





Do you Know?

The term Coca Cola stands in the top of the most understood terms in the word (next to the term "okay")

History

- The Coca-Cola Company is a world's largest beverage company with almost 500 brands ranging from the actual Coca Cola to products such as Sprite, Fanta, Minute maid and many more.
- The product was originally born in Atlanta, Georgia in 1886.

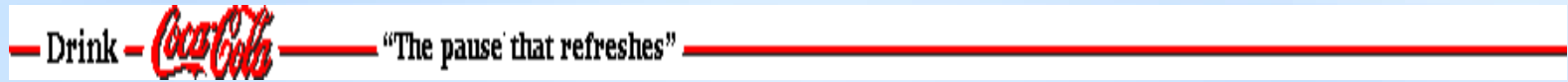
Coca-Cola's Development



April 1888, Dr. Pemberton put up for sale his Interest in Coca-Cola and passed away two days after.

- April 1888, Asa Candler began buying up Coca-Cola shares.
- Asa Candler was sole owner of Coca-Cola for a total investment of \$2,300 by 1892.

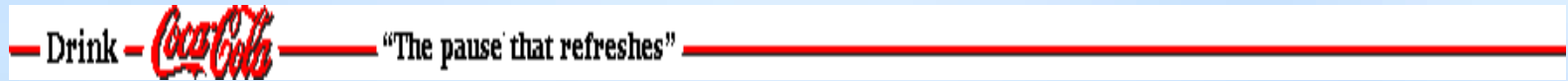
Coca-Cola's Mission



Mission + Commitment + Focus = Results

Mission statement: “We exist to create value for our share owners on a long-term basis by building a business that enhances The Coca-Cola Company’s trademarks. This is also our ultimate commitment. As the world’s largest beverage company, we refresh that world. We do this by developing superior soft drinks, both carbonated and non-carbonated, and profitable non-alcoholic beverage systems that create value for our Company, our bottling partners and our customers.”

Coca-Cola Objectives



- Coca-Cola first objectives is to maximize share owner value over time.
- Maximize long-term cash flow.
- To ensure the strongest and most efficient production, distribution and marketing systems possible.

Coca-Cola's Marketing

— Drink — *Coca-Cola* — “The pause that refreshes” —

- Coca-Cola gave their products a “global facelift” in 1997.
- Created new graphics for packaging, POS materials, street signs, trucks and vending machines.
- “Welcome to the World” become the new global advertisement
- Put Coca-Cola “within an arm’s reach of desire”



Coca-Cola's Finance



- Coca-Cola's concentrate business is a cash cow.
- In 1997, Coca-Cola generated \$4 billion in operating cash flow.
- Coca-Cola invests this in 3 ways:
 - invest in bottling & concentrate plants
 - pay dividends to share owners
 - repurchases their shares.

Coca-Cola's Ecological



- Coca-Cola's aluminum cans are recyclable.
- Coca-Cola's plastic containers are also recyclable.
- Coca-Cola's cardboard containers are made out of recycled materials.



Recommendation



— Drink — *Coca-Cola* — “The pause that refreshes” —

- I recommend Coca-Cola as a valuable investment opportunity.
- Coca-Cola utilizes corporate strategies that capitalize off their strengths and work to minimize their weaknesses.
- Coca-Cola has thus far transcended the bounds of common expectations and eagerly looks to the future achieve new feats.

Conclusion

The Coca-Cola company has come a long way from selling a few servings of carbonated beverages in a pharmacy, to an international scale business.

- Coca-cola's commitment to remain at the forefront of the changing social values in delovoping their advantage.
- Undoubtedly The Coca-Cola Company has developed all the elements necessary to run a multi-million, wordwide enterprise and refreshes all the people that come in contact with their products.

References

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Ogilvy & Mather April 05, 2012 Coca-Cola
vending machine delivers a Coke and a
smile [http://www.ogilvy.com/News/Press-
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machine-delivers-a-Coke-and-a-smile.aspx](http://www.ogilvy.com/News/Press-Releases/April-2012-Coca-Cola-vending-machine-delivers-a-Coke-and-a-smile.aspx)