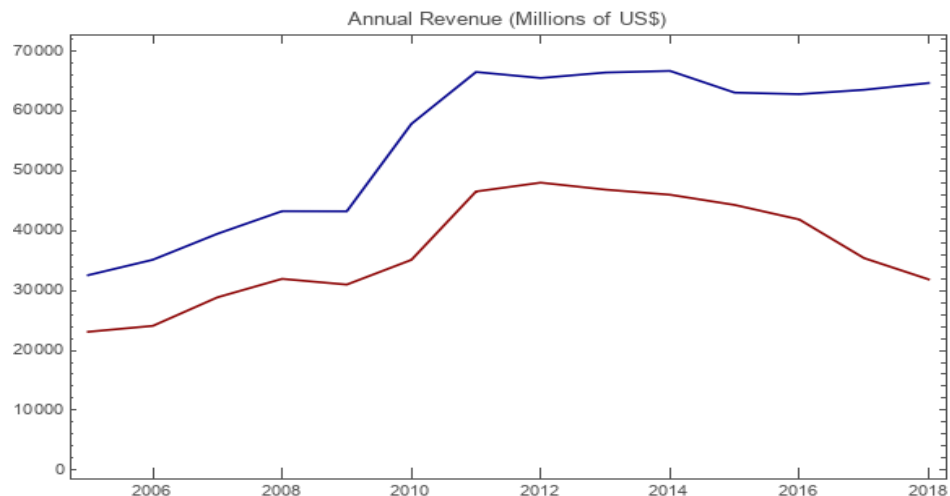
beverage brands which includes Powerade, Vitamin water, ZICO, Lift, Kirks, Mother and Monster (Vuong 2019).

The company has achieved many victories over the past few years which includes the company's Award of the Best Employer Accreditation and the sponsoring of student scholarships. These achievements have enabled the company to prosper greatly (Coca-Cola Amatil 2019).

Key Competitors

Coca-Cola operates in a highly competitive environment where there are multiple rivals present to pose a threat on the dominance of Coca-Cola. The strongest competitor amongst this bunch of rivals is the PepsiCo, an American company founded in 1965. This company is the leading manufacturer and distributor in the food and the beverage industry and Coca-Cola's biggest competitor in the non-alcoholic beverage sector. The organization has a consumer-oriented mission statement and a sustainability and profitability oriented vision statement, which enables

the company to succeed in its endeavors. The company employs around 274000 people and its operations span in 200 countries. This organization own multiple brands, some



of those include Lays, Pepsi, Mountain Dew, 7up, Miranda, Gatorade and Tropicana etc. (Balley 2019). PepsiCo. has a more diversified product portfolio than Coca-Cola and records suggest that the company makes a higher revenue than Coca-Cola (Mourdoukoutas 2019). Hence, it can be asserted that PepsiCo is one of the strongest and closest rivals of Coca-Cola.

Another potential rival of the Coca-Cola is Nestle, a Swiss based company founded in 1866. The company is one of the leading global organizations in the food and beverage industry. This firm has a brand portfolio of more than 2000 brands which are available in around 190 countries around the globe. The company visions to enhance the quality of life of all it's consumers via it's multiple brand offerings (Nestlé Global 2019). Due to these strong competitors, Coca-Cola strives to achieve excellence in the execution of it's operations.

This is a sample assignment, Order now to get a customized assignment on any topic