

Group presentation

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History

- Atlanta, Georgia, is where Coca-Cola was first made on May 8, 1886.
- Local pharmacist Dr. John Stith Pemberton invented Coca-Cola syrup (The Coca-Cola Company, 2023).
- Frank Robinson named Coca-Cola.



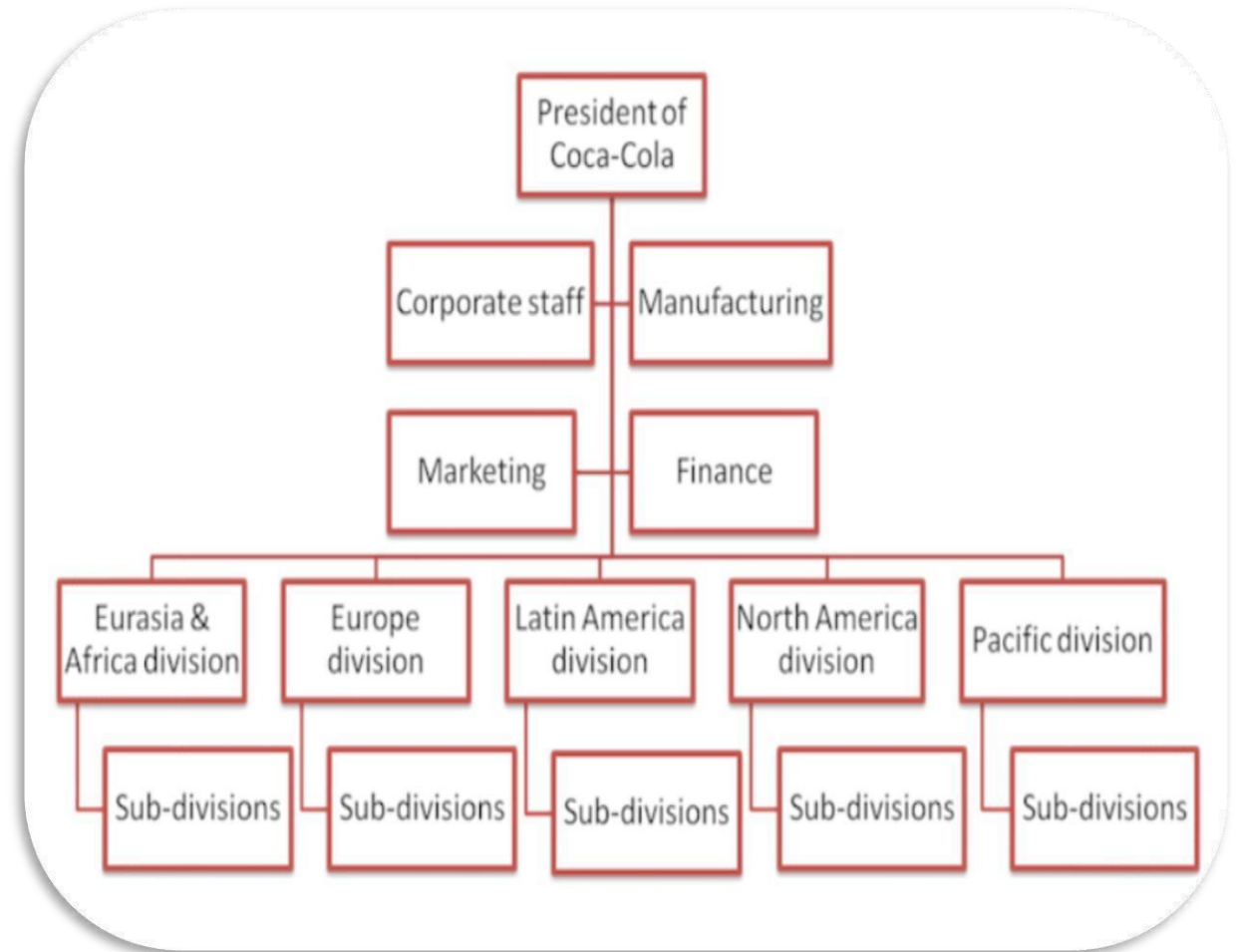
Organisation structure

Business size-Large (over 700,000 people).

Structure-Matrix structure (juliegilhuly, 2014).

Sector- Public

Industry-Beverage (Production and Distribution).



<https://juliegilhuly.wordpress.com/2014/03/01/coca-cola-organizational-complexity/>

Swot Analysis

Strengths

- Branding strength
- High brand value
- Global reach (Pereira, 2023)

Weaknesses

- Competing with Pepsi
- Adding New Products
- Health Concerns



Opportunities



Threats



- Opportunities
 - Bring more new goods to the market and cut down on sugar.
 - Expansion of The Ready-to-drink (RTD) Coffee Industry in the United States
- Threats
 - Water Usage Controversy
 - Pollution Lawsuit

PESTLE Analysis



- Political

- Governmental policies.
- International trade regulations.
- Tax policies. (The Coca-Cola Company, 2024).

- Economical

- Income levels for each country.
- Inflation. (Lucas, 2024)

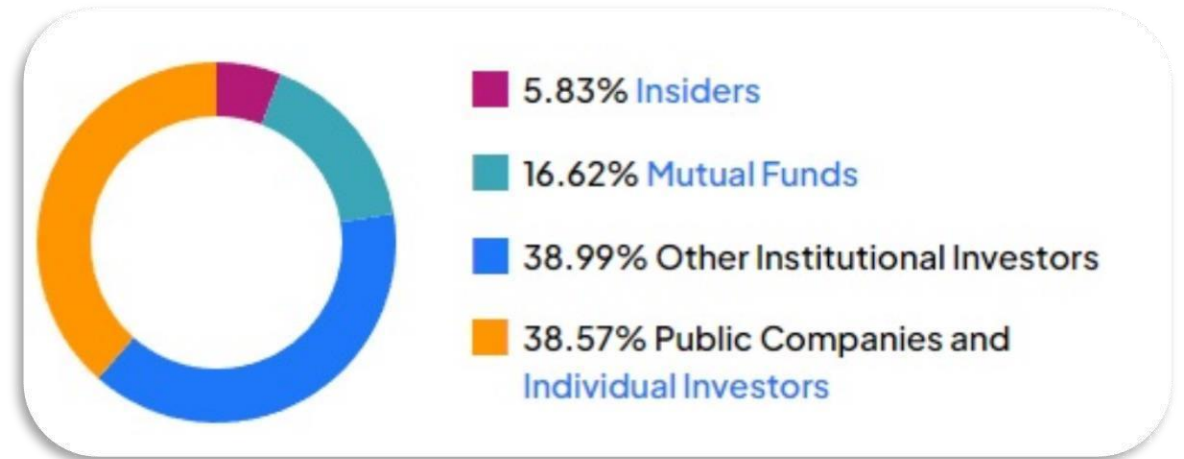


- Social
 - Festivals.
 - Public health concerns.
- Technological
 - Factories that are using new machinery.
 - Vending machines.
 - Promotional campaigns.



- Legal
 - Beverage's regulations.
 - Advertising and marketing.
 - Tax policies.
- Environmental
 - Environmentally friendly materials (The Coca-Cola Company, 2024).
 - Water management.

- KO stock is owned by institutional, retail, and individual Companies and Individuals 38.57%.



(TipRanks | Know Who to Trust, n.d.)

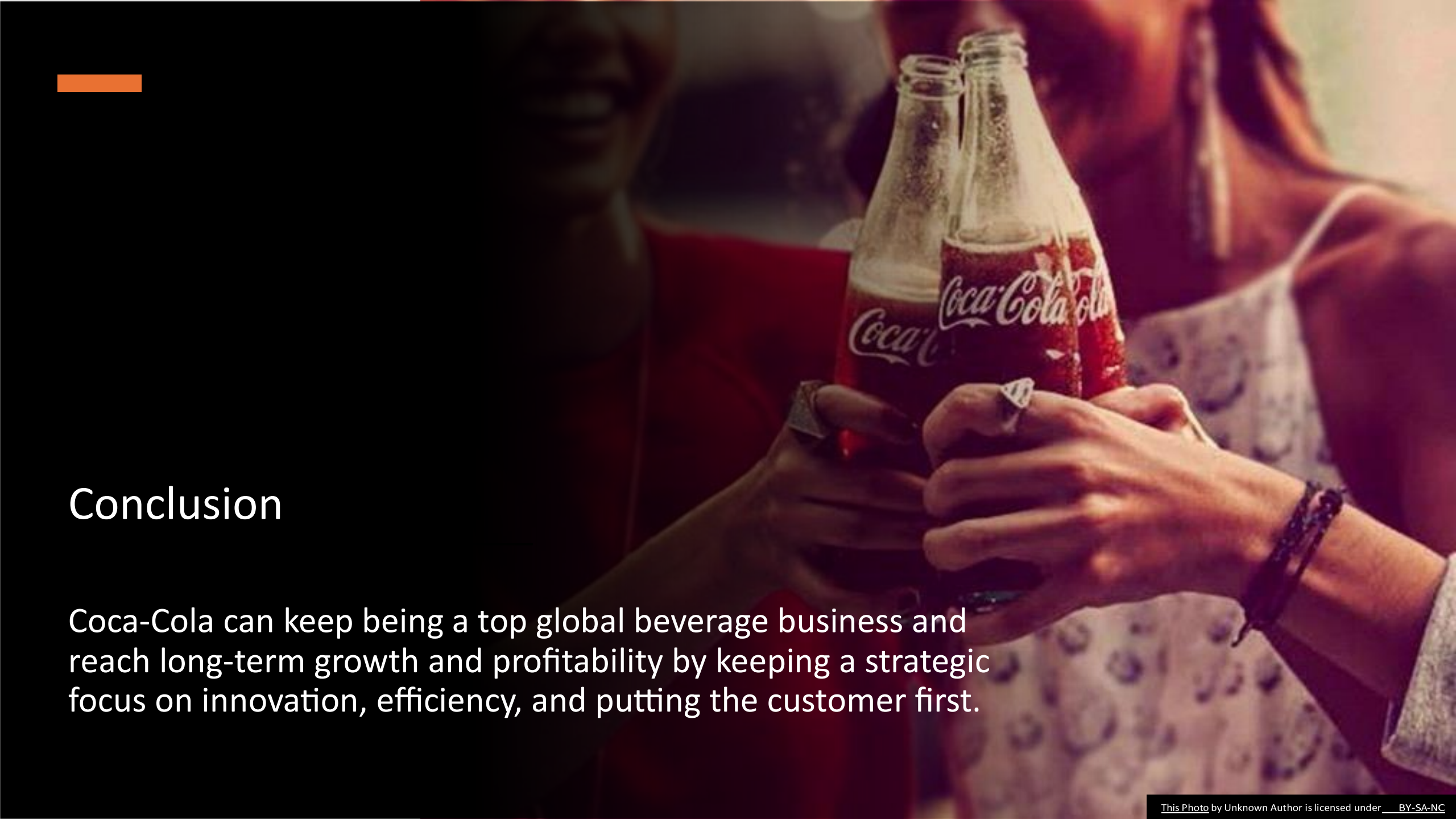
- The Coca-Cola stockholders with the most voting power are Berkshire Hathaway (9.2%), Vanguard (8.5%), and BlackRock (7.2%). (2023, Franek)

 Coca-Cola's **Outstanding Shares** by Shareholder

In millions of shares as of December 2022

Shareholder	Class A	Total	% Share
 Berkshire Hathaway	400	400	9.2%
 Vanguard	368	368	8.5%
 BlackRock	311	311	7.2%
 Other	3,249	3,249	75.1%
Total (# millions)	4,328	4,328	100.0%

The Coca-Cola Company had a total of 4,328 million outstanding shares as of December 2022.



Conclusion

Coca-Cola can keep being a top global beverage business and reach long-term growth and profitability by keeping a strategic focus on innovation, efficiency, and putting the customer first.

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Thank You

