



The Coca Cola Company  
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**Business Structure**  
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- When forming an entity, you should consider the advantages and disadvantages of each structure.
- The most common structure with tax advantages is the limited liability company (LLC) and S corporation.
- Don't forget to check the state laws and regulations.
- Research the formation process and costs in your jurisdiction carefully before.

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# The Coca Cola Company



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# *Business Structure*

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- John Pemberton was the original sole proprietor. He produced and sold the drink himself at a local pharmacy.
- Two other businesses with similar drinks on the market merged with Coca-Cola in 1888 and formed a four way partnership
- Coca-Cola was finally incorporated in 1892 to become “The Coca-Cola Company” which is the same corporation remaining today

# *Head Office*

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- The Coca-Cola Company's headquarters is a large complex located where Coca-Cola was first created, Atlanta, Georgia
- However, corporate headquarters is located in Birmingham, Alabama



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## *Branch Offices/ Manufacturing Locations*

- The Coca-Cola Company's massive expansion has resulted in over 900 manufacturing facilities scattered all over the world
- Cuba, North Korea, and Myanmar are the only three countries that The Coca-Cola Co. does not do business in
- The manufacturing is done by individual bottling companies that are not directly owned by Coca-Cola

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## *Staff Operations*

- The Coca-Cola Company claims to have over 700,000 employees worldwide
- Vast amount of positions needed to produce and distribute Coca-Cola
- Broken up into manufacturing, technical function (how to make product better), marketing, sales/account management, business management, finance, public affairs/communications, human resources, legal, information technology, & more.
- Some roles include: district sales manager, brand manager, bottling engineer, truck driver, legal analysis, etc.
- 3 key figures:
- Irial Finan is an executive vice president of The Coca-Cola Company and president of Bottling Investments Group. Responsible for stewarding The Company's Equity Investments
  - He handles the operations with the individual bottling companies globally, along with the operating the Bottling Investment Group and maintaining their links to Coca-Cola
- James Quincey is President and Chief Executive Officer of The Coca-Cola Company
  - Handles global finance and resource management along with direct control over partnerships and global exposure techniques
- J. Alexander M. Douglas Jr. is President of Coca-Cola North America
  - He handles staff operations and general efficiencies of the company, also the public image of the company through the financial markets and the media outlets

# *Future Growth Plans*

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- Although The Coca-Cola Co. continually wishes to maximize profit, they have begun to pursue alternative goals such as employee satisfaction and public image
- Goals for 2020:
  - Industry leadership in packaging, energy, and climate protection
  - Global leadership in sustainable water use
  - Be a great place to work
  - Be the most preferred/trusted beverage provider
  - More than double our servings to people per day
- The ethical goals listed above increase sales as the company becomes more appealing to environmental conscientious buyers, in turn increasing profit and growth

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## *Research and Development*

- The Coca-Cola Co. claims that it is not the diet that requires improvement when losing weight, it is the quality and frequency of exercise. To support this hypothesis, they have been funding scientists millions of dollars since 2010 to research whether or not their drinks are a main contributor to the growing obesity throughout the US
- In addition they have been funding research into more and more technologies to implement healthier products
  - Examples of this are replacements for main ingredients



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## *Production Methods*

- Coca Cola manufactures and sells concentrates, beverage bases and syrups to bottling operations
- Bottling partners manufacture, package, merchandise and distribute the final branded beverages
  - To customers
  - To vendors
- Then distributed to consumers through customer store fronts
- Coca Cola determines performance indicators and individual business reports