



MBA

Marketing  
Management<sup>+</sup>

**A Critical Analysis of the Global Business Environment - Post  
Pandemic on Coco Cola**

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# Overview – Coco Cola

A multinational beverage corporation known for its flagship product, Coca-Cola. Founded in 1886 by John Pemberton, Coca-Cola has become one of the world's most recognized and valuable brands.

Armstrong, G., & Kotler, P. (2021).  
Marketing: An Introduction.  
Pearson.

## Company Facts



**135 YEARS**

of refreshing the world and making a difference



**ATLANTA, GA**

Global Headquarters



**200+**

Countries and Territories Where Our Products Are Sold



**~200**

Master Brands

## The Coca-Cola System



**~225**

Bottling Partners Worldwide



**~900**

Bottling Plants



**700K+**

Employed by the Company and Bottling Partners



**~30M**

Retail Customer Outlets

## Performance

**\$33.0B**

Net Operating Revenues  
(2020, as reported)

**\$235.9B**

Market Capitalization  
(As of 12/31/2020)

## 2020 Global Unit Case Volume by Operating Segment

**23%**

Asia Pacific

**28%**

Europe, Middle East & Africa

**28%**

Latin America

**18%**

North America

**3%**

Global Ventures

## Internal Factors Influencing Coca-Cola's Global Business Environment

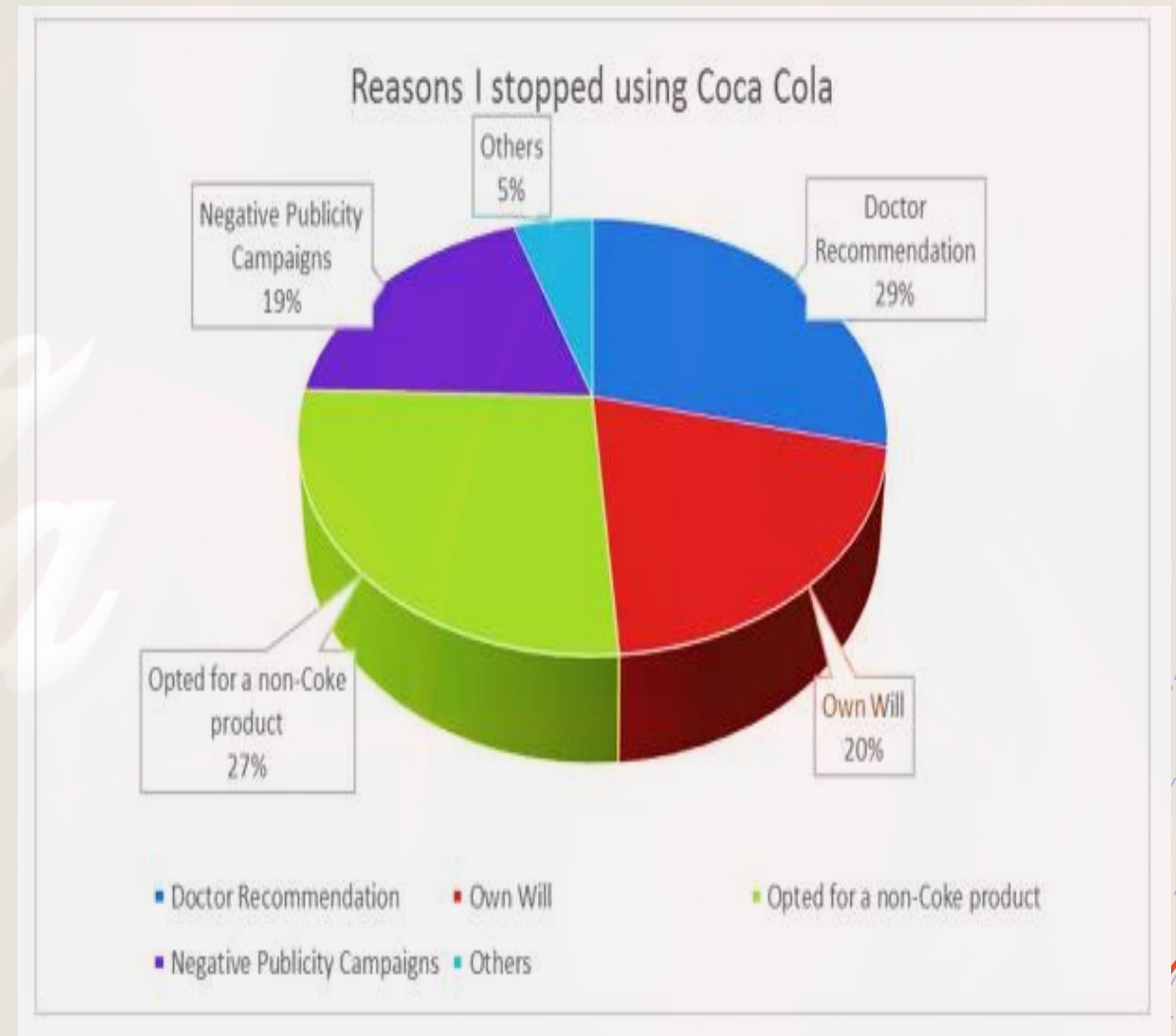
- Strong brand recognition: Coca-Cola's global brand recognition provides a competitive advantage and consumer trust.
- Extensive distribution network: Coca-Cola's wide distribution network ensures global product availability and market reach.
- Product diversification: Coca-Cola's expanded product portfolio caters to diverse consumer preferences beyond carbonated beverages.
- Financial strength: Coca-Cola's robust financial performance supports investments, marketing campaigns, and innovation.
- Effective marketing and advertising: Coca-Cola's successful marketing strategies engage consumers and maintain brand visibility.

## External Factors Influencing Coca-Cola's Global Business Environment

- Growing demand for healthier options: Shifting consumer preferences toward healthier beverages pose challenges for Coca-Cola's sugary drinks.
- Intense competition: Coca-Cola faces strong competition from global giants and emerging local brands, requiring constant innovation.
- Regulatory challenges: Government regulations on sugary drinks, labeling, and sustainability impact Coca-Cola's operations.
- Changing consumer demographics: Coca-Cola must adapt to diverse consumer demographics and preferences, including multicultural markets.
- Technological advancements and e-commerce: Coca-Cola needs to adapt distribution channels and marketing strategies to leverage technology and e-commerce trends.

# Key Factors Contributing to Market Failure

- Changing consumer preferences and health concerns: Shift towards healthier options impacting demand and consumer perception.
- Intense competition: Global giants and local brands eroding market share and profitability.
- Regulatory environment and public perception: Regulations on sugary beverages and sustainability affecting operations and reputation.
- Economic factors and market volatility: Economic downturns and fluctuating exchange rates impacting sales and pricing strategies.
- Technological disruptions and digital transformation: Failure to adapt to e-commerce and technology advancements affecting distribution and marketing.
- Lack of product innovation: Limited response to changing consumer trends leading to stagnation and reduced appeal.
- Ineffective marketing strategies: Failure to connect with target audience, resulting in decreased brand engagement and market share.
- Supply chain disruptions: Disruptions in sourcing, manufacturing, or distribution impacting product availability and customer satisfaction.



Dahlen, M., Lange, F., & Smith, T. (2010). Marketing Communications: A Brand Narrative Approach. Wiley.

# Resource Allocation to Address Current Challenges

## RAISING THE BAR IN RESOURCE ALLOCATION

### Strategic Alignment



### Iterative Learning



### Data-Driven Approach



## Reinvesting to maximize effectiveness and efficiency



### Disciplined Growth

- Resource optimization
- Product diversification
- Targeted marketing
- Sustainable practices
- Efficient supply chain



### Mitigate Volatility

- Digital transformation
- Online sales
- Employee training
- Stakeholder collaborations
- R&D innovation



### Bolder Decisions

- Data-driven decisions
- Localized strategies
- Quality standards
- Social initiatives
- Strategic partnerships



### Grow Build/Fix and Selectively Play Combos

Activate Windows  
Go to Settings to activate Windows.

# Competitive Strategy for Coca-Cola



- Product innovation and expansion
- Digital transformation and e-commerce
- Sustainable practices and environmental stewardship
- Geographic expansion and localization

- Customer-centric marketing and branding
- Partnerships and collaborations
- Supply chain optimization and efficiency
- Agility and adaptability

# Green Marketing and Corporate Social Responsibility

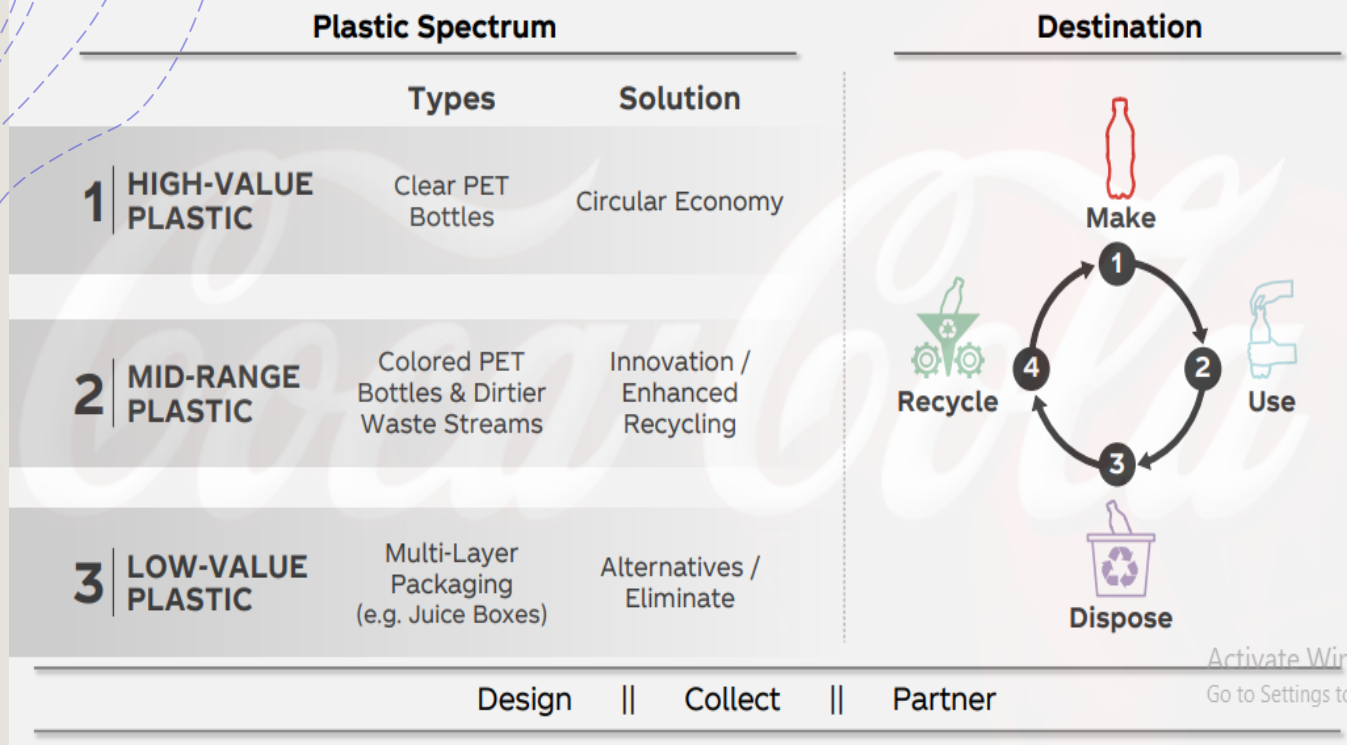
- Sustainable packaging
- Water stewardship
- Energy efficiency and renewable energy
- Community engagement and philanthropy
- Diversity and inclusion
- Health and well-being
- Recycling and waste reduction
- Sustainable agriculture
- Environmental partnerships
- Impact on brand image and reputation

Pride, W. M., Ferrell, O. C., Lukas, B. A., & Schembri, S. (2021). Marketing Principles. Cengage Learning.

## LEADING IN SUSTAINABILITY WITH COLLECTIVE ACTION

|                                                 | <br>Water     | <br>Packaging                                  | <br>Reducing Added Sugar                   | <br>Climate                  | <br>People & Communities |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Our Goal</b>                                 | Replenish at least 100% annually                                                                 | 100% collection and 50% recycled content by 2030                                                                                  | Offering more choices and reducing added sugar                                                                                | 25% absolute GHG emissions reduction against 2015 baseline by 2030                                              | 50% led by women globally by 2030                                                                           |
| <b>Our Progress to Date</b>                     | Water neutral since 2015<br><br>291B Liters of water returned to nature and communities in 2022. | 61% collection rate in 2022<br><br>25% <sup>(a)</sup> recycled material in our packaging & 15% of PET used is recycled PET (rPET) | 29% of our global 2022 unit case volume is low- or no-calorie<br><br>~68% of portfolio has less than 100 calories per serving | 21% system-wide renewable electricity in 2022<br><br>7% decline in absolute emissions since 2015 <sup>(b)</sup> | 39% women in senior leadership in 2022                                                                      |
| <b>Committed to Driving Industry Leadership</b> | Driving nature-based water solutions as part of 2030 Water Security Strategy                     | Industry-leading goal to have 25% of volume refillable / reusable by 2030                                                         | Growth of low- and no-calorie beverages; smaller package choices                                                              | Increasing cooler efficiency to progress on science-based targets                                               | Linking goals to executive compensation                                                                     |
| <b>Partnering to Make the Greatest Impact</b>   |                                                                                                  |                                                                                                                                   |                                                                                                                               |                                                                                                                 |                                                                                                             |
|                                                 | NGOs & Civil Society Groups                                                                      | Governments                                                                                                                       | Industry & Peer Companies                                                                                                     | Across our System                                                                                               |                                                                                                             |

## CIRCULAR ECONOMY SOLVES FOR ZERO WASTE AND LOWER CARBON FOOTPRINT



# Green Marketing and Corporate Social Responsibility

# Recommendations for Coca-Cola to Gain Competitive Advantage

- Enhance product diversification and innovation.
- Leverage digital technologies and e-commerce.
- Strengthen sustainability practices.
- Forge strategic partnerships.
- Invest in brand building and reputation management.
- Foster a customer-centric culture.
- Encourage employee empowerment and innovation.

# Conclusion

- Coca-Cola faces both internal and external factors that can contribute to market failure. However, by strategically allocating its resources and adopting a competitive strategy, Coca-Cola can overcome these challenges and gain a competitive advantage in the post-pandemic era.
- Through product innovation, digital transformation, sustainability practices, strategic partnerships, and a customer-centric approach, Coca-Cola can meet changing consumer preferences, address environmental concerns, and enhance its brand image and reputation.
- Furthermore, the importance of continuous adaptation, creativity, and innovation in marketing strategies cannot be understated. These qualities enable Coca-Cola to stay ahead of competitors, respond to evolving market trends, and meet the needs of today's consumers.
- By embracing these recommendations and fostering a culture of continuous adaptation and innovation, Coca-Cola can thrive in the post-pandemic era and solidify its position as a global leader in the beverage industry.

# References:

- + Coca-Cola Company. (2021). Annual Report 2021. Retrieved from [URL]
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- + Drummond, G., Ensor, J., & Ashford, R. (2019). Strategic Marketing: Planning and Control. Routledge.
- + Ailawadi, K. L., Farris, P. W., & Pauwels, K. (2020). The Manager's Guide to Strategic Marketing Metrics. Wharton Digital Press.
- + All the images in the ppt are taken form Coco Cola Annual report 2023.

The background is a light gray gradient with a large, faint, white Coca-Cola script logo in the center. Scattered around are several red bottle caps, some with the Coca-Cola logo and others with the word "OPEN". On the right side, there is a red silhouette of a bottle neck. The overall theme is Coca-Cola and opening happiness.

open happiness™

Thank you