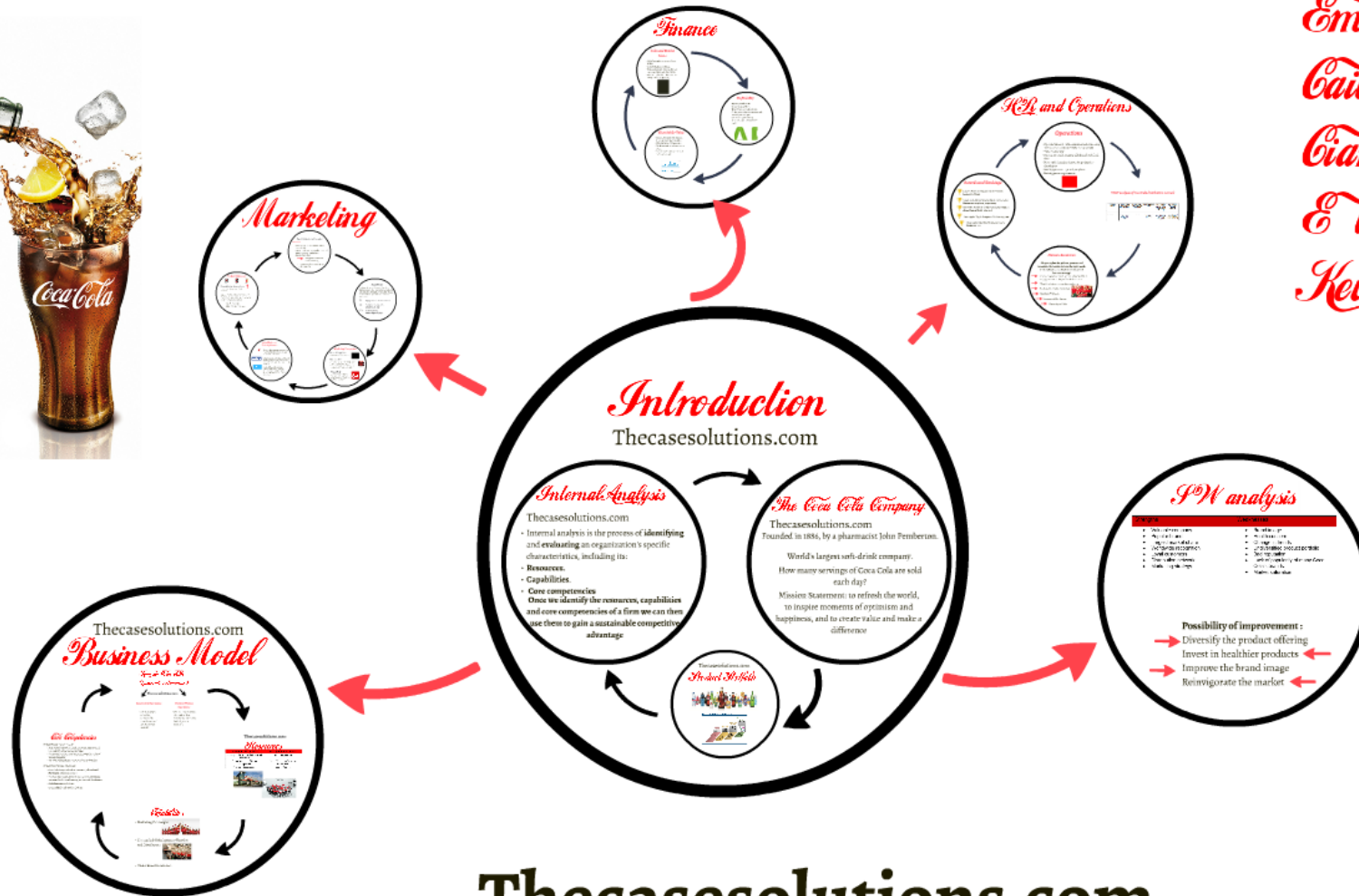




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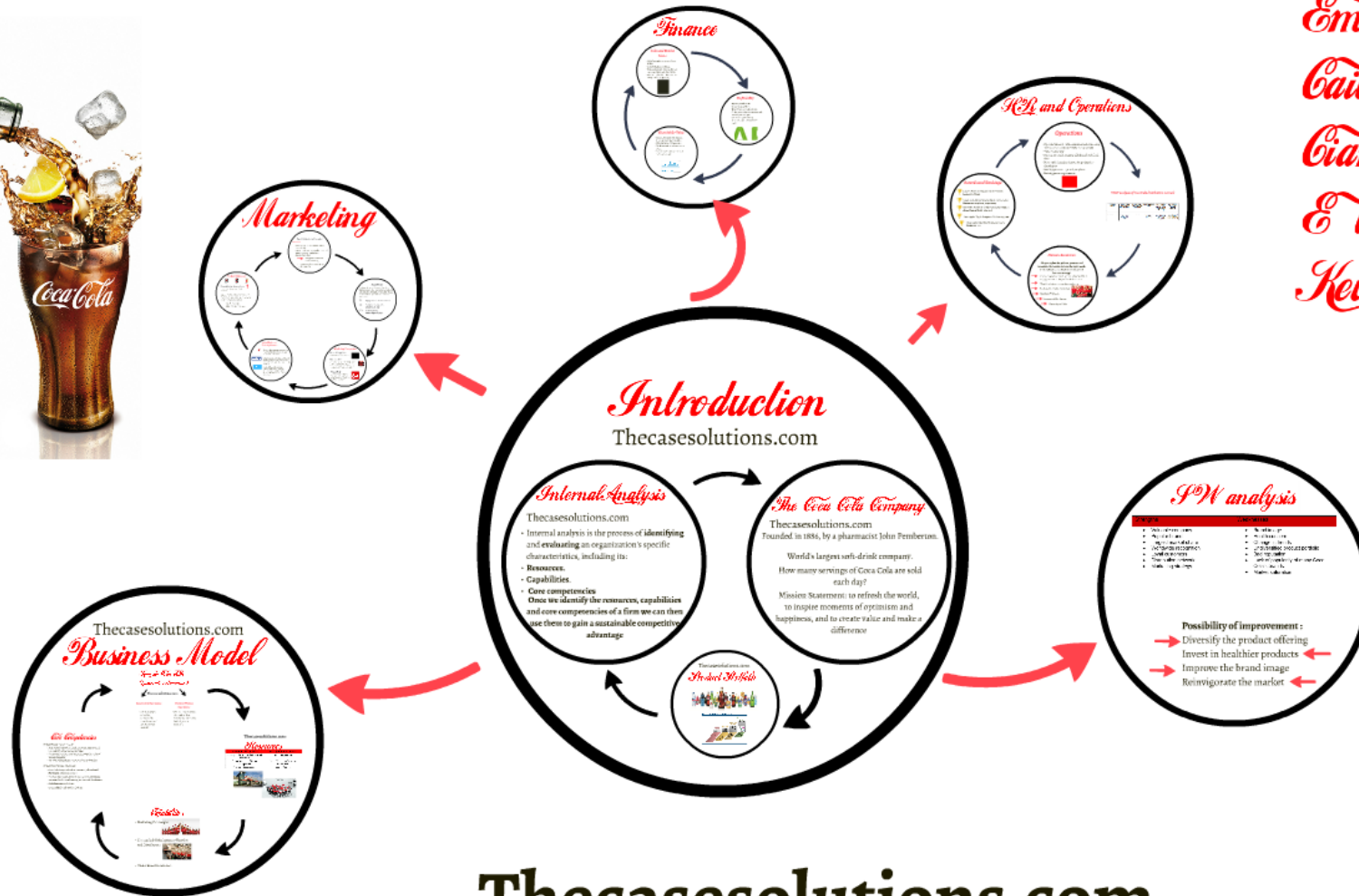
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The Coca-Cola Company (Abridged)





*Emma Haughton
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Introduction

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Internal Analysis

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- Internal analysis is the process of **identifying** and **evaluating** an organization's specific characteristics, including its:
 - **Resources.**
 - **Capabilities.**
 - **Core competencies****Once we identify the resources, capabilities and core competencies of a firm we can then use them to gain a sustainable competitive advantage**

The Coca Cola Company

Thecasesolutions.com

Founded in 1886, by a pharmacist John Pemberton.

World's largest soft-drink company.

How many servings of Coca Cola are sold each day?

Mission Statement: to refresh the world, to inspire moments of optimism and happiness, and to create value and make a difference

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Product Portfolio



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The Coca-Cola Company Business Model Evolution



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Business Model

*How do Coca Cola
Generate Revenue?*

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Concentrate Operations

- Sell their syrups to bottling partners, who manufacture and sell the finished products

Finished Product Operations

- Own their own bottling plants where they manufacture and sell the finished product themselves.

Core Competencies

Global Brand Name/Image:

- Main ingredients of Coca Cola are: water, nutritive and non-nutritive sweeteners and syrups.
- The strong brand name of Coca Cola gives them a lot of **bargaining power**
- **94%** of world population is aware of red & white logo

Global Distribution Network:

- Coca-Cola Company has been operating a **franchised distribution system** since 1889
- The franchise model allows the company to **avoid costs** associated with manufacturing, storage, and distribution.
- **Scale business** much faster.
- Create **global reach** with local focus

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Resources

Tangible Resources	Intangible Resources
Strong and sustainable financial resources	Brand Reputation
Coca Cola state of the art headquarters	Huge, Diverse & Devoted Workforce
Advanced machinery	Secret Recipe



Capabilities

- Marketing Campaigns



- Unmatched Global system of Bottlers and Distributors



- Global Brand Reputation



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