

COCA COLA



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TASK A

1. Marketing Defined

Marketing is the procedure of planning and executing the pricing, promotion, and distribution of items and services to create exchanges that satisfy character and organizational goals (Edunote, 2019).

In this record I will focused on these three questions:

- Processes and ranges of advertising and marketing together with the role of the advertising mix.
- The role of marketing in creating price for costumers. Processes and stages of marketing including the role of the marketing mix.
- Stakeholders

2. Marketing process

The advertising manner is a procedure of improvement of the Marketing Mix and administration of the advertising efforts using the analysis of the opportunities in the market and determination of the target markets.

The advertising and marketing process are in four stages:

1. Where we are now? - Situational analysis

* Macro/Micro Environment * Porter's 5 Forces * PESTEL / SWOT Analysis

2. Where we want to be? – Objectives

* Product life Cycle model

3. How can we get there? – Strategy and Implementation

* Segmentation, Targeting, Position and Marketing Mix

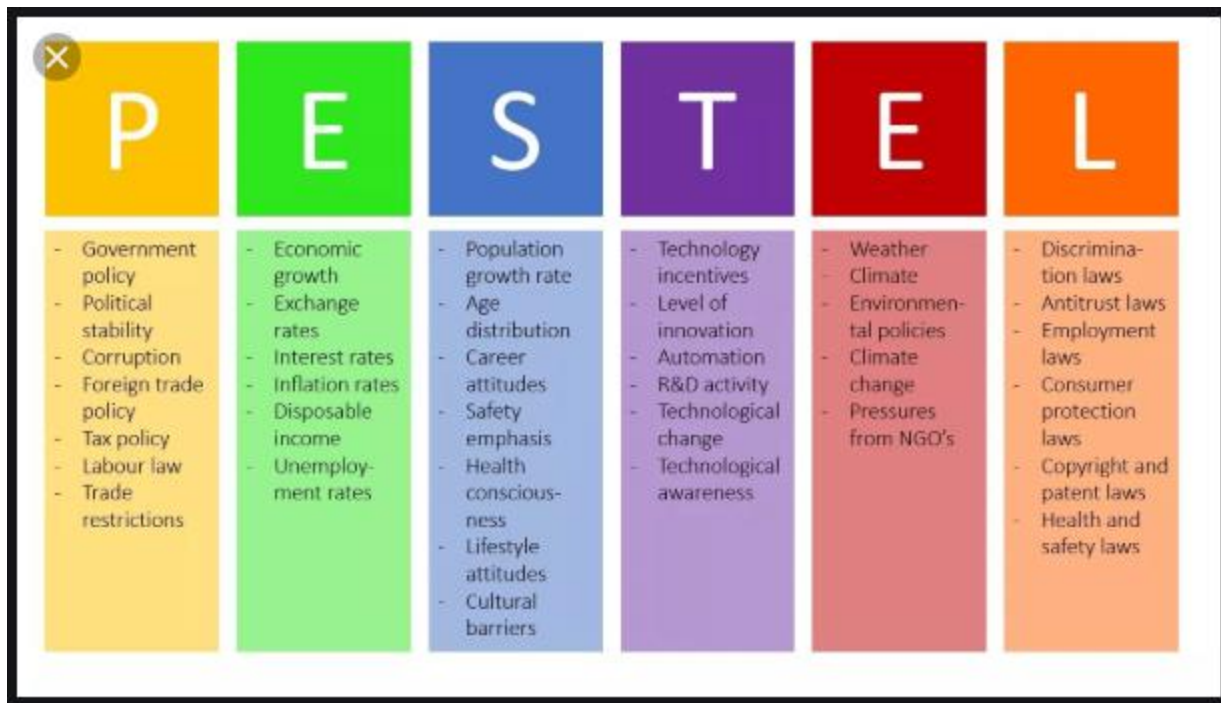
4. Control - Evaluation Stage



Source: <https://www.smartsheet.com>

3. PESTLE ANALYSIS

A PESTEL analysis is an acronym for a tool used to identify the macro (external) forces facing an organization (Business to You, 2016).



Source: <https://www.business-to-you.com>

3.1. Political Laws

The organization works in different countries and it faces different political laws from governments. In order to conduct its business properly and put its products in stores shelves it must follow these laws and regulations. Different tax laws, duties, internal marketing and modifications in labor laws directly impact on the organization activities. Such condition creates unfavorable environment for organization. One of the most important political factor is the government laws and regulations regarding the food products. For example, in U.S it must follow its Food and Drug regulations. Any change in these change can greatly affect the organizations sales and revenues.

3.2. Economic Factors

The world companies' earnings are substantially diminished because of the international financial disaster however Coca Cola managed to stay comparatively uninjured (the outcomes had been felt the fundamental by the cash companies), still its profits to some extent have been

affected. Customers are fantastically affected by the aid of this crisis. Because of this disaster purchaser switches their purchases to only fundamental requirements which in turn affect the world company's sales. Most companies used one of a kind measures for slicing down fees and price discount to manage the pressure. Still, in tough times, Coca Cola shocked the industry. International financial crises of this scale will have a widespread effect on all the most essential international businesses. Similarly, the rising prices of the uncooked product are essential to trouble shifting Coca Cola. Water inadequacy is some other primary hassle. There is a huge need for water for Coca Cola for its production, alternatively, its availability is limited. All these elements including water scarcity, financial crisis, and raw cloth improved expenses create detrimental prerequisites for the organization.

3.3. Social Factors

Coca Cola products are distributed in different cultured countries. These different cultures also possess different needs and desires. Coca Cola has modified most of its products according to their needs. For example, in Japan organization has provided its customers with 30 different flavors to meet their needs. Same is the case in Chinese market. The taste of Japanese Coke is totally different from that of Chinese Coke because of sugar amount and other ingredients values.

However, in America, people are more conscious about their health. They mostly prefer tea and water over the sugary and carbonated drinks because of health risks. Such factors create unfavorable conditions and provide with different challenges for the organization (Kiesha Frue, 2016).

3.4. Technological Factors

Technological factors are in quite favor of the organization because the organization is equipped with highly advanced technologies for conducting its business activities. Its factories have advanced machineries to make sure the higher production and fast deliveries to the customers. The organization major business activities depend heavily on these technologies such as packaging, advertising and distribution. The organization widely use the Social media platforms

for its advertising purposes. Its surprising campaigns also make its customer to take photos of its products, different billboards to post on these platforms. One of the instance of these campaigns is placing the real names on the Coke bottles. Customers made photos of these bottles and put up them on their social media timelines.

3.5. Legal Factors

As the agency works in unique nations it faces unique legal guidelines and policies and compliance has come to be a vital factor for its business activities around the world. There are many laws and that they differ from market to market and united states to country. If the employer does now not comply with these prison laws, it needs to face billions in fines and it also affects the photograph of the brand. From labor to product quality and environment there are many areas anywhere compliance is crucial. Coca Cola especially focuses on its ethics, corporate governance and compliance due to the fact in exclusive nations it has confronted different prison problems (PRAVEEN KUMAR MUDDA, 2017).

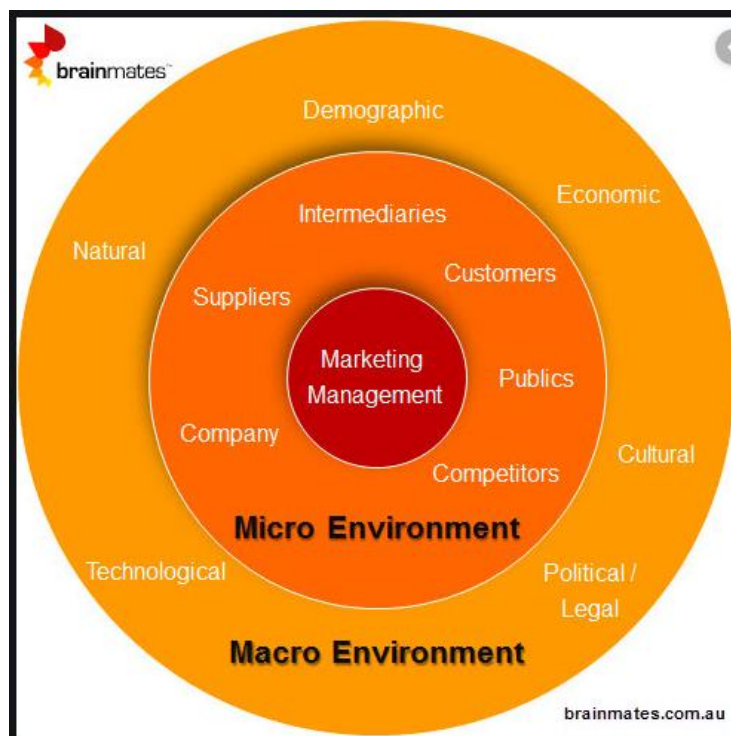
3.6. Environmental Factors

In this 21st century, environmental and Sustainability considerations have come to be central interest to business and even for the groups with close to zero or zero environmental footprint. In addition to lowering environmental impact, it also helps with greater manufacturer image. Coke is investing a lot for environmental issues and water issues. It has made plans for sustainability for 2020 and is functioning to meet these targets. It has made investments in water agriculture packages such as CARE and RAIN. These applications are designed to aid the farmers in Africa and the Republic of Ghana analyze new and a lot of reasonably priced methods of farming. Water insufficiency has come to be an enormous drawback in Africa and such applications are serving to native farmers extend their yield in opposition to restraints. It has also initiated choice programs too to reap the neighborhood and empower girls. These efforts help it in creating positive brand image and with favorable business conditions (Abhijeet Pratap, 2016).

3.7. Advantages and disadvantages of PESTEL Analysis

The advantages of the PESTEL Analysis is that it is a perfect tool used for primary research for the planning of strategy, and it gives us information about six main external factors of the Macro Environment. Understanding their influence is necessary for future business.

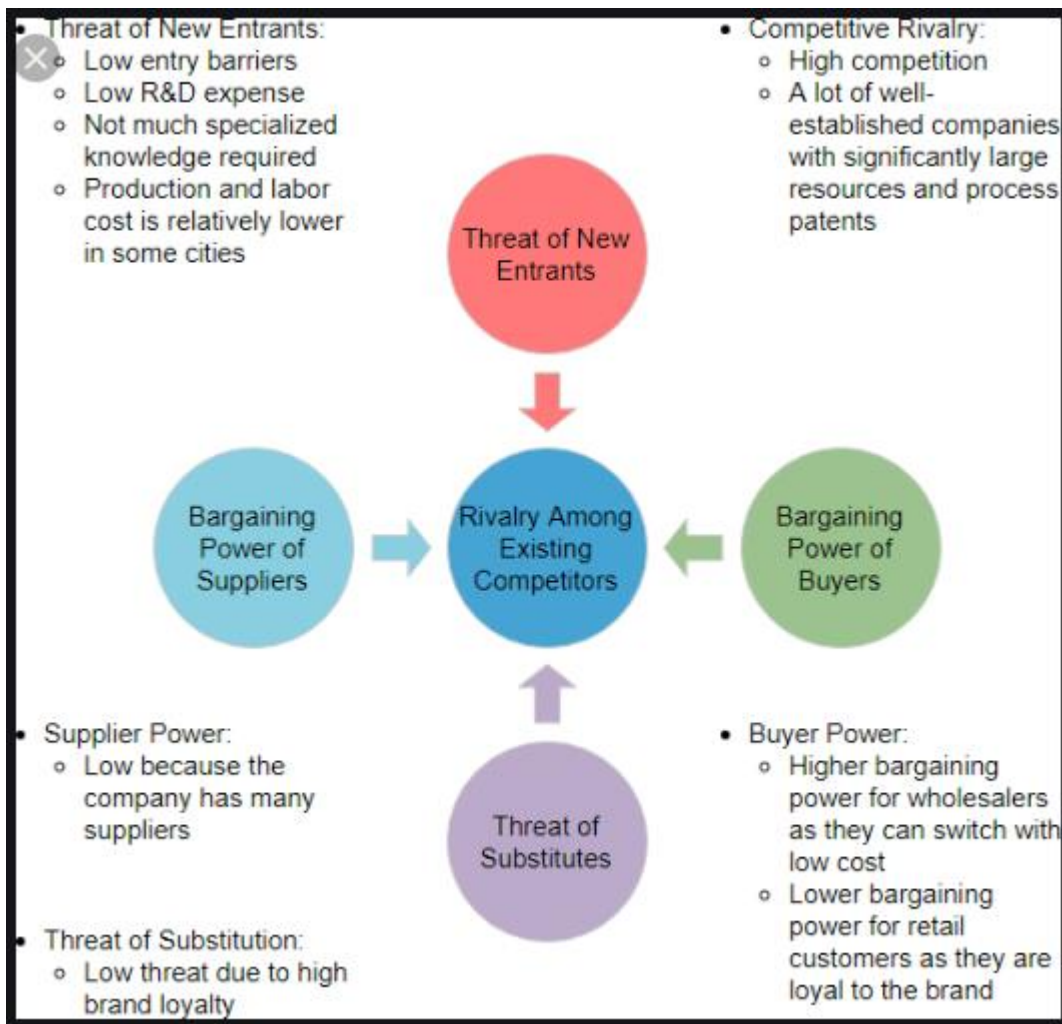
The disadvantages of PESTEL Analysis is that those six factors are not enough to see all pictures of the environment. To see the other side, we have to do SWOT or Porter 5 Forces Analysis to do research and have information on the internal factors- the Microenvironment. Then will know all the environment to plan a strategy for the future business.



Source: <http://digitalenvironmentandmarketplace.blogspot.com>

4. Porter 5 Forces Analysis

Porter's five forces is used to analysis and understand the market/industry which the business is operating within.



Source: <https://www.visual-paradigm.com>

4.1. Rivalry among Existing Competitors

The rivalry is high because in the main in all places the beverage enterprise is dominated using two giants, Coca cola and PepsiCo. The competition is very severe between these two essential players. There are also other local players in industry, but they do not represent any serious competition threat because these two giants are well established in the industry and it's difficult to compete them. Most of these two players' products are same to each other and their prices are also the same however the differentiation between these two is low.

4.2. Threat of New Entrants

The threat of new entrants is low due to the fact of the distinctive entry boundaries set through two giants Coca-Cola and PepsiCo. There are several elements in beverage enterprise that discourage the entry of new players. One of the most vital element is the high capital requirement. To get the front house in shop shelves, the new entrants must pay a lot to the save for displaying their products.

4.3. Threat of Substitutes

Threat of substitutes is very high because of the health concerns and availability of healthy options such as juices and other water products and tea. Main substitute products of coca cola include, Nestle Juices, teas and other cold beverages. In addition to this switching cost for customers are also low that adds more fuel to this threat.

4.4. Bargaining Power of Customers

Bargaining power of customers is high because of the availability of other a lot of options. Switching cost for the customers are also low. So, if they find the prices higher from one brand they can easily switch to another brand.

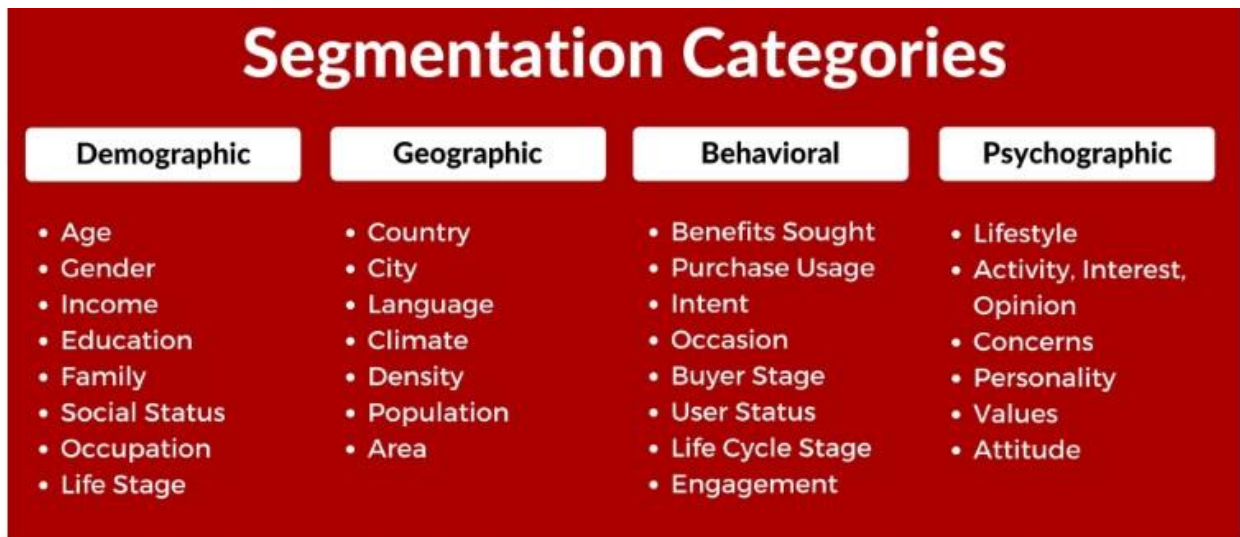
4.5. Bargaining Power of Suppliers

The bargaining energy of dealer is low due to the fact there are a lot of suppliers reachable for the employer in the market. And due to the fact, the switching prices for Coca cola are also lower. Because of these elements, it is very handy for Coca cola to swap from one dealer to another. However, it turns into tough for suppliers to locate some other buyer. Therefore, the bargaining electricity of suppliers is very low.

5. Segmentation, Targeting and Position

5.1 Segmentation

Segmentation is a process of dividing the market of future customers into groups or segments based on different characteristics (The fold agency, 2017).



Source: <https://abovethefoldagency.com/emaarketing-segmentation-strategies-grow>

Coca Cola segment its markets on in a little different criteria.

Demographic

Coca Cola demographics segmentation includes all kind of demographics. Both males and females from age group 20-40 having different families background and income levels.

Geographic

Coca Cola has segmented the global market based totally on distinctive geographies. In the world, various foremost divisions have been created and head of every division reports back to the dad or mum enterprise about the market (Qualtrics, 2016.).

5.2. Targeting

Coca Cola targets different market segment. Its main target market includes people from age 20-40. Its carbonated drinks are targeted towards people who like strong flavors and taste, while products such as coke zero and diet coke targets those who are health conscious and avoid high sugar and calories. Similarly, its non-cola products are also centered on these who are fitness conscious. Some of its merchandise such as Limca aims young working populace and Sprite aims the teenagers and adolescence going to collages.

Market Targeting Strategies

Undifferentiated (Mass) Marketing	Differentiated (Segmented) Marketing	Concentrated (Niche) Marketing	Micromarketing	
			Local Marketing	Individual Marketing
Whole market with one offer → Ignore segments	Decide to target several different market segments, separate offers for each	Concentrate on one or a few segments or niches	→ cities, neighbour- hoods, specific stores	→ 1 person

Targeting broadly

Targeting narrowly

Source: <https://marketing-insider.eu/>

5.3. Positioning

Coca cola position its products as fun growing merchandise and as refreshing products. The merchandise is expected to convey happiness and pleasure in customers' existence and making their moments memorable. Therefore, most of Coke's ads contain social content and fun creating

activities. The products are associated with having a good time with friends and family and enjoying everyday life (Ivan Kosasih, 2017).

Societal Marketing

Social responsibilities and well-being are emphasized by societal marketing that suggest companies to develop plans for improving customer as well as society's well-being better than its competitors (Edunote, 2019).

Coca Cola has several plans for societal marketing such as its CARE and RAIN program. These programs are designed to aid the farmers in Africa and the Republic of Ghana learn new and a lot of reasonable methods of farming. In addition to this coke made an advert showing exclusive ethnicity humans singing in extraordinary language "America is Beautiful".

Branding

Branding is the process of creating unique identify and photo of the product in clients thinking with the help of advertising and marketing campaigns the use of a consistent theme.



Individual branding	Umbrella Branding
COST OF PROMOTION IS HIGHER	LESS PRICE
PRODUCTS HAS UNIQUE IMAGE	IMAGE IS REFLECTION OF PARENT BRAND
LESS STRESS ON QUALITY	STRESS IS MUCH HIGHER
CAN'T WORK TILL PRODUCT IS WELL IN MIND OF CUSTOMER	CAN BE THE WAY OUT TO LAUNCH OR RELAUNCH OF PRODUCT
RISK IS MORE TO LAUNCH NEW PRODUCT	EASY TO LAUNCH NEW PRODUCT

Source: <https://www.slideshare.net>

Advantages of Branding

- Increased customer loyalty
- Increased brand loyalty
- Increased brand awareness



Source: <https://marketbusinessnews.com>

The picture above shows how Coca Cola using individual branding to satisfy their costumers.

Coca Cola branding strategy

Coca cola in 2016 introduced a new branding strategy called one brand strategy for uniting it's all brands under one brand. The campaign was named as "Taste the Feeling". One brand strategy extended the iconic appeal and equity for all of the coca cola brands including Coke, Coca Cola Zero, Diet coca cola and Coca Cola Life (Jay Moye, 2016).

5.4. Ansoff Matrix

Ansoff matrix is a strategic planning tool that assist executives and marketing managers and provide them with a framework to devise strategies for future growth.

Market Development

New markets are brought in market development. The existing product range is focused on the new market. The product stays identical however is targeted to the new audience group. Coke used its Powerade for market development purposes. The market improvement adds price to the enterprise making the Coca Cola's product more available.

Product Development

Product development includes introducing new merchandise for current customers. If a current product is now not working well it is replaced with a new improved and progressive one and is marketed in the direction of the present customers. Share dimension bottles of Coke with 1.5L and 2.15L have been used for product improvement strategies. Product development adds price to the employer giving a higher pleasant and extra variety of the Coca Cola's products.

6. Marketing Mix

Marketing Mix

The marketing mix is one of the most famous marketing terms. The marketing mix is the tactical or operational part of a marketing plan. The marketing mix is also called the 4Ps. The 4Ps are price, place, product and promotion. The services marketing mix is also called the 7Ps and includes the addition of process, people and physical evidence.

Source: <https://www.slideshare.net>

6.1. Product

Product is a tangible good, an intangible service, or an idea. This is the "output" of any production process (The Economic Times, 2019.).

Umbrella branding is referred to as an advertising exercise which involves selling numerous associated merchandise below the identity of a single company. Brand consciousness refers to customers 'ability to recall and understand a company.

(<https://cocacolabranding.wordpress.com/author/cocacolabranding/>)

Coca-Cola Visual Identity



Source: <https://cocacolabranding.wordpress.com/>

6.2. Price

Definition

• Price

- The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.



Source: <https://www.slideshare.net>

The Coca-Cola Company's merchandise is sold-out in retail stores, handy stores, gasoline and gas stations, etc

The pricing methods/strategies are set using those the company sells to. Convenient shops Gas and gas stations sell Coca-Cola merchandise at a constant rate

Pricing Methods

Competition Based Pricing

Coca-Cola merchandise is in most cases priced below, higher than or equal to its competitors' costs.

As an example, all through Easter (2003) sale durations (Coca-Cola vs. Pepsi): Coca-Cola soft drinks 2L - \$1.68 Pepsi tender drinks 2L - \$1.87 Coca-Cola smooth drinks 375 x 18 - \$9.98 Pepsi soft drinks 375 x 24 - \$9.98(Jay Moye, 2016).

Psychological Pricing

Most of the Coca-Cola merchandise use this approach of pricing.

As an example, for a pack of 375mL x 18 cans of Coca-Cola gentle drinks, it is priced at \$9.98 as a substitute than \$10.00. This pricing method makes customers recognize the product to be cheaper (Jay Moye, 2016).

Discount Price

Coca-Cola product prices are normally down during exclusive events and sale periods. This may additionally enlarge earnings and generate greater sale.

6.3. Promotions

Getting Shelves

They get or purchase shelves in huge departmental stores and show their merchandise in those shelves to make their products appear clearer and greater fascinating for the customers (Journey Staff, 2019).

Eye Catching Positions

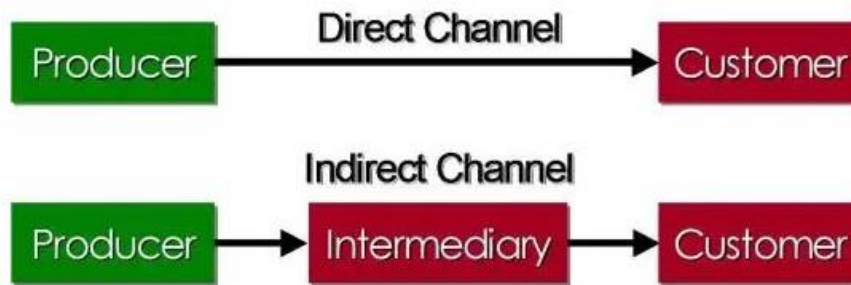
Salesman of the Coca Cola Company vicinity their freezers and their merchandise in eye-catching positions so that clients can without problems look. They put their freezers shut to the doorway of the stores (Journey Staff, 2019).

Sale Promotion

The company additionally do sponsorships with unique school and collage's cafes and sponsors their sports activities occasions and specific additional route of study activities for acquiring market share. UTC stands for beneath the crown theme, Coca Cola normally strives this style of theme and they provide handy prizes in it. Like as soon as they grant caps, bicycles, cash prizes units, etc. This theme is relatively popular among children.

6.4. Place

Coca Cola uses two types of distribution: direct and indirect channel of distribution.



Source: <https://mpk732t22016clusterb.wordpress.com>

Indirect channel of distribution

The Coca-Cola Company uses intermediaries in its distribution. They desire their whole entrepreneurs and corporations to cowl all space. As a result of its problem for them to make them successful to cowl all residence with the resource of their very own so that they have such a huge vary of complete sellers and groups to assurance their consumers for the availability of cola merchandise (The Coca Cola, 2014).

The Coca-Cola Company sells its merchandise to bottling and canning operations, fountain wholesaler, distributors, and a few fountain retailers. These then distribute them to shops, snack counter and nook stores, restaurants, gas stations, and information agents, schools, sports, and entertainment venues from merchandising machines.

Intensive distribution

INTENSIVE DISTRIBUTION



- *Intensive distribution* means the producer's products are stocked in the majority of outlets. This strategy is common for basic supplies, snack foods, magazines and soft drink beverages.

Source: <https://cocacolabranding.wordpress.com/>

7. Stakeholders of Coca Cola

Stakeholders are people, organizations and different groups who have a direct or indirect stake in any organization. Business activities of organizations directly affect these stakeholders (Steven Bragg, 2018).

There are two types of stakeholders

- Internal stakeholders
- External Stakeholders

Internal Stakeholders encompass employees and owners. While external stakeholders include suppliers, creditors, authorities, and customers.

7.1. Internal Stakeholders

Owners

Owners are the inner stakeholders and are referred to as the essential stakeholders. Because of their invested cash in employer, they have a direct stake in companies and all business things to do revolve around them.

Employees

Employees are also the internal stakeholder but they become the external stakeholders if they start buying product from the organization in which they are employed. They have the direct impact on organizations success because they help the organization in conducting its business and carry out the business activities.

7.2. External Stakeholders

Customers

Customers fall into the category of external stakeholders. Because of customers great influence every business is based on the customer. Because of this reason in Coca Cola customers have the great value because organization strategies are directly influenced by the customers.

Suppliers

Suppliers are necessary for the success of coca cola. They help the company to refresh the world by supplying their different services to the organization required for conducting business all around the world. Ethical, stable and sound supply directly influence the development of organization.

Task B

1. Marketing Communication

Marketing communication is the way of conveying message of company's products and services to customer either directly or indirectly with the purpose of creating urge for organization products.

Marketing communications answer different questions to marketers. These include

Who will be the customer of the product?

Why will they use the product?

Where the product should be placed for selling?

How the product will be used?

When the product can be used?



Source: <https://businessjargons.com/>

2. Integrated Marketing Communication (IMC)

Integrated marketing verbal exchange refers to the integration of all the approaches of the company to identify promotion to push a chosen product or carrier among target customers. In integrated promoting communication, advertising and marketing communication's all elements work along for enlarged sales and most charge effectiveness (MMC Learning, 2019).

3. Promotional Strategies

Getting Shelves

The Coca Cola enterprise has or purchase shelves in vital front places of the shops and indicates their merchandise on these shelves to current their merchandise seems to be more fascinating and clearer for the customers.

Sale Promotion

The organization additionally is doing sponsorships with exclusive university and school's cafes and supported their sports activities and sponsored exclusive extra course of study and things to do to impact market share.

Trade Promotion

Coca-Cola Company presents free samples and free empty bottles to middlemen or retailers attempting using them to push their product inside the market (The Coca Cola, 2014).

4. Advertising

The Coca Cola is doing advertising and marketing the usage of one-of-a-kind types of media and making use of social media.

Advertisements are messages, which are paid with the aid of those who send them and choose to influence and inform human beings who receive them, as defined through the Advertising Association of the UK.

Advertising and advertising campaigns have drastically expanded The Coca-Cola Company's brand electricity over the years. In 2013, Coca-Cola spent \$3.37 billion, or 7.0% of it is 2013 revenues, on advertising—including in-store activations, loyalty factors programs, and point-of-sale marketing (The Coca Cola, 2014).

4.1.TV Ads

Television is most effective media used for advertising because with the help of T.V ads can reach the massive target audience. TV puts a very quick and fast impact on audience with the help of advertisements shown between highly viewed programs like Sports, News, public knowledge and entertainment. TV is the most successful media to reach audience throughout good timing arrangement among the entire 24 hours i.e.

4.2. Billboards



Source: <https://www.coca-colacompany.com>

4.3. Social Media

After TV social media has become the most effective social media and coke has been continuously utilizing it for its advertising purposes. A lot of coke ads can be seen on the social media platforms such as Facebook, Instagram and Youtube.

5. Conclusion

The strong brand awareness and unique image of coca cola brand is the result of its creative and attractive marketing communications efforts. Coca cola spends a huge budget annually on its marketing communication and IMCs efforts. The section B provide a brief definition marketing communication and Integrated marketing communication and a little review of promotional strategies used by the Coca Cola for its products. Their promotional and advertising strategies are so creative and attractive that they get stuck in customers mind that help them in brand and product recall that in return help customer in making their purchase decisions.

6. Recommendations

More focus on healthier drinks

As currently coke is focusing more on its carbonated drinks. It needs to focus more on healthier drinks because the world is becoming more conscious about health issue and organization should provide with healthier product options.

Pricing strategy

The Coca Cola enterprise has got a pricing method as there is no simple task of rising or fall of fee for the duration of the peak season. This also is obstruction of the sales of the agency as the distributors and retailers are harassed whether to vicinity the next order or not as limit or expand in charge can also affect their income margin and blockage of the goods (Jay Moye, 2016).

More Focus of Distribution channel

Coke has average distribution channel in most countries such as Saudi Arabia, Pakistan and Sri Lanka. It has to focus more on its distribution channel in these countries and should improve it. This is one of the main reason that in these countries Coke sales are lower that its competitor PepsiCo.

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