

# World Wildlife Fund and The Coca-Cola Company: A Global Partnership for Freshwater Conservation

*By Linda, Drake,  
and Garet*

[TheCaseSolutions.com](http://TheCaseSolutions.com)



# World Wildlife Fund and The Coca-Cola Company: A Global Partnership for Freshwater Conservation

*By Linda, Drake,  
and Garet*

[TheCaseSolutions.com](http://TheCaseSolutions.com)



## ***Partnership***

- Because water is essential to nature, communities, and business, The Coca-Cola Company and WWF have been working together since 2007 to help conserve ...

***TheCaseSolutions.com***

# COCA COLA'S BEGINNING

- Coca-Cola has come from being an experimental drink made in a pharmacy, to one of the most purchased soft drinks in the world.
- **Made by Dr. John S. Pemberton when he created a flavored syrup and mixed it with carbonated water at his local pharmacy.**
- Coca-Cola's first appearance was in Atlanta, Georgia.
- **A bottle of Coca-Cola in 1900 was a nickle.**
- Today, Coke dominates the market share and is the world's most widely distributed product, and is sold in more than 200 countries.

***TheCaseSolutions.com***

## COCA-COLA, Mission

- “Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.”
- **To refresh the world, To inspire moments of optimism and happiness, To create value and make a difference.**
- “Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.”

*[TheCaseSolutions.com](http://TheCaseSolutions.com)*

## ***Values***

- World Wildlife Fund (WWF) and The Coca-Cola Company have worked together for a decade to help conserve the world's freshwater resources and reduce Coca-Cola's environmental footprint. Collaboration is at the heart of our partnership.

***TheCaseSolutions.com***

# ***Swot Analysis***

- Strengths- most valuable drink, high customer loyalty and largest market share
- Weaknesses- Products are frequently inherently unhealthy, and Controversial advertisements may alienate certain demographics
- Opportunities- Emerging markets: healthier, non-carbonated beverages, and Purposefully inclusive advertising can be increased or decreased depending on desired demographics
- Threats- • Competitors matching new, healthier product ranges and Target demographics quitting soda products due to greater focus on personal health

***TheCaseSolutions.com***

# *Survey*

- We found that out of 20 people, 18 have consumed a coke product within the past six months.
- More people said they drank Coke often, only 2 said never.
- Seventeen said Coke was easy for them to access.
- When asked if coke has positively impacted their community, 9 said yes while 11 said no.

*TheCaseSolutions.com*