

Coca-Cola- Strategic Marketing Analysis Harvard Case Solution & Analysis

DESCRIPTION OF THE INDUSTRY

- The headquarters are in Atlanta, Georgia, US
- The current CEO is Muhtar Kent
- Its global revenue in 2014 was 45,998 millions \$
- The brand value in 2015 is 63,85 billions \$
- The number of employees is 150,900



Distribution

The Coca-Cola Company sells its products in 200+ countries worldwide.

There are two main global beverage groups of which Coca-Cola is generally the leader, meaning that the Coca-Cola Company:

- Operates in over 200 countries
- Has over 150,000 employees
- Has a market cap of over \$200 billion
- Has a brand value of over \$60 billion



Target Market

Demographics

Age 18-35

Gender: Male/Female

Income: Middle class

Education: High school/College

Psychographics

Active


Health conscious

Social



Company's competitors and their strengths and weaknesses

Company	Strengths	Weaknesses
PepsiCo	Strong brand loyalty	Higher sugar content
Dr. Pepper/Seven Up	Strong regional presence	Smaller global footprint
Fanta	Strong presence in emerging markets	Less established in developed markets



Market share

Soft Drink Market Share



Coke has been losing market share to the Dr. Pepper/Seven Up group over the last three years, but so has Pepsi, and at a greater rate.



7 P's of Marketing



CONCLUSION

- Important historic brand
- Proving, communication and a positive image
- First growth with an important global influence
- Health initiatives
- Investment for 2025

Company for 2025

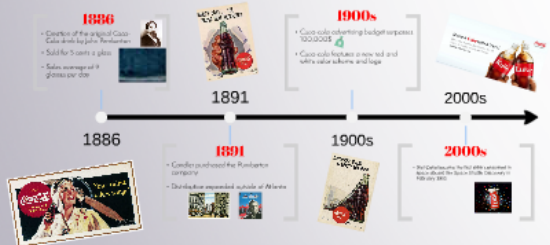
- Environment: Global
- Market: Sustainable
- Product: Refreshment
- Place: Everywhere
- Promotion: Everywhere
- Price: Everywhere
- People: Everywhere

Regulations

Global regulatory environment

- EU: Sugar tax
- US: FDA: Sugar tax
- UK: Sugar tax
- China: Sugar tax
- India: Sugar tax
- Brazil: Sugar tax
- Mexico: Sugar tax
- Colombia: Sugar tax
- Vietnam: Sugar tax
- Philippines: Sugar tax
- Indonesia: Sugar tax
- Thailand: Sugar tax
- Singapore: Sugar tax
- Malaysia: Sugar tax
- Japan: Sugar tax
- Korea: Sugar tax
- Australia: Sugar tax
- New Zealand: Sugar tax
- Canada: Sugar tax
- USA: Sugar tax

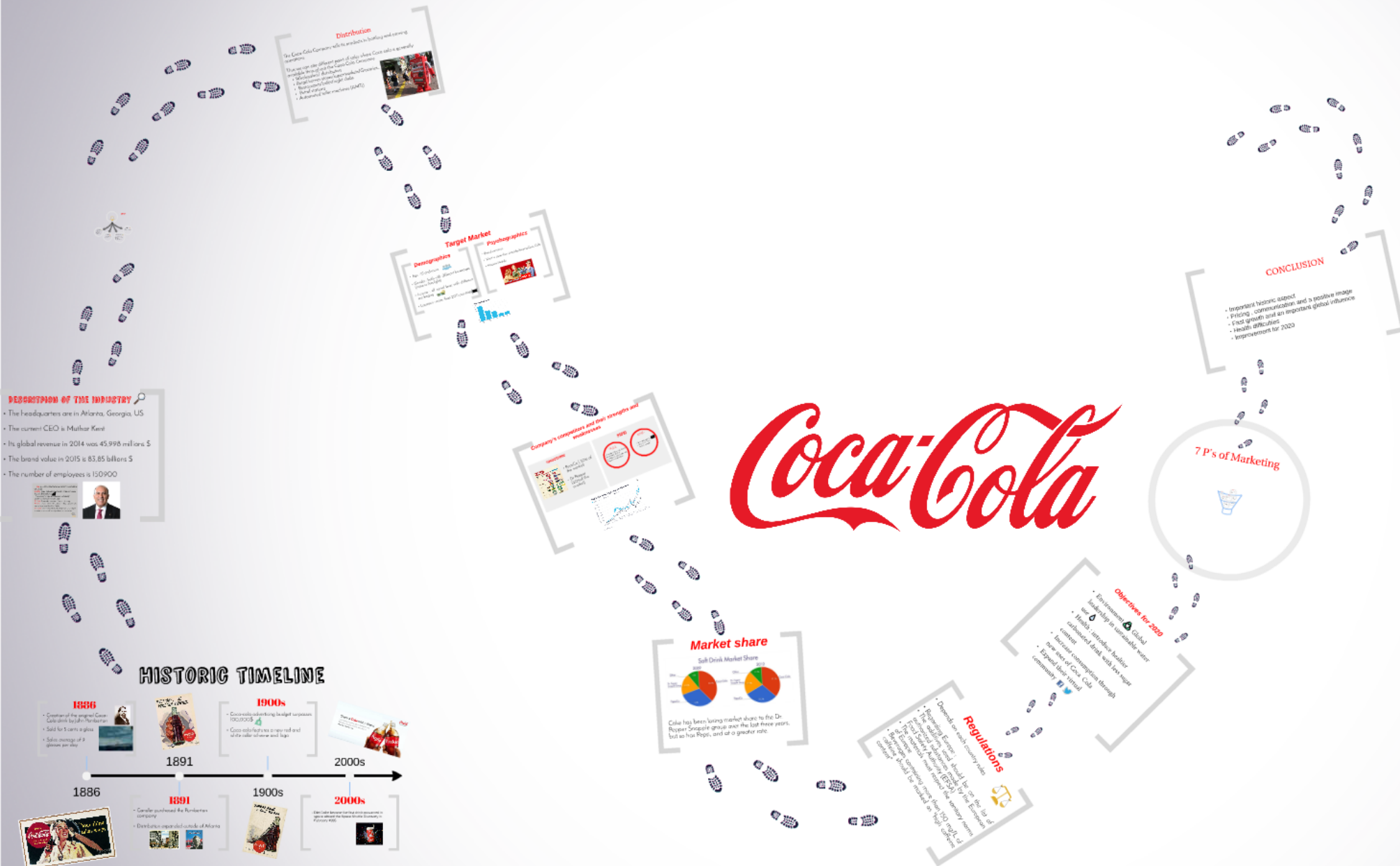
HISTORIC TIMELINE



- 1886**
 - Creation of the original Coca-Cola by John St. Pierre
 - Sold for 5 cents a glass
 - Sales manager of 6 glasses per day
- 1891**
 - Candler purchased the Pemberton company
 - Decision was announced in Atlanta
- 1900s**
 - Coca-Cola advertising budget surpassed \$200,000
 - Coca-Cola became a new red and white color scheme and logo
- 2000s**
 - Worldwide presence in over 200 countries
 - Worldwide presence in over 200 countries

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Harvard Case Solution & Analysis





HISTORIC TIMELINE

1886

- Creation of the original Coca-Cola drink by John Pemberton
- Sold for 5 cents a glass
- Sales average of 9 glasses per day



1891

1900s

- Coca-cola advertising budget surpasses 100,000\$ 
- Coca-cola features a new red and white color scheme and logo



2000s

1886

1891

- Candler purchased the Pumberton company
- Distribution expanded outside of Atlanta



1900s



2000s

- Diet Coke became the first drink consumed in space aboard the Space Shuttle Discovery in February 1995



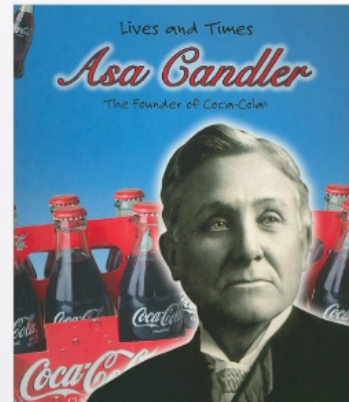
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- The number of employees is 150900

Size: 60% of the global beverage industry is controlled by Coca-Cola

Growth: Coca-Cola owns 500 brands, 17 generate more than \$1 billion each year 

- The industry is expected to increase in value by \$300 billion between now and 2020


Outlook: Coca-Cola is customers favorite beverage

Trends: carbonated drinks sales has declined, consumers are opting towards healthier drinks.

Life Cycle: Coca-Cola is in the Maturity stage due to loyal customers, new models and products improvement.



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