
COCA - COLA

Module name: Marketing Fundamentals

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1.Processes and stages of marketing, including the role of the marketing mix.

In every company, there are different processes and stages of the functional areas within. The company in particular, which is chosen for this report is Coca Cola, which is a famous producer of soft drinks and a globally recognised organisation. It is highly successful ever since its establishment in 1886.

Include a definition of marketing.

Marketing is a social process. Through it, organisations and individuals get what they need by creating and exchanging value with others. That is the process by which companies build strong relationships with customers to capture the value of customers in return (Kotler & Armstrong, 2010).

Describe the main stages in the marketing process such as mission statement of the company, situational analysis, objectives, strategy, implementation and control.

Coca Cola has very successful marketing because it is promoting its products whenever there are opportunities – in newspapers, television advertisements, leaflets, campaigns, sponsorships and many others. There is much investment taking place when it comes to the marketing sector of the global company because this is the area where customers can be reached almost directly.

Firstly, the mission statement needs to be defined. This is a form of a summary or a short statement where the company will explain its business objectives and highlight not only the aims but the values or the meaning behind it (Ward, 2018). The mission aims of Coca Cola are three according to Coca Cola Journey (2017) – refreshing people, their minds and their souls; use their products to uplift others and inspire them, and be different and manage to create value.

Secondly, the situational analysis includes all the marketing research and evaluation, which are necessary to make decisions in the business environment in any company (Lorette, 2019), including Coca Cola. This organisation continuously does market research, be it primary, secondary, qualitative or quantitative. This is the more effective way to determine the levels of customer satisfaction and areas for improvement.

The most prioritised objective by Coca Cola is the profit and maximising it. There are other aims, such as the beverage portfolio and ensuring that its quality and state of production remains on a global level. Additionally, while the company is highly concerned with profit, there are still prioritised over protecting the planet. For example, the company maintains and improves the water suppliers who are linked to industrial production (Coca Cola Hellenic Bottling Company, 2019).

In terms of strategy and strategic planning, there are five claimed methods which the organisation has achieved a good stare. According to The Coca Cola Company (2016), the first method is the fact that the attention fell on the drive of profit and therefore, growth more. The second method is about the investments for branding and appropriate message to the customers. The third method is the drive of efficiency, which Coca Cola has adopted. The fourth method is the simplification in the organisational structure, and the final way is that the core business model was revisited and improved from within.



(Bergstrom, 2019).

Relate the macro environment or PESTEL factors to your chosen company and state whether the forces are favourable or unfavourable to the company and why.

The PESTLE analysis consists of five different business factors which are in the external business environment – politics, economy, sociology, technology, environment and legality. The same will apply for Coca Cola, according to Frue (2016).

In terms of the political factor, Coca Cola adopts all of the necessary regulations which are expected by the country in which it has an industrial factory or offices. This also includes the shops where beverage production is sold. The rules aim to balance price against the company's cost and other similar activities and act in the interest of the customer. The political factors are so far in favour of Coca Cola.

The economy of the county will determine how balanced the revenues of Coca Cola are. There are hundreds of countries where Coca Cola is said to operate, which means that there can be differentiation in results. There is a specific fact which puts Coca Cola to danger – people have more attention on healthier food and drink alternatives. This means that this soft drink producer receives less and less customer interest. The economy is not in favour of the Coca Cola company.

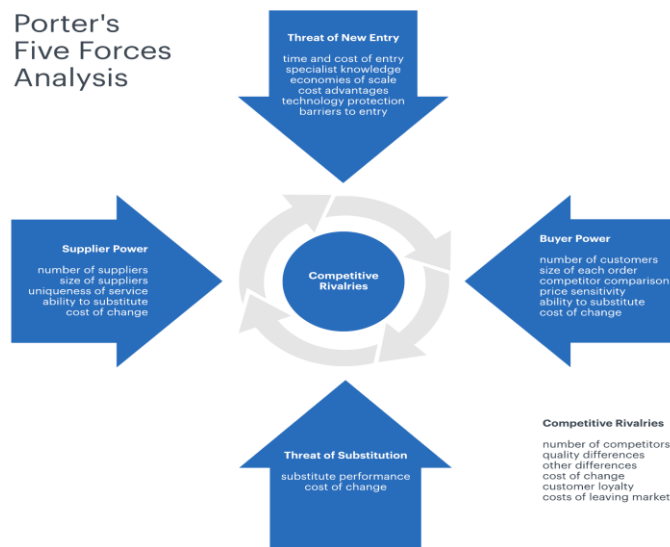
As for the social factors, they vary depending on different countries. Despite the famous brand of Coca Cola in America, especially, there are still increasing interests in healthy food, and this is not in favour of the organisation. However, in other countries like Japan, there is a lot less interest in this trend, which leaves Coca Cola out of danger for this market.

The advancements in technology have acted in favour of the Coca Cola Company. This is because the technical equipment has allowed the factories to produce more quantities with the same quality under shorter periods.

Coca Cola has decent legal documentation and record, which is favourable. There have not been any major scandals or anything related.

The environment is something that Coca Cola cares about and aims for sustainability. There are great deals of cleaning of water resources and preserving them by a record of the company. There is, however, an issue due to the change in the climate. Coca Cola is affected by the accessible water and its left quantity. If there is a problem with the accessibility, there will be problems with production.

Relate the Porters 5 Forces model to the company and state whether each force is high, medium or low and why.



(Lucidchart, 2018).

Porters 5 forces is a model which makes an analysis of a company's competitors in the market, as Butler (2019) states. There are five competitive forces seen by especially global companies which drive competition in a direction. They are the rivals in the industry, new entrants, suppliers, customers and threat involved with the substitute products. Those factors can heavily influence the profitability of Coca Cola.

Industry rivalry, the threat of new entrants, bargaining power of suppliers, the risk of substitutes - levels.

The industry rivalry has high levels because the competitors, especially Pepsi, are always looking for ways to improve their products and beat The Coca Cola Company. The formula for making the famous soft drink from the company is precious and unique to the market, which is the reason for the increased competitiveness of other weak beverage companies.

The threat of new entrants is low but possible nonetheless. Even if new companies enter the market for soft drinks, it is not very likely that they will be a threat to The Coca Cola Company because it has been around for much longer than any other organisation. Despite this fact, Dr Pepper has launched some very successful products and earns the loyalty of customers. The Coca Cola Company has to be careful as well. Coca Cola has created barriers to entry, which prevent new entrants from quickly entering the industry.

Bargaining power of suppliers involves the cost of change, the number and uniqueness of suppliers and raw goods, and so on. The transport of the products

takes place all around the world as the company is globally recognised, which means that the level of force is low.

The threat of substitutes is what the company should be careful about the most. Other beverage brands such as Tropicana are launching healthier juices and alternatives for people who seem much more attractive nowadays. This means that the level of threat is high.

The Coca Cola Company understands the value propositions of its products and creates value for customers accordingly. The target customers and market segmentation also contribute to the company's development of value – the customer base has included a lot of age groups and people from different cultural backgrounds.

The STP (segmentation, targeting, and positioning) process is an essential concept in the application and study of marketing.

Segmentation.

This is the process of dividing the market into slighter groups with parallel product wants or identifiable appearances. The goal is to choice suitable target markets.

Targeting (or target market selection) raises to an organisation's proactive collection of an appropriate market segment to seriously focus the firm's marketing offers and activities towards this group of related consumers.

Positioning is the target market's attention to the product's key benefits and features, relative to the offerings of competitive products. The goal of the STP process is to guide the organisation to the growth and application of an appropriate marketing mix.

Marketing mix (4Ps) Strategy

The Marketing Mix of Coca Cola analyses the brand which covers 4Ps and describes the Coca Cola marketing strategy.

Product

The item scope of an organization holds specific significance to approach and to grow the focused on market. This novel part of the promoting blend may likewise be utilized viably to reply to the market changes after some time. The Coca Cola Company reacted to the shifting social changes through a distinction in the product offering of the organization. The organization was at first engaged with the assembling, promoting and offers of the carbonated beverages and after some time, it entered in the market of juices, filtered water, tea and espresso also so as to react to the shifting prerequisites and tastes of the focused on market (Kumar, Teichman, & Timpernagel, 2012). That promotes a business to cater to the different changes in the market and then respond to them to avoid any risk of market loss (Yeu et al., 2012). Coca Cola products are available in different sizes and packaging. The logo of the company is clearly positioned on each package. Coca Cola product strategy can be considered by understanding its wided product rang.

Price

The item items can have an upper hand dependent on the value point, and the organizations would be required to take outrageous consideration while setting the costs in the focused market. In any case, for the Coca Cola Company, in a large portion of its sections, the circumstance is truly unique, and the expenses of the organization are lined up with its rivals (Coca-Cola, 2017). This system can keep up a key good ways from any test reliant on the worth point while beating the contenders considering the thing quality similarly as the notice.

MARKETING MIX

Please

Through the company's wide distribution range, its location strategy has been underlined. Coca Cola produces its drinks using a secret formula. Then transport them to the bottles located in the different corners of the globe. The appropriation procedure of an association holds specific significance to guarantee the accomplishment of the organization on each front (Kumar et al., 2012). For example, it will guarantee that the items are conveyed to focused clients on schedule. Simultaneously, it keeps up and upgrade the top line of the organization.

Promotion

The basic viewpoint that guarantees the entrance of the organization in the focused on market is the component of advancement in the showcasing blend of an association. It additionally gives a chance to successfully mark the administrations or results of an association to build up an unwavering base of the shoppers (Nguyen et al., 2018). The ad and advancement methodology is reliant on the items just as the idea of the market. The organization sets a benchmark as far as it is showcasing and notice procedure and a large number of its immediate rivals appear to be enlivened from the showcasing and advancement system of the organization (Marketline, 2014). This is, for the most part, a result of the way that the organization utilizes an ideal blend of customary and imaginative techniques to reach its objective advertise.

2. The role of marketing in creating value for customers.

The marketing concept or societal concept and state how your company practises this concept.

The societal concept is the notion that a company can work through the development of marketing and strategies by exercising social responsibility into its objectives (Business Dictionary, 2019). Coca Cola will have a practice which is both beneficial for the company but also for society. In this case, it will be the water case. The company was sued before because it failed to act to preserve its water sourcing. This left a wrong impression on society but was also detrimental for the industry of Coca Cola. By fixing the water sourcing and the management, the people now know that the company's sustainability has increased. As well as that, there are no more sidetracks in the industrial process.

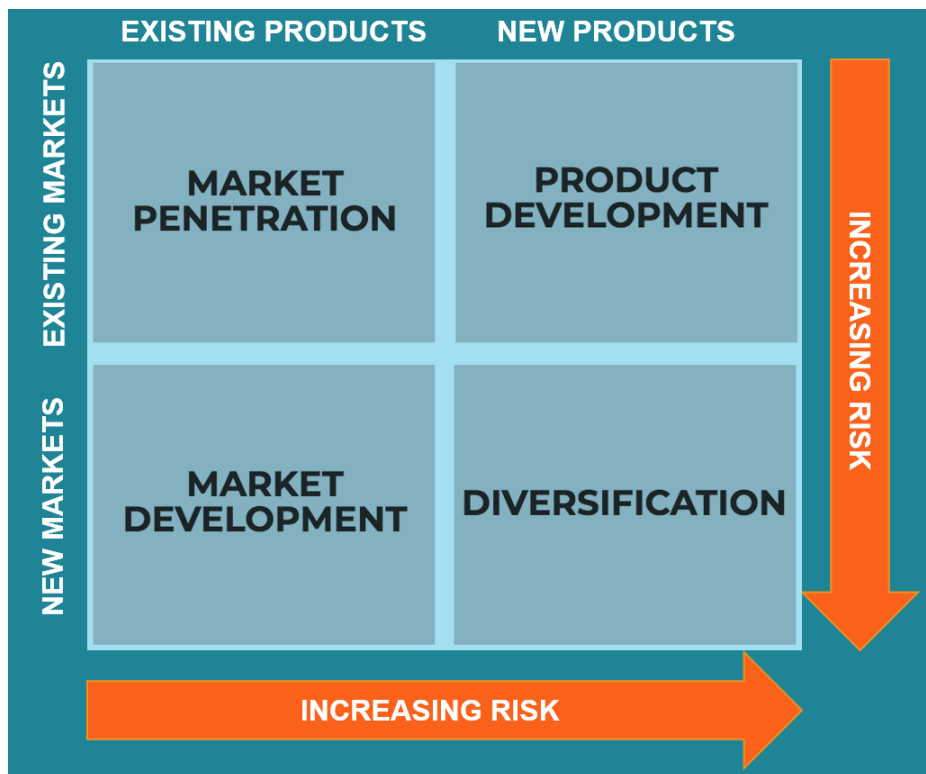
Definition of branding and advantages of branding

Branding is part of marketing because it is the specific way in which the product is being advertised and also generally promoted. Coca-cola focuses a lot on branding and identity, and there are some advantages and disadvantages. The benefits of this are: the awareness of the company's existence increases as the promotions take place more (Lauren, 2019). This is both true for the customers and the competitors of Coca Cola. As well as that the brand and identity, if sufficient enough, can instil loyalty in customers or the very least increase their interest in the company. Finally, the consistency of the marketplace of Coca Cola also improves.

The disadvantages are that there are negatives attributes like unfortunate events which can harm the brand's reputation, pigeonholes, which can make the launching of products difficult and the risk of the market becoming an ordinary place.

Ansoff Matrix

The Ansoff matrix is a development describing a strategy in marketing which involves market and product and their interrelationship. As well as that, it is accessed in the matrix about the present opportunities for market penetration and so on and what might be new. The Ansoff Matrix, is known as the Product/Market Expansion Grid, is an instrument which is utilized by firms to design and to break down their systems for development. The lattice indicates four systems. They can be utilized to enable a firm to develop and furthermore investigations hazard related with every system. Coca-Cola is one of the most notable brands on the planet. It is accessible on pretty much every nation and has a background marked by over 100 years (Marketline, 2014).



The four strategies of the Ansoff Matrix :

- **Market Penetration.** It is expanding offers of existing items to a current market.
- **Product Development.** It is presenting new products to an existing market.
- **Market Development.** This is entering another market utilizing existing items. Coca-Cola started its voyage in the USA. It by and by works in practically every country on the planet. This is an instance of geographical market improvement. Coca-Cola had an adequate dispatch of Vanilla Coke in the USA. The association, by then, dispatched it in the UK.
- **Diversification.** This is entering another market with the presentation of new items. Coca-Cola has used expanding as one of its frameworks on different occasions. For example, it has included Chi Ltd, a Nigeria-based driving dairy and juice association, to its broad portfolio. In like manner, Coca-Cola consumed \$4.1 billion to acquire Glaceau, including its prosperity drink brand Vitaminwater in 2007. As business divisions in various bits of the world are going less-sugary future, Coca-Cola is focusing on the creating sound refreshment part. Oakley, T. (2015)

3. Stakeholder engagement and their impact on the marketing activities of an organisation.

Define a stakeholder.

A stakeholder is a person who influences the company in one way or another. It does not necessarily have to be the customer as it is usually assumed.

Definitions of internal and external stakeholders and provide some examples of your company's internal and external stakeholders.

The internal stakeholders are the employees who run the company – general employees, operating managers, the board of directors, and others (Spacey, 2017).

The external stakeholders of the Coca Cola Company will be the people who buy from the business – distributor clients or customers. As Coca Cola works directly with distributors, they are the right influencer onto the business and not the customers themselves.

State how the company communicates with its stakeholders and how the stakeholders impact on the marketing activities of the chosen company.

The internal stakeholders are communicated with much more comfortable in comparison with the external ones. The employees have meetings, assemblies, e-mails, direct or face-to-face discussions, and so on. They are easy to monitor and manage. The external stakeholders, on the other hand, are more challenging to manage as they are not within the organisation's environment of Coca Cola. They are monitored through the distribution rates, the communication throw phones, e-mails, supply state and the accounting reports, which are usually given out monthly.

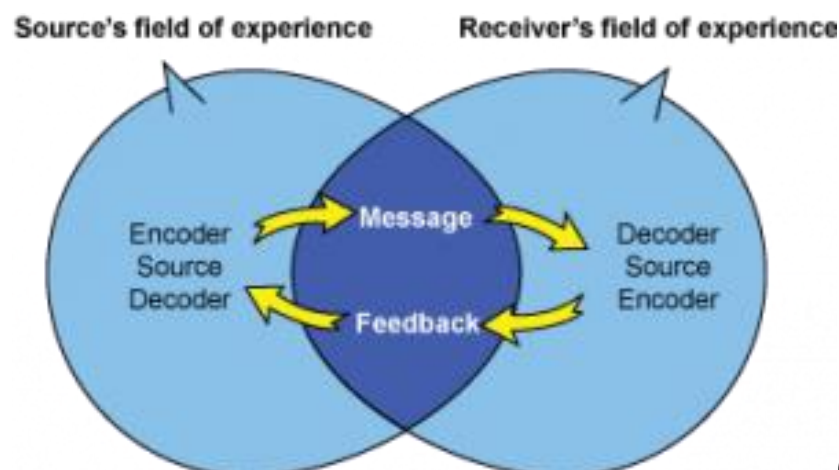
4. Conclusion

Coca Cola Company is a global beverage producer with a massive market share and very aggressive competitive strategies. One of the most successful elements which are found within this company is the marketing and its strategic development. The company focuses a lot on promotion over as many platforms as possible. Furthermore, branding and identity are also what Coca Cola heavily relies on despite the risk of negative associations. The organisation continues to thrive in the market, even despite the danger of lack of healthy product alternatives for customers. However, the company needs to begin launching those products if it wants to keep its customer base and continue profitability in the future.

5. Reflection of the tactical communication tools used to generate awareness and interest in your own project:

Definition of communication: Communication can be interpreted in many ways, one of which is the mere exchange of information which aims to be beneficial for both sides of the argument (Business Dictionary, 2019). Communication can occur in a lot of places, including in an informal and formal setting, A business communication is an example of a formal setting where communication takes place. There are different types of communication as well. Negotiation is one example and it is a particular type where compromise between two sides or one side's better condition arrangements takes place.

Communication model example: The model used for this essay is the interactive one.



(Bajracharya, 2018).

There is communication which takes place between two sides with a share of experiences. One of the sides is called the source and the other the receiver. The source is who or what gives information and the receiver absorbs it and responds. The source will share information with the receiver by encode and get the message across where the receiver will decode the message. Then the receiver finds a source of information in response to the one received and giving feedback to the source's field of experience. The flow is in the form of a circle where the entire process will repeat once again.

Integrated Marketing Communication definition: According to Business Dictionary (2019), the integrated marketing communication is the approaches which a company is taking in its marketing strategy to promote its products to the public effectively.

Different types of promotion Coca Cola Company uses: As mentioned, the Coca Cola Company uses a variety of ways to reach customers even though the products go through distributor companies. There is a range of social platforms where the beverages are advertised. This increases sales as more the company reaches out to many people through the variety of advertisements.

Conclusion: Communication can take place in various ways which all depend on how well the source of information and the receivers manage to integrate with one another. There is informal and formal type of communication and the formal is the one used in business settings. Coca Cola uses a lot of promotional material to appear professional yet relatable, especially to younger audiences in various forms.

Recommendation: It is recommended that Coca Cola Company begins to focus on the advertisements on social media because the most number of people currently use it in comparison with other platforms. Not only will the company save money, but also still reach a lot of people with their promotional material.

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