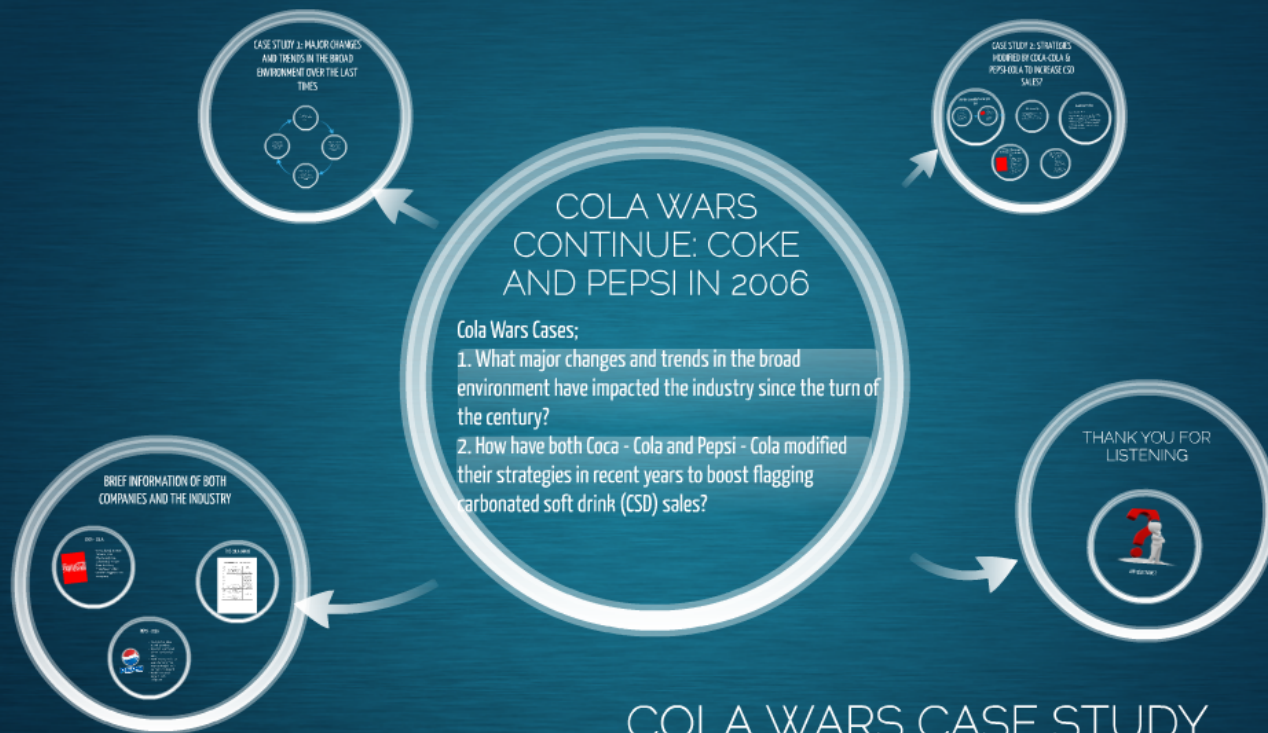


TheCaseSolutions.com

COLA WARS CASE STUDY PRESENTATION

Vedat Yagiz Kocak
 Martyna Maciejczyk
 Andreas Orive



TheCaseSolutions.com

COLA WARS CASE STUDY
PRESENTATION

Vedat Yagiz Kocak
Martyna Maciejczyk
Andreas Orive

COLA WARS CONTINUE: COKE AND PEPSI IN 2006

Cola Wars Cases;

1. What major changes and trends in the broad environment have impacted the industry since the turn of the century?
2. How have both Coca - Cola and Pepsi - Cola modified their strategies in recent years to boost flagging carbonated soft drink (CSD) sales?

CONTINUE: COKE AND PEPSI IN 2006

Cola Wars Cases;

1. What major changes and trends in the broad environment have impacted the industry since the turn of the century?
2. How have both Coca - Cola and Pepsi - Cola modified their strategies in recent years to boost flagging carbonated soft drink (CSD) sales?

Cola Wars Cases;

1. What major changes and trends in the broad environment have impacted the industry since the turn of the century?
2. How have both Coca - Cola and Pepsi - Cola modified their strategies in recent years to boost flagging carbonated soft drink (CSD) sales?

BRIEF INFORMATION OF BOTH COMPANIES AND THE INDUSTRY

COCA - COLA



- Formulated in 1886, Atlanta, USA
- The brand first advertised in 1891
- First bottling franchise in 1899
- World's biggest CSD company

THE COLA WARS

NUMBER OF BOTTLES OF COCA-COLA PRODUCED BY YEAR

Year	Coca-Cola	Pepsi
1886	1000	0
1890	10000	0
1895	100000	0
1900	1000000	0
1905	10000000	0
1910	100000000	0
1915	1000000000	0
1920	10000000000	0
1925	100000000000	0
1930	1000000000000	0
1935	10000000000000	0
1940	100000000000000	0
1945	1000000000000000	0
1950	10000000000000000	0
1955	100000000000000000	0
1960	1000000000000000000	0
1965	10000000000000000000	0
1970	100000000000000000000	0
1975	1000000000000000000000	0
1980	10000000000000000000000	0
1985	100000000000000000000000	0
1990	1000000000000000000000000	0
1995	10000000000000000000000000	0
2000	100000000000000000000000000	0
2005	1000000000000000000000000000	0
2010	10000000000000000000000000000	0
2015	100000000000000000000000000000	0
2020	1000000000000000000000000000000	0

PEPSI - COLA



- Invented in 1893, North Carolina
- Reached a network of 270 bottlers by 1910
- Sued by Coca-Cola in 1938 claiming that Pepsi infringed Cola on their trademark
- World's second biggest CSD company



COCA - COLA



- Formulated in 1886, Atlanta, USA
- The brand first advertised in 1891
- First bottling franchise in 1899
- World's biggest CSD company

PEPSI - COLA



- Invented in 1893, North Carolina
- Reached a network of 270 bottlers by 1910
- Sued by Coca-Cola in 1938 claiming that Pepsi infringed Cola on their trademark
- World's second biggest CSD company