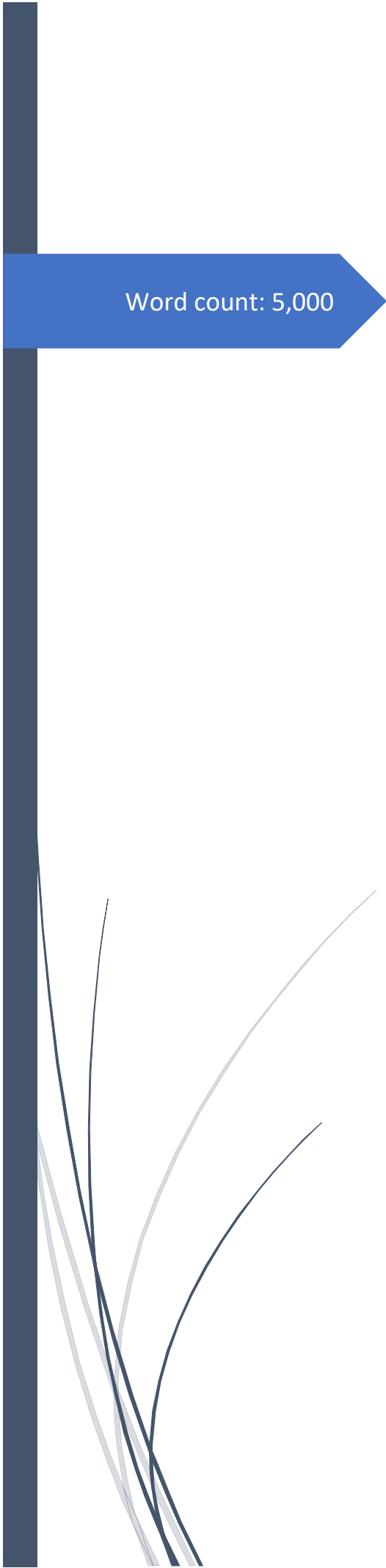


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Portfolio on Coca Cola

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Table of Contents

Introduction.....	2
About Coca-Cola	3
Current Environmental Impacts being faced.....	4
Plastic Pollution	4
Limitations in Recycling.....	4
COP26	5
Business Model Canvas	6
SWOT Analysis on Coca-Cola	7
Strengths.....	8
Weakness.....	8
Opportunities	9
Threats	9
External Factors.....	10
Political	10
Economic.....	11
Social.....	12
Technological.....	13
Stakeholders Analysis	14
Internal and External Stakeholders	14
Organisation Culture	16
Self-Reflection	17
References	18

Introduction

In this portfolio, the Coca-Cola Company will be analysed to view its current position and what may be impacting the organisation from an external standpoint. This portfolio will consist of two parts: part one focusing on the chosen company Coca-Cola and the current environmental impacts that are affecting the business. A SWOT analysis will be carried out to identify Coca-Cola's strengths, weaknesses, opportunities, and threats faced.

Although businesses can suffer from internal issues, external factors can play a role too, for this reason, a section of the PESTLE analyse will be utilised. The uses of this tool will help provide in depth information regarding the Political, Economic, Social, and Technological factors of the Coca-Cola Company. The importance of stakeholders will be studied, this will help find out key figures and contributors, while investigating their position and how the day-to-day operations of the business is run. Part two of this portfolio will be a self-reflection on what has been taught while trying to offer some recommendations Coca-Cola can take to reach their environmental pledge.

About Coca-Cola

Coca-Cola is often referred to as the world's largest non-alcoholic beverage company due to its vast popularity, currently being sold in more than 200 countries worldwide. The Coca-Cola Company is the parent manufacturer and have decided to keep their product in line with their brand name Coke. Originally dating back to the early 19th century, Coca-Cola was envisioned for medicinal use only by John Stith Pemberton, however this idea was short lived after the company was bought out by business owner Asa Griggs Candler.

Asa's vision for Coca-Cola was to be a global drink that anyone can consume at an affordable cost, this marketing strategy proved to be successful as within little time, Coca-Cola began to take over the world of soft drinks throughout the 20th century. According to The Coca Cola Company, the name of the drink was established by 2 core ingredients: **Coca leaves** and **Kola Nuts**, however, the current formula of the drinks remains unknown (The Coca Cola Company, 2015). With the company's recipe remaining mysterious, this has inspired various other companies to make their own variation of the Coke, whilst trying to keep the core taste similar.



Current Coca-Cola logo

Current Environmental Impacts being faced

Plastic Pollution

In today's world, recycling is a major issue. In recent research by Sandra Laville, she said that more than four of the world's popular fizzy drinks corporations are solely responsible for the increase of plastic pollution, a roughly estimate of half a million tonnes in just 6 developing countries alone. She expanded on this issue, stating that the current numbers are more than enough to theoretically cover 83 football pitches on any given day (Laville, 2020). Although 6 developing countries were used as a sample, reflection estimated there was a spread across the rest of the world, the NGO identified that there was an influx of plastic packaging being burned and injected into the market by companies such as Coca Cola, approximately producing 4.6 millions tonnes of Carbon Dioxide which is comparable to the likes of carbon emission from 2 million cars (Christer Johansson, 2017).

NGO Tearfund, a company known for the focus of preserving the Earth and its natural resources has identified Coca-Cola and its rival company PepsiCo amongst others to be one of the main causes of greenhouse gas emissions due to the burning of containers and plastic bottles. According to a journal by Perez, companies such as Coca-Cola and PepsiCo have their wastes mismanaged due to some people not having proper collections (Perez, 2015).

Limitations in Recycling

In a research by Vogue, it states that the Coca-Cola Company often boasts about their plastic bottles being 100% recyclable, but this would require the bottles be discarded in the proper way and in most cases, that isn't happening (Chan, 2019). In a 2017, a study was carried out which highlighted that only 9% of the plastic made by Coke is being recycled. In the study, Chhotray and Peake both spoke out, saying:

"We consider recycling to be a false solution for companies to be able to justify this addiction to single-use packaging," says Chhotray. "Being recyclable is one thing, but being recycled is an entirely different thing," adds Peake. "There's only so much control these companies exert once the packaging has left their chain of custody. For a long time, there have been calls for more government intervention and business contributions to make sure that material is actually recycled."

Coca-Cola has set a goal to use at least 50% more recycled materials by the year 2030, however, their opposition PepsiCo has a similar goal in mind. To compete with Coca-Cola, PepsiCo have committed to using 25% more recycled materials by 2025, which would mean PepsiCo will be the one to reach their goal first. Although, the uses of recycled materials don't mean it solves the current limitations being faced. Peake went on to say that recycling is something everyone needs to do to help the planet, but in cases like this, it's not the be all end all solution (Roland Geyer, 2017).

COP26

In 2015, the world set their sights on trying to limit global warming to 1.5 degrees, which is just slightly above industrial levels. The COP26 is a conference that initially took place in Glasgow, it is a 5-year commitment plan, and the purpose was to bring everyone together and identify the changes they could make to reduce the effects of climate change. In a report by Peter Jones, he states that the IPCC want the world to reach net zero emissions by the year 2050, which would require a lot of work from both the government and businesses (Peter Jones, 2018).

Business Model Canvas

Key Partners • Material providers and distributors • Customer distributions • Advertisers	Key Activities -Packaging -Producing and supplying key ingredients -Distributing in mass quantity Key Resources - Secret formula - Factory that makes packaging -Marketing Team - Sales experts - Sustainable Packaging - Stock Carrier	Value Propositions -Keeps hydrated -Provides a sugar rush -A taste everyone is used to -Quenches thirst (especially on hot days) -Gives a sense of popularity -A product that will always be wanted	Customer Relationship -Advertisements -Social Media -Engaging sales rep -Creates stories Channels -Websites -Various Social Media applets -TV -Posters, leaflets, pamphlets, newspapers	Customer Segment -Huge market -Younger audience will stick with the product as they get older -Targeting specific demographics (teenagers and young adults) -Distributors (working with big retail companies, restaurants, and fast-food shops) -Vending machine operators
Cost Structure -Making new products -Marketing -Cost of advertising -Overhead costs -Material costs			Revenue Streams -Fixed price on packaging fees -Worldwide sale -Sales to other businesses	

The Business Canvas Model is a tool that helps explain a business model in the simplest way. Using the Business Canvas Model provides insight on factors, such as the customers that are served, the type of propositions offered and by what channels, and the key selling points of a business. Although the model is used primarily for these factors, it can also be used to monitor rival companies.

SWOT Analysis on Coca-Cola

What is SWOT?

The SWOT analysis is a tool used to identify Strengths, Weakness, Opportunities and Threats. Although the SWOT analysis is often used in businesses and organisations, it can be used in other instances, for example self-reflection (Madsen, 2016). The SWOT analysis may provide insight on the current situation of an organisation, allowing employees within to plan accordingly. One of the key benefits of using the SWOT analysis is that it can highlight certain aspects of the company that may need improvements, or what they are doing wrong in comparison to rival companies.

STRENGTHS

- World's largest soft drink company
- Unique
- Incomparable brand quality
- Accessible
- Established customer loyalty
- One of the biggest brand valuations
- Astronomical market share
- Unmatched global distribution
- Acquisitions of other profitable companies

WEAKNESS

- Direct rival against Pepsi
- Limited market approach
- Health & safety
- Frequent lawsuits
- Overreliance on other providers
- Have negative effects on environment

OPPORTUNITIES

- Introduce new products
- Promote in developing countries
- Find alternate ways of distribution
- Promotion of healthier products
- Gain better market position by acquisition

THREATS

- Water mismanagement issues
- Pollution and other lawsuits
- Indirect competition
- Uncertain economic stability
- Rising health-consciousness alternatives

Strengths

Coca-Cola is currently the world's largest soft drink organisation and its popularity is constantly growing. According to studies, Coca Cola has become a "home" name due to the mass consumption, stating that it's overwhelming recognition means that there are more people that are aware of the drink than those that don't (Çağrı Ulusoy, 2009). As Coca-Cola continues to grow its brand name, the rise of its fanbase became more reliant on their product rather than opting for opposition brands such as Pepsi and 7UP. Although there is array of cola drinks that are currently available, Coca-Cola is often revered as the best because of its distinct taste, making it the most popular choice on the market.

In a report by Investopedia, it suggests that currently Coca-Cola is grossing nearly \$80 billion dollars, and some marketing campaigns helped attribute the numbers even more. An example of this is when the company began to include the names of peoples on their packaging. This new campaign helped Coca-Cola gain an even bigger presence on social media, as customers began purchasing more bottles of coke and shared images of it via their social media applets (The Investopedia Team, 2020).

Weakness

Although Coca-Cola is the world's largest soft drinks company, its rival company Pepsi has also accumulated a mass following. However, unlike Coca-Cola, Pepsi has broadened its market approach, not entirely focusing on their soda product only. Instead, Pepsi has diverted their attention to other factors, such as Walkers and other popular food items. With this in consideration, PepsiCo is ahead of the competition as Coca-Cola is still focusing on their soda products and Costa Coffee.

With Coca-Cola's recognition continuously on the rise, a factor that has always hindered both Coca-Cola, Pepsi and other sugary products are the negative impacts it has on health. In a 330ml can of Coke, there is approximately 39 grams of sugar. This number is astronomically high, especially if one is to consider the daily sugar intake, which is 30 grams. This indicates that a single can of coke will immediately put the consumer above the recommended amount, and continuous consumption can lead to health risks such as diabetes.

As Coca-Cola continued to grow, the company started to take notice of the amount of health-conscious people that would avoid drinks with high sugary contents. It is with this decision in mind, the company started to investigate alternatives and settled on creating sugar free variants of their already popular drink. In 1982, Coca Cola began advertising their new product; Diet Coke to huge success, immediately being as widespread as PepsiCo's Diet Pepsi. Although Diet Coke and other sugar free drinks gained a mass following, people were still reluctant to consume it due to the ingredients used, such as artificial sweeteners named "aspartame", which is approximately 200 times sweeter Sucrose. In a report by Cancer.org, (Cancer, 2010), it is said that there is a stigma associated with Aspartame, in which can accelerate numerous health hazards such as brain cancer.

Opportunities

A few opportunities that Coca-Cola can take is the introduction of new products. Establishing more than one product can help the organisation grow in more ways than one, one example could be through the implementation of consumables. PepsiCo currently offers the customer the choice of beverages and light snacks in the form of potato chips. Currently, one of the world's largest snack food manufacturer is Walkers, which is owned by PepsiCo. Through the acquisition of Walkers, the Pepsi company has gained an even bigger market presence due to association of UEFA Champion's League (Godley, 2013).

Threats

According to Heather Walsh, wild speculation began circulating regarding Coca-Cola, which was that they used pesticides and other chemicals in their water. Due to the already scarce amount of water caused by global warming and climate change, it seems that Coca-Cola's methodology to success requires water, and should further natural affects continue, the company can potentially be in danger (Heather Walsh, 2012). Reasons such as this is why the Coca-Cola company would benefit from the innovation of new products. For example, if the Earth's natural resources were to become scarcer, PepsiCo can still rely on their other products to remain financially afloat, whereas Coca-Cola cannot.

Another major threat for Coca-Cola is the current health-conscious mindset of the public. An example of this is cafés and smoothie bars becoming more prominent, which means customers are starting to have various choices in regard to beverages. With people becoming more conscious of the things they consume; Coca-Cola and other fizzy drink companies have started to be boycotted due to their attribution of obesity and other health related problems. Although Starbucks is not a major competitor of Coca-Cola, this can potentially harm sales even further as people are constantly looking for sugar alternatives, and if Starbucks begins to offer these substitutes, then it could spell trouble for Cola.

External Factors

A PESTLE analysis on Coca-Cola allows for an in-depth investigation on the brand and how it operates its day-to-day business. The PESTLE analysis will also provide an insight on the numerous external factors, such as Political, Economic, Social, and Technology. These have an outside influence on the business, especially on the legal and environmental side of things. For a business-like Coca-Cola, it is imperative to use the PESTLE analysis to monitor how the company runs its business and what they can do to improve.

Political

In any organisation, there will always be Political factors that may affect the operations of a business. According to K. Ravi Raman, if a country's political standpoints are not in-line with that of the business, this can cause a financial decline regardless of how much work and time was invested. In situations like this, political influences may be negative and can potentially still the development of the organisation (Raman, 2007). An example that is currently affecting Coca-Cola is the changes in tax and unemployment rates. The higher the unemployment rates would mean less profit margin due to less people buying the product. Another issue could be trade regulations in different countries, this could make it tougher for Coca-Cola to continue selling to those countries. A current issue that is being faced right now is the banning of trade between the USA and Burma, which indirectly affects Coke as they cannot sell their products in Burma (BBC News, 2012).

Economic

Most companies in current times tend to monitor the economic conditions of a nation before deciding how much of their time and money they should invest. As stated by John Dudovskiy, a country could appear to have good working trade relationships, however, it does not always mean that the economy will be stable and should be something to consider. If a factor such as this was overseen, several issues could arise, for example the company could be at a financial disadvantage due to the negative profit margin, eventually it could leave the business bankrupt (Dudovskiy, 2015).

Since the Coca-Cola focuses entirely on fizzy drinks, they have established a dedicated customer base. This can potentially aid the business if new competitors who sold carbonated drinks were to enter the market due to brand loyalty. In a research conducted by Joe Mellor, it states that brand loyalty is a decision consumer's make when shopping, often relying on the brands that they are most comfortable with. This could be for several reasons, such as trust, or simply because it's a popular name, the consumer will identify with the brand as it meets their expectations (Mellor, 2021).

According to a blog research by Susan Gunelius, a huge brand that has a loyal customer base can endure any micro- or macro-environmental influences. This means that if there is a corporate level restructure, the loyal customers will continue to support the organisation. An example they used was Toyota in 2010, in which the company had numerous micro-environmental factors, but its customer based remained loyal and continued to make purchases with the brand, this led the Toyota company to continuous growth and still remains in the market today (Gunelius, 2018).

Although Coca-Cola's main target audience is USA and United Kingdom, the company makes roughly 70% of its revenue from other countries. For this reason, it's vital that these countries have a stable economy for the Coca-Cola to make profit. A recent issue that has risen is the COVID-19 virus. The spread world-wide spread of this virus has halted some businesses, such as Coca-Cola, and the fast-food industry. The reasoning behind this was to limit contact between people as the cases began to get higher, and the virus could easily contaminate materials (Koichi Yuki, 2020).

Social

As the Coca-Cola is a huge brand and has gained an online presence via social media, the company has run several community driven campaigns to try and connect with its customer base. Their most successful campaign was in 2014, which was titled “#shareacoke”. During this period, the Coca-Cola company created promotional cans and bottles which had several random names imprinted on them.

The company prompted customers to find either a can or a glass bottle with a name of their choosing and send it to their friends and families, and to then upload the pictures to social media applets with the hashtag “share a coke”. Feedback from customers were overwhelmingly positive, however, the company felt that some customers were being left out as they couldn't resonate with the imprinted names, or if they simply had a name that wasn't used in the promotional campaign, for this reason, the company began letting customers to customise their own names on the bottle, which could have been done through their website. After the success of this campaign, Coca-Cola began revamping all of its social Media handles taking a more optimist approach, making it even easier to connect with millennials due to their active use of social media applets.

According to Marketing Tutor, when businesses operate in certain areas, their socio-cultural condition significantly impacts the company. This means that the organisation will also need to consider the potential issues they can encounter, or they can fail to gain a bigger customer base due to the lack of interest (Marketing Tutor, 2019). As the Coca-Cola Company predominantly focuses on the sale of fizzy drinks, people have continuously seeking for healthier alternatives, be it in the form of beverages or food, but as the company only deals with carbonated sugary drinks, this can possibly cripple their revenue stream. Although the company does offer slightly better alternatives in the form of Diet Cola and Coke Zero, more products are needed to cater to the health-conscious audiences.

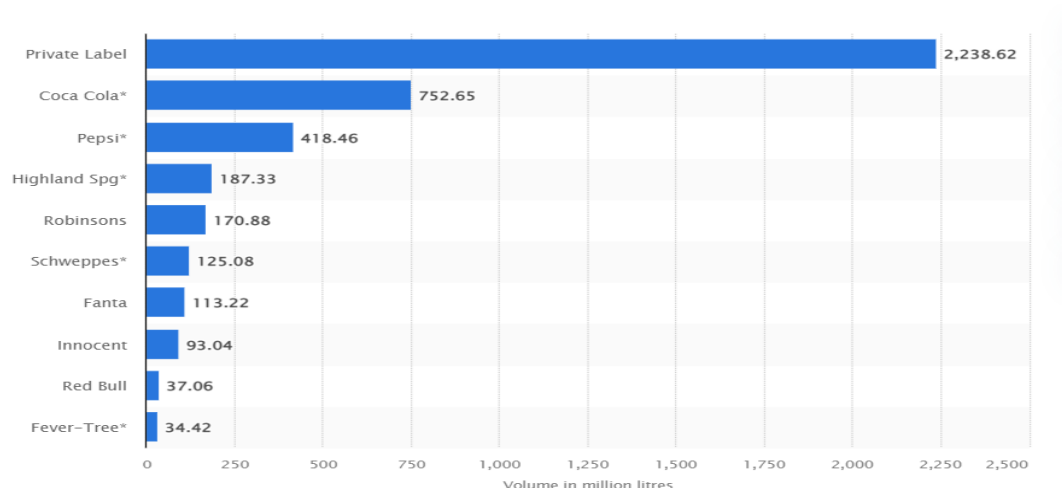
Coca-Cola has expanded its business to several countries, but one thing the company needs to take into consideration is their tastes in palate. It is for this reason, Coca-Cola has introduced more than 30 different flavours in Japan alone, and although these flavours can be seen experimental, it has proven to be a success as more customers have started buying the product. Due to having a huge market presence, the Coca-Cola Company has gained more customers while generating strong brand awareness.

Technological

Although technological factors do not necessarily affect the growth of Coca-Cola and other beverage brands, there are a few things technology based that can cause an impact. As stated by Kiesha Frue, comprehensive research is required before any products are made. This is due to financial investment and ensuring a proper infrastructure, this will open up avenues for the company to carry out extensive study (FRUE, 2016).

With the advancement in technology today, the number of smartphone users are continuously rising. This is hugely beneficial for companies such as Coca-Cola as they can take advantage of the opportunity by utilising the most popular social media applets, thus resulting in better marketing campaigns and other promotions. By making use of social media, the company can continue establishing a relationship between its customers whilst improving their brand recognition (Cole, 2019). Another benefit is that it allows the company to conduct market research via polls and questionnaires about new or existing products, providing an insight on customer feedback. This would mean Coca-Cola can cut costs as the customers are essentially gathering the information for them.

In a statement by Turchette, it's claims that Coca-Cola uses personalised advertisement to make the consumer want the product, without having the customer go out of their way to their official website. This could be beneficial to an organisation like Coke due to how many people today shop online (Turchette, 2018). With the rapid growth of both the internet and ecommerce websites like Amazon, customers now have a huge variety of stores to shop from. The recent joint venture between Amazon and Morrisons means subscribed Prime members can now freely make purchases such as groceries and other snacks such as fizzy drinks, and in most supermarkets like Morrisons, Coca-Cola is the second most popular drink behind the supermarkets own brand (Statista, 2018).



Stakeholders Analysis

In research by Jason Fernando, he states that stakeholders are like a party in which has the companies' best interests and as such, can affect the company or be affected by them. Typically, the primary stakeholders tend to be investors, customers, and employees (Fernando, 2019). Being an owner of a company still qualifies as being a stakeholder too, but in a usual sense, it is typically vendors and suppliers that rely on a business's success for them to make their own profit revenue (thetstreet, 2018).

Although a project stakeholder usually consists of an organisation, it can also just be a single individual. The project stakeholder is often affected by an outcome or can have some sort of influence on how a particular project is handled. There are three main levels of stakeholders, the first being those that have a direct influence and are actively involved. The second consists of those who have an interest in the organisation, but any sudden changes can alter their interests. The third level is other organisations that have a say on how projects should be managed.

As stated by Jackie Lohrey, having identified stakeholders allows for a proper communication tool. For example, knowing who the stakeholders are and what type of role they play can be detrimental for the development phases. This means having to accommodate their expectations and deadlines. Communication is a vital skillset, especially when it comes to working with other stakeholders because it provides the opportunity to for everyone involved to build a level of trust, and to engage in a two-sided conversation rather than it being just one-sided. Usually, a one-sided conversation means the other party involved has no interest on what's being said or the situation they're in (Lohrey, 2019).

Internal and External Stakeholders

In the Coca-Cola Company, there are several internal stakeholders. This ranges from the board of directors, vice presidents, senior leaders, employees, however, the main influencers are the companies' shareholder. As stated by Richard Brownlee, he states that senior leaders and the board of directors usually focus on the strategic direction of the company and take the time to ensure they have positive impacts of the local community. In 2019, the number of employees of Coca-Cola were roughly over 86,000, this is in conjecture with the number of internships and co-op trainee programs they offer (E. Richard Brownlee II, 2017).

Although employees with the organisation have the opportunity to further their career, the success factor that the Coca-Cola can give them doesn't hide the fact that the company was sued numerous times due to racial allegations. The brand's image was impacted in a negative way, but the company's best cause of action was to quietly pay the appropriate fine, this allowed Coke to minimise the unwanted attention.

According to Clemence Vignal, she states that Coca-Cola has three categories of stakeholders, which are Institutional and individual shareholders, and the third being Mutual fund holders. Berkshire Hathaway Inc, The Vanguard Group Inc and the SSgA Funds Management Inc are the top shareholders of Coke (Clemence Vignal Lambert, 2017). However, even with the backing of these shareholders, there have been numerous occasions where they have caused Coca-Cola some disputes and challenges (Rahman, 2015).

Coca-Cola's main external stakeholders are the customers the purchase their products, the companies that help create the packaging such as bottles and plastic lids, suppliers, and the government. Although the overall figure of accumulated consumers remains unknown, a report by Robert J. Foster indicates that there is approximately 1.9 billion servings of the product that are being consumed each day. This highlights the importance of its external partners such as bottle manufactures, otherwise Coca-Cola wouldn't be able to deliver on these numbers (Foster, 2007).

Organisation Culture

Diversity and Inclusion

The Coca-Cola company operates on being as inclusive and welcoming to all social groups. As stated by Coca-Cola, Diversity, equity, and inclusion is what drives the company forward as it is integral to their values and beliefs. The source claims the company wouldn't be as successful without it and the reason behind this is that Coke believes each individual brings a refreshing approach, and having a more broader diverse workforce would mean the company will always be making a difference in this competitive world (The Coca-Cola Company, 2019). To mirror the changes of the real world, the Coca-Cola company have set out on a goal to have at least 50% more women hold senior roles of the company to have "proper" race and ethnicity representation.

Growth Culture

Coca-Cola believes in the "ingenious" that individuals people provide and continually trying to support its employees by emboldening them as this would help drive the brand forward for centuries to come.

Gender Equality

In 2019, the Coca-Cola Company was named to be one of the most welcoming workplaces in-terms of gender equality. The company is still focused on expanding its workforce to be more inclusive and trying to offer a place for their employees to feel valued and respected. As the company feels inclusion is what makes them successful, they will continue to value that above all else (Indeed, 2018)



Self-Reflection

From a Consultants perspective, I can only offer insight from secondhand information, from the uses of journals and other internet sources. Upon looking at the organisation, I can see that the Coca-Cola company is facing array of problems. To me, one of the major issues stems from the lack of products the company offers. While they do offer sugar free counterparts, it isn't enough if you consider the various competitors that are in the market. I am a huge fan of the Coca-Cola product, but because of the numerous health risks associated with it, I have limited the amount of how much I consume. I have now opted for other healthier drinks.

As the world is facing a major crisis with climate change and pollution, the Coca-Cola company needs to cut down on their factories as that produces a lot of air pollution.

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