Prifysgol Cymru
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University of Wales
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BA BUSINESS MANAGEMENT

Assignment 1

Module: Marketing Fundamentals

Code: LCBB4004

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Introduction

The purpose of this assessment is to study the overview of a company and analyze the 4Ps of the marketing mix of the company's new product.

A marketing Mix is said to be a process or a set of actions that a company undertakes to promote its brand. The company initiates the 4 Ps to set up a marketing mix that it will follow while promoting its brand. These 4 Ps include- Product, Price, Place, and Promotion. There are some other Ps as well that are not as significant as these 4 Ps. Now, in this assessment, these 4 Ps will be analyzed (Thabit and Raewf, 2018).

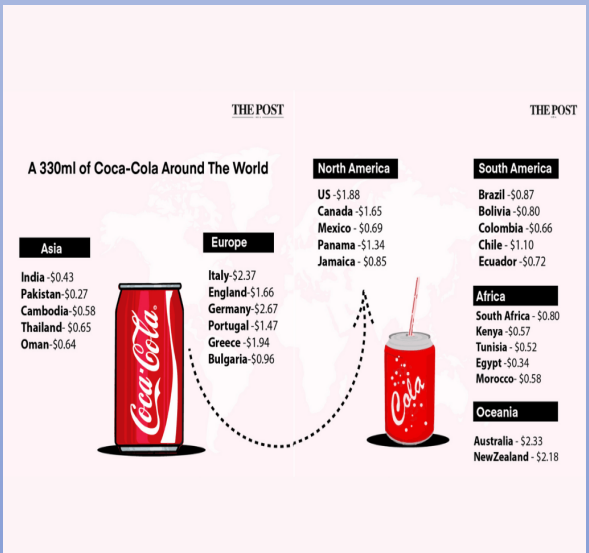
Background/history of the Company

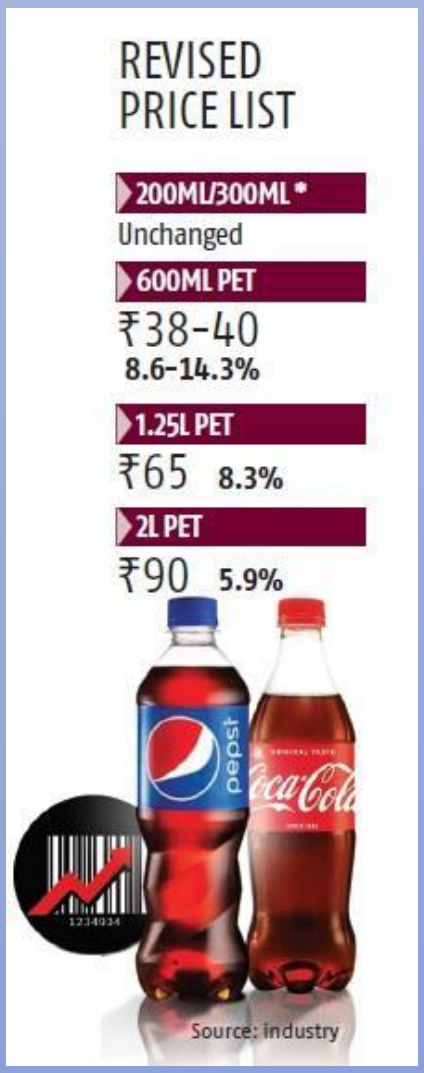
Coca-Cola is a Multinational Beverages company that operates in almost every part of the world. The company was first set up in Georgia, the US in 1886. Dr John Pemberton is said to have supplied the first glass of soft drinks of Coca-Cola at Jacob's pharmacy. Dr Pemberton used Coca leaf and caffeine-rich extracts to produce the drinks. In 1903, the use of caffeine was removed from the raw materials of soft drinks production. When Candler was the leader, the sales of the company started to increase. Then in 1919, Ernest Woodruff purchased the company from Candler. The first ad of the company was- "Coca-Cola. Delicious! Refreshing! Invigorating! Exhilarating!" Coca-Cola managed to acquire 60% of the total market share in 1948. But then some other beverage brands like PepsiCo, Red Bull, Carlsberg, etc. came into the market and Coca-Cola's market share dropped to 21.8% (Los Angeles Times, 2022). Some of these brands include Fanta, Sprite, tab, etc. soft drinks, healthy beverages such as Powerade, Nestea, Fruitopia, etc. The tab is a soft drink made of saccharin rather than sugar. In 2021, the company is said to have released vegan-friendly hard drinks by using Topo Chico, a sparkling mineral water brand from Mexico, in the UK and US (The Coca-Cola Company. 2022). The company first used to prepare sugar drinks only but later it introduced non-sugar and other types of drinks as well. Fuse tea and Costa Coffee are tea and coffee drinks of the Coca-Cola company. The company is said to have over 200 stores and retailers over the world.

Background/history of the Company

Product- The company could launch a product that is coca cola with coffee in many flavours such as dark blend, vanilla, and caramel. With this product, the company not only captures the attention of the existing customers in the market but the coffee lovers. The product comes in three flavours such as caramel, vanilla, and dark blend. The youth always want something new to taste to refresh their mouth and the product is prepared just to do it. The people who love to try new things, also love to taste the products. Not only that the soft drinkers will also attach to the product. The fit persons also could make a move for this product as the product is made of zero sugar. This new coke will capture the market of the youth, the coffee overs, the new tasters, the soft drink lovers, and the fir persons also (delish, 2022). As the product, 'dark blend' gives the taste of the coke with coffee that the person who loves coke and coffee both. The other flavour of vanilla gives the taste of vanilla later on and less the taste of coffee that gives a mixed taste of coke, vanilla, and a little coffee. The last flavour is caramel which tastes like a super coke as the taste is sweet and caramel loaded, and it is pretty good to taste (Coca-Cola, 2022).

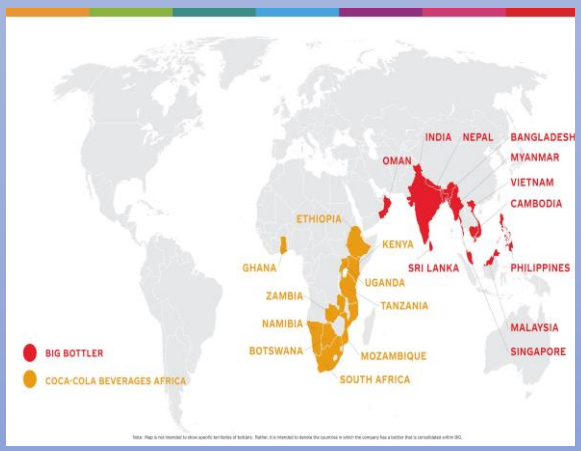
Price- Price is the cost the company charges for delivering its products and services to the target segmented group of customers in the competitive marketplace. According to Rahman *et al.* (2022), there are numerous pricing strategies such as discrimination pricing, cost-plus pricing policies, competitor pricing strategy, value pricing, and so on that, a business applies to compete with their competitors and gain advantages over them in their target marketplace.





The biggest competitor of the Coca-Cola company is Pepsi. Therefore, to compete with their competitors, the company implemented the competitor's pricing strategy to sell their products to their target group of customers in the marketplace. From the research, it is also observed that to launch their products and services the company implemented a value pricing strategy for the customers who cannot afford to pay the high prices for their products. Through their value pricing strategy, the company was able to sell their products to their customers at a reasonable price without compromising the quality of their products which helped the company to attract more average customers to their brand. This pricing strategy of the company helps them to create a brand image in the mind of their target customers in the competitive marketplace. The company also adopted the discrimination pricing strategy for pricing its products and services in the target marketplace (Team, 2022). Through the discrimination pricing strategy approach the company charges different prices for their products and services to their different segmented group of customers across the world globally. Thus, the pricing strategy of the marketing mix of the company depends on several factors which include the demand of the customers, utilization of their products and services, their competitors in the marketplace, and the location where the company is delivering their products and services in the competitive world.

Place- A place for a newly launched product matters as the availability of the product and where the product is available for the targeted customer's matters a lot for the company. In places such as restaurants in the whole UK, food delivery apps, food shops, and online food shops the company can make available the product. As the target customer can be found mostly in restaurants to have their dinner or lunch. Then the food shops work best to attract the customers for the product as the youth can be found in the food shops to have their snack items.



The food delivery apps can work the rest to attract the customers as nowadays people can be seen to order their food online and nowadays people purchase their snacks or foods items from online shops and available in online shops will attract the rest of the customers to buy the product. Not only that, but nowadays people also buy all their items, even soft drinks from amazon, so availability there can influence the customers' purchasing taste.

Promotion- For promotion, there are several ways presented to attract the people for the launched products. For the promotion of the product, the company can use social media marketing, tv ads, email marketing, website marketing, search engine optimization, influencer marketing, etc. As the products are mainly for the youths and the youths present almost all their time on various social media sites, social media marketing would work the best to attract the youths toward the products. Influencer marketing is another option that will work greatly to influence the youths to try the new products of coca cola, as the youths nowadays are influenced by the influencers on social media channels. Tv ads work finely to develop trust in the minds of the youths for the product as many youths see movies, sports, and cartoons on the tv and then they are happy and in this time the ads will work the best to attract the youths. Search engine marketing will also work to promote their newly launched product in the market. Website marketing plays some role to attract the targeted customers for the product. Not only that, but email marketing also influences the targeted customers to have a look at the newly launched product by clicking the link.

Conclusion

The Coca-Cola company has a rich history, and it has regularly updated to stay up front in the market. The company used to make sugar drinks only. But people started opting for fewer sugar drinks due to health-related issues, so the company has brought all those new items into the market. They have undertaken an innovative promotional strategy as they always do to attract customers. But the company also needs to be aware of the environmental issues. Plastic bottles and cans are becoming tough to deal with as far as nature is concerned. Also, the rising cost of raw materials can become a barrier to the demand for the product of Coca-Cola. Covid-19 effects are not yet gone, so the company needs to keep in mind all these issues to succeed more.

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