



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Sohely Hasan Lora

Student ID: 2430961

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Lecturer Name: Tushara Balendran

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Source: portal 2022

1.Introduction

Coca-Cola is one of the world's most recognizable and influential beverage brands, symbolizing refreshment, happiness, and global connection. Established in 1886 in Atlanta, Georgia, Coca-Cola has grown into a multinational powerhouse operating in over 200 countries. Its signature product — the classic Coca-Cola drink — has evolved into a vast portfolio that includes Diet Coke, Coca-Cola Zero Sugar, Fanta, and Sprite, catering to diverse tastes and lifestyles worldwide. The company's success lies not only in its product consistency but also in its ability to adapt its marketing and branding strategies to fit local cultures, consumer behaviors, and market environments.

This analysis will focus on Coca-Cola's operations in the United Kingdom (UK) and Bangladesh, two countries that represent very different economic, cultural, and social landscapes. In the UK, Coca-Cola operates within a mature, highly competitive soft drink market characterized by strong health awareness, sustainability concerns, and premium pricing strategies. In contrast, Bangladesh represents an emerging market with rapid economic growth, rising urbanization, and a younger demographic that values affordability and aspirational branding. These differences make both markets ideal for examining how Coca-Cola adjusts its marketing strategies across global and local contexts.

The analysis will explore the macro environment (PESTLE) factors influencing Coca-Cola in both countries, the brand's segmentation, targeting, and positioning (STP) strategies, and the marketing mix (7Ps) — product, price, place, promotion, people, process, and physical evidence. It will also assess how successful these strategies have been based on market data such as sales, market share, and brand engagement. Furthermore, the discussion will address any ethical concerns related to Coca-Cola's marketing practices and conclude with recommendations for improving its international marketing strategies. Overall, this study highlights how Coca-Cola maintains its global identity while localizing its approach to meet the distinct needs and values of consumers in different regions.

2. Overview of the Company

Coca-Cola is more than just a drink — it's a global symbol of happiness, togetherness, and refreshment. Founded in 1886 by Dr. John Stith Pemberton in Atlanta, Georgia, Coca-Cola began as a small pharmacy beverage sold for just five cents a glass. Over time, it transformed into one of the most powerful and recognizable brands in the world. Today, Coca-Cola operates in more than 200 countries, serving millions of consumers every day with a diverse range of beverages — from its classic cola to zero-sugar versions, juices, sports drinks, and bottled water.

At the heart of Coca-Cola's success is its ability to connect emotionally with people. The brand doesn't just sell a product; it sells moments of joy — whether it's sharing a Coke with friends, celebrating special occasions, or enjoying a refreshing drink on a hot day. Its famous slogans like "Open Happiness" and "Taste the Feeling" emphasize emotion, unity, and positivity, helping it maintain a deep bond with consumers across generations and cultures.

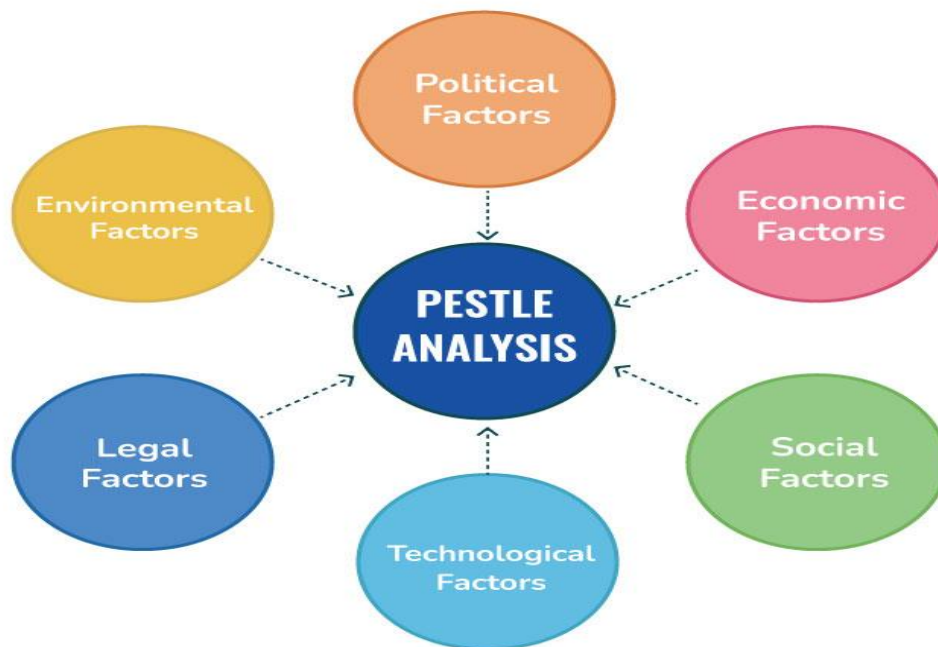
Coca-Cola's brand image is built around consistency and adaptability. While the red and white logo and iconic bottle shape remain globally consistent, the company adapts its marketing and product offerings to reflect local tastes and values. For instance, it tailors sweetness levels, portion sizes, and promotional messages to fit cultural preferences

and economic conditions. Its focus on sustainability — such as reducing plastic waste and improving water stewardship — also reflects the brand's modern commitment to social responsibility.

Ultimately, Coca-Cola's strength lies in its timeless appeal. It has managed to stay relevant for over a century by blending tradition with innovation, creating a brand that feels both familiar and fresh — one that continues to bring people together, one sip at a time.

- **The microenvironment (PESTLE) of United Kingdom and Bangladesh**

PESTLE ANALYSIS MODEL FRAMEWORK



Source: Investigate analysis of PESTLE, 2020

PESTLE Analysis of Coca-Cola between Bangladesh and the United Kingdom

Coca-Cola is one of the world's most recognizable brands, operating in over 200 countries with an extensive portfolio that includes Coca-Cola, Sprite, Fanta, Diet Coke,

and Dasani. The company's success is largely dependent on its ability to adapt to different macro-environmental factors in the markets it serves. Understanding the PESTLE environment—Political, Economic, Social, Technological, Legal, and Environmental—is crucial for Coca-Cola's strategic decisions. This analysis compares how these factors shape Coca-Cola's operations in two contrasting contexts: Bangladesh, a rapidly developing South Asian nation, and the United Kingdom, a mature and highly regulated European market.

1. Political Factors

The political environment significantly influences Coca-Cola's operations in both Bangladesh and the United Kingdom, shaping everything from taxation to trade policy. In Bangladesh, the government has been relatively stable in recent years, encouraging foreign investment and industrial growth. Coca-Cola benefits from the government's open policies toward foreign direct investment (FDI), which support multinational corporations in sectors such as manufacturing and consumer goods. The company's bottling and distribution networks in Bangladesh operate through partnerships with local firms, which aligns with national industrial development goals. However, the bureaucracy and occasional political unrest can disrupt supply chains or delay regulatory approvals. Moreover, as public health concerns grow, there is potential for the government to introduce stricter policies on sugary beverages in the future, which could affect Coca-Cola's traditional product lines. [Dhaka Tribunal 2022]

In contrast, the United Kingdom provides a politically stable and transparent environment that supports global business operations. Yet, Coca-Cola faces a different set of political challenges here, primarily related to public health and environmental policies. The UK government has implemented a sugar tax, formally known as the Soft Drinks Industry Levy, aimed at reducing sugar consumption and tackling obesity. This policy directly affects Coca-Cola's product pricing and profitability on its classic high-sugar beverages. Furthermore, post-Brexit trade arrangements have introduced new customs requirements and potential delays in the supply chain, particularly for

ingredients and packaging materials imported from Europe. Despite these challenges, the UK's political stability and commitment to fair trade and competition create a predictable environment in which Coca-Cola can continue to innovate and expand its lower-sugar product lines.

Politically, Bangladesh is more favorable for Coca-Cola because the government encourages foreign investment and does not impose strict sugar-related policies like the UK does. In the UK's sugar tax and stricter health-driven rules make its political environment less favorable for Coca-Cola's classic products.

2. Economic Factors

Economic conditions directly impact consumer purchasing power, pricing strategies, and overall demand for beverages. In Bangladesh, the economy has experienced robust growth over the past decade, with GDP increasing by approximately 6–7% annually before the pandemic. This rapid development has created an expanding middle class that increasingly demands branded products and global beverage choices. For Coca-Cola, this represents a major opportunity to grow its market share. However, affordability remains a key issue, as per-capita income levels are still relatively low. To address this, Coca-Cola has developed small-pack or affordable pricing strategies, allowing consumers with limited disposable income to enjoy its products.

Inflation and currency fluctuations in Bangladesh pose risks to profitability. The cost of imported raw materials—such as sugar, aluminum cans, and PET plastic—can rise due to exchange rate volatility. Additionally, local inflation increases production and transportation costs, especially with fuel price hikes. Coca-Cola must continuously balance between maintaining affordability and managing rising operational expenses in a competitive beverage market. [Dhaka Tribunal 2022]

In the United Kingdom, Coca-Cola operates in a mature and highly competitive market characterized by stable but slow economic growth. British consumers have relatively

high disposable incomes compared to Bangladesh, and there is a consistent demand for beverages, especially those perceived as healthier or more sustainable. However, rising inflation and cost-of-living pressures in recent years have slightly reduced discretionary spending on premium or impulse-purchase drinks. Coca-Cola's challenge in the UK is to maintain profitability while responding to changing consumer behaviors—especially the growing preference for “value for money” options during times of economic uncertainty. Additionally, exchange rate fluctuations, particularly since Brexit, can impact the cost of imported ingredients and packaging materials. Nonetheless, the UK's well-developed financial system and stable business environment allow Coca-Cola to operate with a relatively high degree of certainty and access to investment capital for technological innovation and marketing.

Economically, the United Kingdom is more favorable because people generally have higher incomes, and the market is stable and predictable. Bangladesh is growing quickly, but low income levels and inflation make it harder for Coca-Cola to maintain strong profits there.

3. Social Factors

Social and cultural shifts have a powerful influence on Coca-Cola's branding, marketing, and product development. In Bangladesh, demographic trends are extremely favorable. The country has a young population, with a median age of around 27 years, and an increasingly urbanized society. Young consumers are highly brand-conscious and influenced by Western culture, making Coca-Cola's global image a strong asset. The beverage is often associated with modernity, celebration, and youthfulness—values that resonate with Bangladesh's emerging middle class.

However, cultural and religious factors also play a role in shaping consumption habits. Traditional drinks like tea and lassi remain popular, especially in rural areas. Coca-Cola must therefore balance its Western image with local preferences by introducing regionally relevant flavors or smaller serving sizes that suit local consumption habits. Health awareness is growing, though still moderate compared to Western countries.

This presents both a challenge and an opportunity: while classic Coca-Cola remains popular, there is increasing demand for low-sugar and zero-calorie options, which the company can promote through targeted education and marketing.

In contrast, the UK's social environment is characterized by a high level of health consciousness and environmental awareness. British consumers are more informed about nutrition, and many actively seek out low-sugar, organic, or natural beverage options. This trend has led to the rapid growth of Coca-Cola Zero Sugar, Diet Coke, and flavored water brands. Furthermore, the UK's multicultural population provides opportunities for Coca-Cola to diversify its product offerings and marketing strategies, appealing to a wide range of tastes and cultural backgrounds. Social media also plays a crucial role in shaping brand perception in the UK, where consumers expect transparency, ethical sourcing, and visible sustainability commitments. Coca-Cola's long history and brand strength help maintain consumer loyalty, but the company must continue adapting to an audience that increasingly associates beverage choices with lifestyle and wellness.

Socially, Bangladesh offers a more favorable environment because the population is young, urbanizing, and enthusiastic about global brands like Coca-Cola. In the UK, society is far more health-conscious, which makes sugary drinks less popular and creates a challenge for Coca-Cola's traditional products.

4. Technological Factors

Technology is a critical enabler for Coca-Cola's efficiency, innovation, and engagement with consumers. In Bangladesh, the digital landscape is evolving rapidly, with rising internet and smartphone penetration. Coca-Cola has started leveraging digital marketing and mobile campaigns to reach younger audiences through social media platforms such as Facebook and Instagram, which are highly popular among Bangladeshi youth. However, technological infrastructure in production and logistics remains less advanced compared to developed markets. The company and its local

bottlers are investing in automation and refrigeration technology to improve product consistency and distribution efficiency, particularly important in Bangladesh's hot climate. Additionally, the development of cold-chain systems is vital to ensure product quality in remote areas, helping Coca-Cola maintain its brand reputation. [Dhaka Tribunal 2022]

In the United Kingdom, Coca-Cola operates in a highly advanced technological environment. The company utilizes artificial intelligence (AI) and data analytics to understand consumer preferences, forecast demand, and optimize distribution. It has also embraced smart packaging technologies, allowing interactive experiences through QR codes and augmented reality. The UK's robust e-commerce ecosystem further enables Coca-Cola to collaborate with retailers and online delivery platforms, expanding its reach to digital consumers. Automation in production facilities improves efficiency and reduces waste, while technological innovations in recycling and sustainable packaging—such as bottles made from 100% recycled PET—align with consumer and regulatory expectations. Thus, technology in the UK serves as both a competitive advantage and a driver of corporate responsibility. [from Coca-cola annual report, 2024]

Technologically, The UK is clearly more favourable from a technological perspective. It has advanced manufacturing, logistics, and digital systems that help Coca-Cola operate efficiently, while Bangladesh's technological infrastructure is still developing and can limit efficiency.

5. Legal Factors

Legal frameworks shape how Coca-Cola markets, produces, and distributes its beverages. In Bangladesh, the company must comply with regulations from the Bangladesh Standards and Testing Institution (BSTI), which oversees product quality and food safety. Compliance with labeling laws, advertising standards, and labor regulations is essential for maintaining the company's reputation and avoiding fines.

The Bangladeshi government has also been tightening regulations around workplace safety and minimum wages, which influence Coca-Cola's bottling operations. Import duties and taxation policies can change unpredictably, affecting cost structures. Additionally, the company must remain aware of potential regulatory shifts related to health concerns, particularly regarding sugar consumption and plastic packaging.

In the United Kingdom, the legal environment is far more structured and stringent. The Soft Drinks Industry Levy (sugar tax) introduced in 2018 was a major legal milestone that reshaped Coca-Cola's product strategy. The company reformulated many beverages to reduce sugar content and avoid higher taxation rates. Coca-Cola also adheres to strict Food Standards Agency (FSA) regulations on labeling, advertising, and food safety. Employment laws in the UK ensure fair wages, equality, and health and safety standards, requiring compliance across Coca-Cola's supply chain. Furthermore, the UK has introduced new packaging and recycling regulations, compelling beverage companies to improve sustainability and transparency. Coca-Cola's legal compliance in the UK is therefore not only a matter of avoiding penalties but also an opportunity to enhance corporate responsibility and consumer trust.

Legally, Bangladesh is more favourable because, although regulations exist, they are not as strict or costly as the UK's. In the UK, Coca-Cola faces tough laws such as the sugar tax and strict packaging and advertising rules, making the legal environment more challenging.

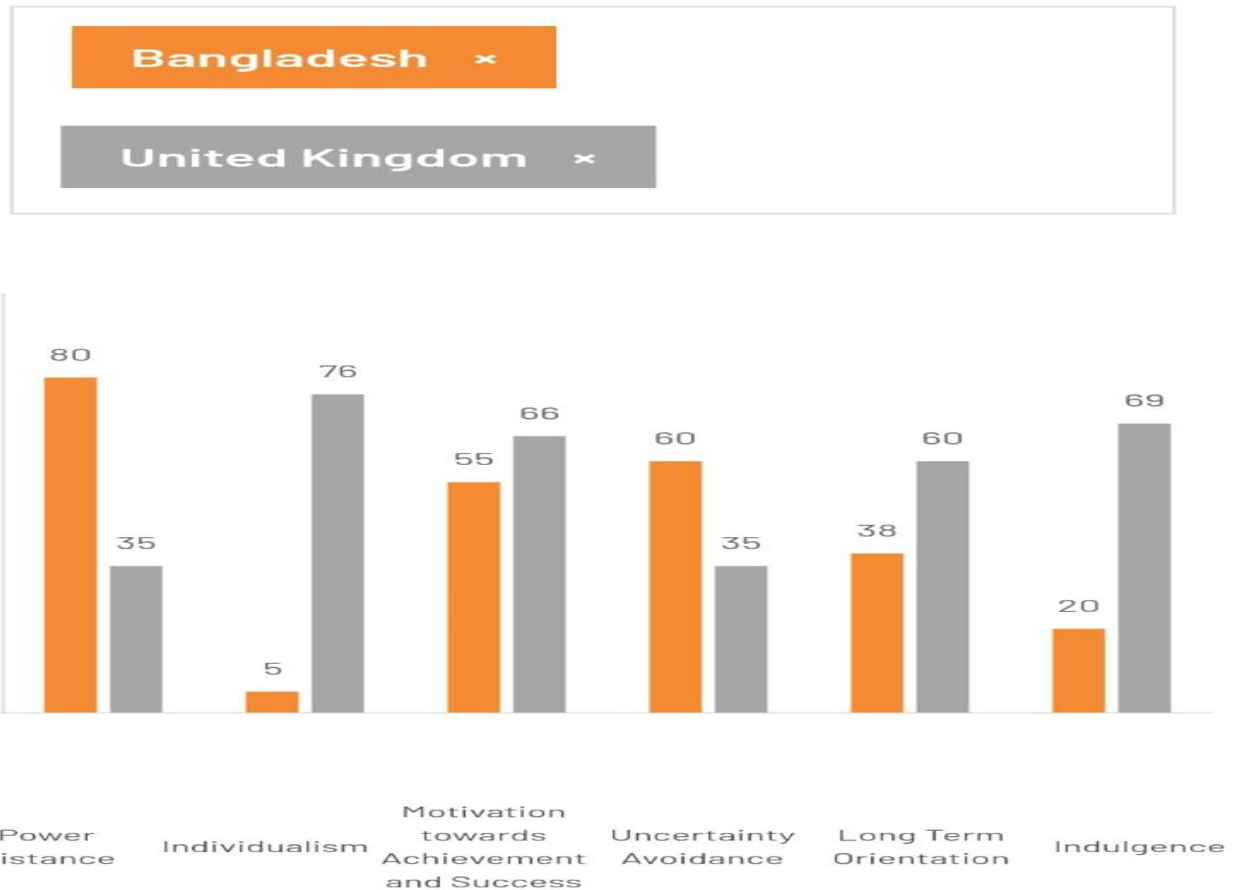
6. Environmental Factors

Environmental sustainability has become one of the most critical challenges for Coca-Cola globally. In Bangladesh, environmental issues are complex. The country faces severe water scarcity in some regions, and Coca-Cola has faced scrutiny for its water usage in production. Efficient water management and replenishment programs are therefore essential for maintaining social license to operate. Moreover, Bangladesh has limited waste management and recycling infrastructure, making it difficult to manage plastic waste effectively. Coca-Cola has begun local initiatives to encourage bottle

collection and recycling, but much work remains to align with global sustainability standards. Climate change is another pressing issue: extreme heat and flooding can disrupt supply chains, reduce demand, and increase logistical costs.

By contrast, the United Kingdom represents a highly environmentally aware market. Consumers and regulators expect beverage companies to lead in sustainability and carbon reduction. Coca-Cola has pledged to achieve net-zero carbon emissions by 2040 across Europe, which includes the UK market. The company is investing heavily in renewable energy for production facilities, lightweight recyclable packaging, and circular economy initiatives such as the “World Without Waste” campaign. The UK government’s deposit return scheme (DRS), designed to increase recycling rates for plastic bottles, also directly affects Coca-Cola’s packaging strategy. Environmental responsibility in the UK is not merely a legal obligation—it is a key factor influencing brand reputation and consumer loyalty.

Environmentally, the UK is more favourable because it has strong recycling systems and better waste-management infrastructure that support Coca-Cola’s sustainability goals. Bangladesh struggles with water scarcity, weak recycling systems, and climate-related disruptions, which makes the environment less supportive for Coca-Cola’s operations.



Source: Hofstede Insights (2023)

The graph displays a comparison of cultural preferences between Bangladesh (orange bars) and the United Kingdom (grey bars), using an adapted version of Geert Hofstede's cultural dimensions framework. It is not specifically about the Coca-Cola company, but rather illustrates the general cultural landscapes of these two countries.

Power Distance:

Bangladesh (80) vs. United Kingdom (35): In Bangladesh, people generally accept a formal, hierarchical structure where bosses make decisions and employees follow directions without much questioning. In the UK, people prefer a flatter structure where challenging authority, questioning decisions, and having open discussions with management are more common and accepted.

Individualism:

Bangladesh (20) vs. United Kingdom (76): Bangladesh is a highly collectivist society, meaning people have strong group loyalty (to family or community) and prioritize group goals over individual desires. The UK is a highly individualistic society, where personal achievements, independence, and individual goals are highly valued, and people look out for themselves and their immediate families first.

Motivation towards Achievement and Success:

Bangladesh (55) vs. United Kingdom (66): Both countries lean towards being driven by achievement and success, which was formerly referred to as a "masculine" culture. This means there is an emphasis on competition, assertiveness, and material rewards in both cultures, though slightly more so in the UK.

Uncertainty Avoidance:

Bangladesh (60) vs. United Kingdom (35): Bangladesh scores higher, suggesting people prefer clear rules, structure, and predictability to avoid the unknown or surprising situations. The UK has a lower score, indicating a more relaxed approach where people are more open to change, risk-taking, and flexible, unwritten conventions.

Long Term Orientation:

Bangladesh (38) vs. United Kingdom (60): The UK is more long-term oriented, valuing perseverance and preparing for the future. Bangladesh is more short-term oriented, preferring to honor traditions and focus on immediate needs and results.

Indulgence:

Bangladesh (20) vs. United Kingdom (69): Bangladesh is a very restrained society, which means that social norms control the gratification of desires related to enjoying life and having fun. The UK is an indulgent society, where people generally allow themselves to enjoy life, value leisure time, and express their desires more freely.

While The Coca-Cola Company operates globally with consistent core values like human rights and diversity, its local operations and marketing strategies are adapted to fit these different cultural contexts. They use local partners and employees to ensure their business feels local and relevant in each community.

- **STP Strategies in United Kingdom vs. Bangladesh**

1. Segmentation

Bangladesh

Companies often divide customers by income levels, because spending power varies a lot urban vs. rural differences matter — city buyers want modern, fast products; rural buyers look for value and basics. Age groups are important too, especially the large young population.

UK

Segmentation is more based on lifestyle, interests, and brand preferences, income matters but not as strongly as in Bangladesh. People are more diverse in culture, so companies look at ethnicity and life stages (students, young professionals, retirees).

2. Targeting

Bangladesh

Many brands target the middle and lower-middle class, as they make up the largest group. Companies often target young people, who are big buyers of tech, fashion, and fast food. Rural targeting is also common for essential items like telecom, food, and household goods.

UK

Companies target more specific lifestyle groups, like eco-friendly buyers, luxury shoppers, fitness lovers. There is strong focus on middle to high-income consumers for premium products. Senior citizens are a big target group for healthcare, finance, and travel services.

3. Positioning

Bangladesh

Many brands position themselves as affordable, trustworthy, and value for money. Telecom brands promote wide network coverage for both rural and urban areas. Food and fashion brands focus on being trendy and affordable for young customers. As example pepsi, mountain dew.

UK

Brands often position themselves around quality, innovation, sustainability, or premium experience. Eco-friendly positioning is very strong — “green,” “organic,” “ethical.” Luxury brands highlight exclusivity and style.

Recommendations

1. More Local Flavor Campaigns in Bangladesh

- Use local festivals and cultural events more often
- Create ads with Bangla music artists and local influencers

2. Healthier Drink Options in Both Countries

- Introduce more sugar-free and low-calorie options
- Promote these products strongly due to rising health awareness

3. Eco-Friendly Packaging

- Use more recyclable bottles
- Run campaigns on recycling to improve brand image

4. Stronger Digital Marketing

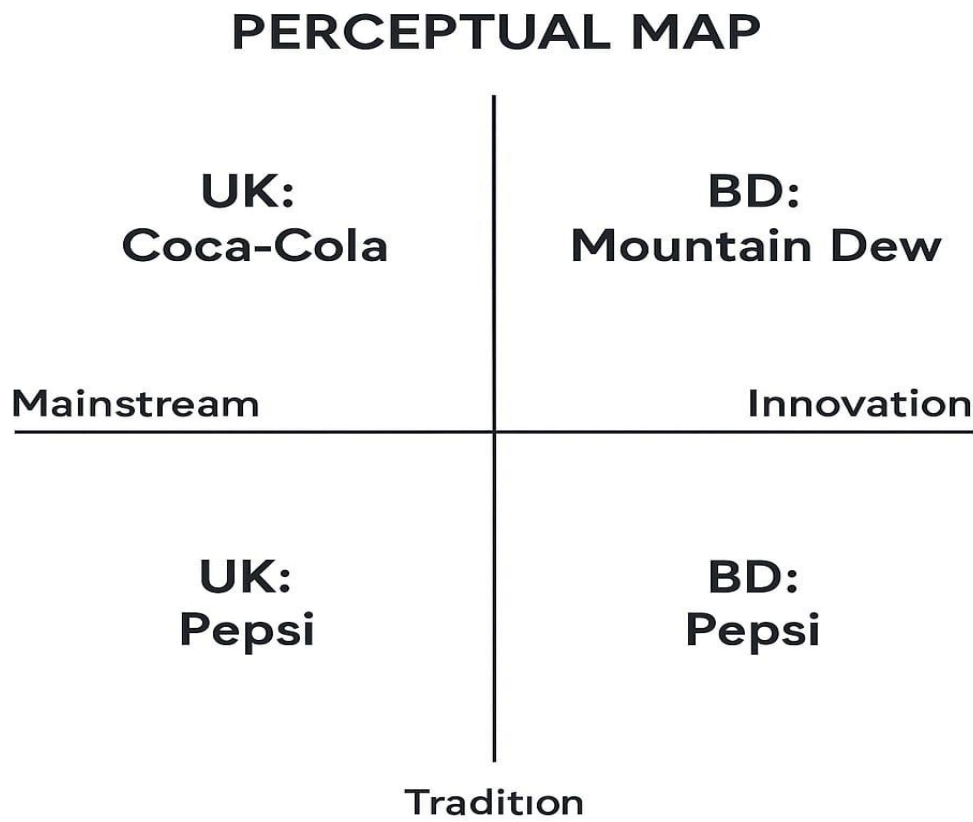
- More TikTok and Instagram campaigns for young people
- Fun challenges, hash tags, and influencer partnerships

5. Better Rural Marketing in Bangladesh

- More cold storage, fridges, and availability in villages
- Local events and small shop promotions

6. More Personalized Products in the UK

- Bring back “Share a Coke with...” name bottles
- Limited editions during holidays like Christmas



Source: made by myself by Canva

This perceptual map gives us a quick visual idea of how people in two different countries—the United Kingdom (UK) and Bangladesh—view certain soft drink brands. Even though these brands are global, people in each country can think about them very differently based on culture, habits, marketing, and what drinks are popular locally. The map helps us see these differences in an easy way by placing each brand on two scales: mainstream vs. innovative and traditional vs. modern.

Starting with the UK, Coca-Cola is positioned in the mainstream area. This means that people see Coca-Cola as a normal, everyday drink that most people know and buy. It feels familiar, reliable, and part of daily life. Coca-Cola has been present in the UK for a very long time, and its branding and products have stayed consistent. Because of that, many people view it as the standard soft drink, the one most people reach for without

thinking much. It doesn't come across as highly innovative or experimental, but more as trustworthy and always available.

Pepsi in the UK, however, is seen a bit differently. It falls more on the traditional side. This suggests that people in the UK may think of Pepsi as a brand with history, but not one that is constantly trying new things or pushing for innovation. Pepsi is familiar but often not seen as the first choice for mainstream consumers in the UK. Instead, people might view it as a more classic alternative to Coca-Cola. While Pepsi does launch new flavors and campaigns, it may not stand out as much in the UK market, where Coca-Cola has a stronger mainstream presence.

When we look at Bangladesh the perception changes quite a bit. Mountain Dew stands out on the innovative side. This shows that people in Bangladesh view Mountain Dew as exciting, modern, and different from traditional soft drinks. The brand is often associated with adventure, energy, and youthfulness, which may appeal strongly to younger consumers in Bangladesh. Its marketing often focuses on boldness and action, helping it gain a reputation for being fresh and innovative rather than traditional.

Pepsi in Bangladesh sits somewhere between traditional and innovative. This means consumers see Pepsi as a familiar brand with a strong presence, but one that also adds modern touches. It is not seen as old-fashioned like it might be in the UK. Instead, Pepsi in Bangladesh appears to have a more dynamic image. The brand's marketing, local promotions, and cultural presence help it feel both established and somewhat modern. It may not be viewed as innovative as Mountain Dew, but it still has an updated and youthful feel compared to how it is seen in the UK.

c. Evaluation of whether there were ethical issues related to this brand's marketing mix in both countries

Coca-Cola keeps the core product and brand identity the same worldwide, but adapts price, pack sizes, distribution and local promotion to fit the UK and Bangladesh markets.

1. Product (what they sell)

Similarity

The classic Coca-Cola recipe/ingredients are essentially the same: carbonated water, sugar, acidity regulator, natural flavours and caffeine. This is shown on Coca-Cola product pages for Bangladesh and regional product pages (ingredients lists are consistent).

Differences / adaptations

Pack sizes & SKUs: In the UK you'll commonly see 330 ml cans, multipacks, and large PET bottles marketed for home/social gatherings. In Bangladesh, you also see 320–330 ml cans and smaller bottles, but mix of imported cans and locally bottled PET sizes depends on supply and price points. Retail listings show UK supermarket multipacks and Bangladesh ecommerce listings for single cans/bottles.

Formulation variants: In high-income markets like the UK there is wide availability of variants (Coke Zero, Diet/Light, flavoured limited editions like “Share a Coke” promotions). Bangladesh markets also carry variants, but product mix may differ due to demand, import flows, and local bottler decisions.

2. Price (how they charge)

UK

Example retail price: Tesco sells 24 × 330 ml pack at ~£14.45 (about £0.60 per 330 ml can when bought in multipack / supermarket pricing shows promotional behaviour). Supermarket pricing and frequent promotions are typical.

Bangladesh

Local online shops show single 320–330 ml cans selling at BDT 250–299 (varies — often higher per-unit due to import costs, retail channel, or smaller pack sizes). Discounting exists but average per-can price is often higher relative to local incomes. Market share and distribution deals also affect pricing.

Interpretation

Coca-Cola uses value-based pricing and local retail strategy: low per-unit price in bulk/multipacks in UK supermarkets; in Bangladesh unit price can be higher in convenient or specialist channels. These choices reflect local incomes, retail structures, and competition.

3. Place / Distribution (where it's sold)

UK

Extremely broad distribution: big supermarkets (Tesco, Sainsbury's), convenience stores, pubs, vending machines, restaurants, online grocery. Large multipacks are targeted at home/social occasions.

Bangladesh

Mix of supermarkets, local shops, restaurants, and e-commerce. Local bottlers and distributors (and recent corporate moves like Coca-Cola Icecek activity) shape distribution. Market share numbers suggest local bottlers are strong players with significant reach.

4. Promotion (how they advertise)

Similarity

Strong global brand campaigns — red, white logo, emotional storytelling

UK (examples)

Big seasonal and event tie-ins (e.g., UEFA/Euro on-pack promotions, "Share a Coke" name cans, large outdoor/TV campaigns). Retail advertising and multipack POS activity is common.

Bangladesh

Localized promotions: TV ads, local festival tie-ins, in-store displays adapted to cultural moments. Promotion mix depends on local media use and budgets; some imported creative is used but adapted by local bottlers/distributors.

Why adapt promotions?

Academic literature on international marketing says firms mix standardization (same global brand image) with adaptation (local messages) — i.e., “glocal” strategy. Kotler & others describe this practical approach.

5. People (staff, sales force, customer service)

UK

Professionalized sales teams serving big supermarket chains, marketing agencies, hospitality sales reps, and customer service teams for promotions and trade. Big emphasis on trade marketing and shopper marketing.

Bangladesh

Local salesforce and distributor networks are crucial — relationships with small retailers, wholesale traders, and local hospitality businesses are important. Local bottlers employ field teams to manage micro-retailers.

Takeaway

People and local partners are vital in both countries, but in Bangladesh the local distributor/field teams have relatively more influence because of fragmented retail.

6. Process (how service/product gets to customer)

UK

Highly automated supply chains, centralized logistics for supermarket orders, data-driven promotions. Efficient replenishment for big retailers; online grocery fulfillment.

Bangladesh

More complex logistics for last-mile delivery, reliance on local wholesalers and small retailers. E-commerce is growing but supply chain constraints and import/bottling logistics affect availability and pricing. Recent corporate moves (bottler acquisitions) aim to streamline processes.

7. Physical evidence (packaging, labels, POS)

Similarity

Distinctive red/white Coca-Cola visual identity is consistent (logo, font, red color). Images of UK cans and multipacks show that same signature look.

Differences

On-pack messaging and language may vary (local language or English), certain campaign artworks or QR codes differ by country. Also, in Bangladesh you may see imported cans or localized label stickers, depending on bottler and import status; packaging sizes also differ by target consumers (smaller sizes for lower incomes). Example ecommerce pages show variation.

Evaluation of marketing strategies

1. Coca-Cola's Marketing Strategy in the UK

What Coca-Cola Does Well in the UK. Coca-Cola uses emotional advertising. For example, the famous Christmas truck and holiday ads make people feel nostalgic and happy.

They use personalization, like putting people's names on bottles in the "Share a Coke" campaign. This makes the drink feel more personal and fun. They create real-life experiences, such as summer truck tours and events where people can try new flavors or take pictures.

Coca-Cola also focuses on recycling and sustainability to appeal to modern UK consumers who care about the environment.

What Problems They Face in the UK

Some recent ads using AI were criticised for feeling less emotional than older ads. People in the UK are becoming more health-conscious, so sugary drink brands need to work harder to stay relevant.

Simple Evaluation (UK)

Coca-Cola is strong in the UK because it uses emotional, fun, and personalised marketing. But it must keep adapting as people look for healthier and more authentic campaigns.

2. Coca-Cola's Marketing Strategy in Bangladesh

What Coca-Cola Does Well in Bangladesh

Coca-Cola connects with culture using things like Coke Studio Bangla, where local singers and musicians perform. This builds strong emotional connections. During festivals like Eid, Coca-Cola runs campaigns focused on family meals and celebrations, which fits local traditions. They use a lot of social media marketing, which works well with young people.

Where Coca-Cola Faced Problems in Bangladesh

A recent advertisement trying to address political concerns upset many people. It was seen as insensitive, and many people reacted negatively. This led to boycott calls and hurt their reputation for a while.

Simple Evaluation (Bangladesh)

Coca-Cola is good at using music, culture, and festival-based marketing in Bangladesh. But it made a serious mistake by not understanding public feelings on political issues. This shows the need for better cultural sensitivity.

The backlash showed that Coca-Cola didn't fully understand local emotions around political issues.

3. Comparison UK and Bangladesh

Focus Emotions, personalisation, events Culture, music, festivals, Strength Strong brand image, creative campaigns Deep cultural connection, Weakness Health concerns, AI ad criticism Political/cultural misunderstanding
Overall Very polished and effective effective but needs more sensitivity.

Coca-Cola succeeds in both countries because it understands that people buy feelings, not just drinks.

In the UK, they make people feel nostalgic and connected.

In Bangladesh, they try to celebrate culture and togetherness.

However, Coca-Cola must be more careful in Bangladesh because cultural and political feelings are much stronger there. In the UK, the challenge is staying relevant to a health-focused and digitally savvy audience.

4. Evaluation of Ethical Issues in Coca-Cola's Marketing Mix (UK & Bangladesh)

When looking at Coca-Cola's marketing mix (Product, Price, Place, Promotion), there are some ethical issues that people often talk about. These issues are slightly different in rich countries like the UK and developing countries like Bangladesh.

1. Product

UK

Many people argue that Coca-Cola drinks contain a lot of sugar, which can lead to health problems like obesity and diabetes.

Because the UK has high awareness about health, some people feel Coca-Cola should be more responsible with the amount of sugar in their drinks.

Bangladesh

In Bangladesh, people may not always have the same access to health education, so sugary drinks may be seen as “normal.”

Critics say Coca-Cola could take advantage of this by pushing unhealthy drinks in a country that already struggles with health issues.

2. Price

UK

Prices are usually fair and consistent. No major ethical issues.

Coca-Cola offers healthier options, but sometimes these are more expensive.

Bangladesh

Coca-Cola is priced in a way that makes it attractive to low-income consumers, even though it is not a healthy drink.

Some people believe it is unethical to heavily promote expensive, sugary drinks in poorer countries.

3. Place (Distribution)

UK

Coca-Cola is available almost everywhere—supermarkets, restaurants, vending machines.

This can encourage over-consumption, but it's not usually seen as a big ethical problem.

Bangladesh

Coca-Cola reaches even very remote villages.

Ethical concern: The company uses a lot of water in production, and in some areas of Bangladesh water scarcity is already a problem.

People argue that Coca-Cola's factories could make local water shortages worse (this is one of the biggest ethical debates about Coca-Cola globally).

4. Promotion

UK

Advertising focuses on happiness, fun, and lifestyle. Critics say they don't clearly communicate the health risks of sugary drinks.

However, the UK has strict rules, so Coca-Cola cannot target young children directly.

Bangladesh

Coca-Cola's marketing is very colourful, catchy, and emotionally appealing. In developing countries, people may trust big brands more, so advertising can influence them strongly. Some argue that Coca-Cola promotes an unhealthy lifestyle by targeting young people and showing drinking Coke as a "cool" or "successful" thing. There are also concerns about advertising reaching children more easily compared to the UK.

Coca-Cola faces ethical issues in both countries, but the issues are more serious in Bangladesh because: people have less health awareness the company's water usage may harm local communities advertising may have stronger influence on vulnerable groups

In the UK, the main ethical problem is health, especially the high sugar content and aggressive marketing despite obesity concerns.

Recommendations for Coca-Cola's International Marketing Strategies

1. Focus on Healthier Products

Coca-Cola should promote low-sugar or zero-sugar drinks more, and even introduce healthier options like fruit juices or water in countries where people are becoming more health-conscious.

This will show that the company cares about people's health, not just selling sugary drinks.

2. Responsible Marketing

Coca-Cola should avoid targeting children with ads for sugary drinks, especially in developing countries.

Ads can focus on lifestyle, happiness, or healthy alternatives instead. This is more ethical and avoids encouraging unhealthy habits

3. Be Environmentally Friendly

Use recycled bottles, reduce plastic, and make sure factories don't waste too much water, especially in countries where water is scarce. Showing care for the environment can make Coca-Cola look responsible and trustworthy worldwide.

4. Local Community Engagement

Support local communities with projects like clean water programs, education, or waste management. This helps improve the company's image and builds good relationships with the people who buy their products.

5. Fair Pricing and Accessibility

Keep prices reasonable in low-income countries so people can afford drinks safely, but avoid promoting unhealthy products too aggressively. Offer smaller portion sizes at lower prices as a way to reduce overconsumption.

6. Use Digital Marketing Wisely

Social media is powerful, so Coca-Cola should use it to promote positive messages, healthy drinks, and environmental awareness. Avoid manipulative tactics or misleading claims about health benefits.

7. Cultural Sensitivity

When entering new countries, understand local culture, habits, and religious or social norms. Tailor marketing campaigns so they respect traditions while still appealing to people.

Conclusion

In conclusion, Coca-Cola's marketing strategies in the UK and Bangladesh show how one global brand can successfully adapt to very different markets. In the UK, Coca-Cola works in a highly regulated, competitive, and health-conscious environment, so the company focuses on low-sugar products, strong digital marketing, and sustainability messages. In Bangladesh, the company focuses more on affordability, emotional advertising, wide distribution, and local cultural events because the market is fast-growing, price-sensitive, and very youth-driven.

By comparing the two countries, we can see that Coca-Cola changes its STP and 7Ps to match each country's microenvironment. The UK strategy highlights lifestyle and health, while the Bangladesh strategy focuses on accessibility and cultural connection. These approaches have helped Coca-Cola stay successful in both places, shown through high brand recognition, strong sales, and an active presence in both traditional and digital media.

However, some ethical issues still appear, such as concerns about plastic waste, sugar content, and marketing to young people. These issues show that Coca-Cola must continue improving its sustainability efforts and be careful with how it communicates its products.

Moving forward, Coca-Cola should keep adapting to local needs while staying committed to healthier products, eco-friendly packaging, and transparent marketing. By doing this, the brand can stay both globally powerful and locally relevant in countries as different as the UK and Bangladesh.

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