



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

Moodle
2020/2021

DSR GROUP 1

- Diletta Franzone (2021160) "Coca-Cola background".
- Tiziana Medaglia (2018247) " The challenges before modern technology ".
- Daria Ilieva (2018257) "Insights of the modern technologY".
- Dario Shehu (2017916) "Insights of the modern technology".
- Alfredo Costa (2021817)
- Ahmed Abdelgawwad Atalla (2022999) "Employability and added the sponsorship".

Programme: CertHE Skills for the Workplace

Module: Digital Skills And Research Methods

Module code: BMSW4003

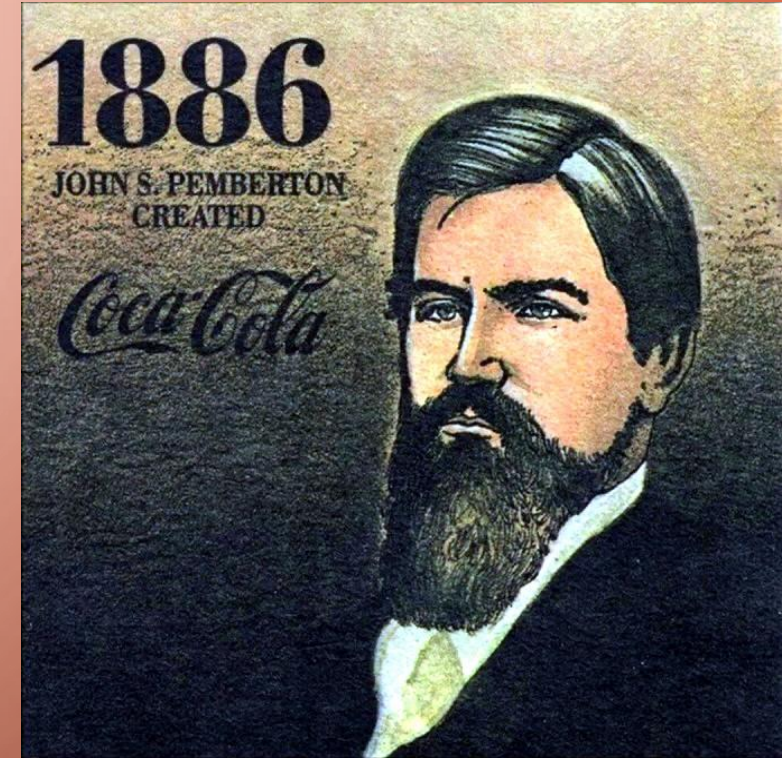
Assignment Title: DSR Assessment 1
Online Group Presentation

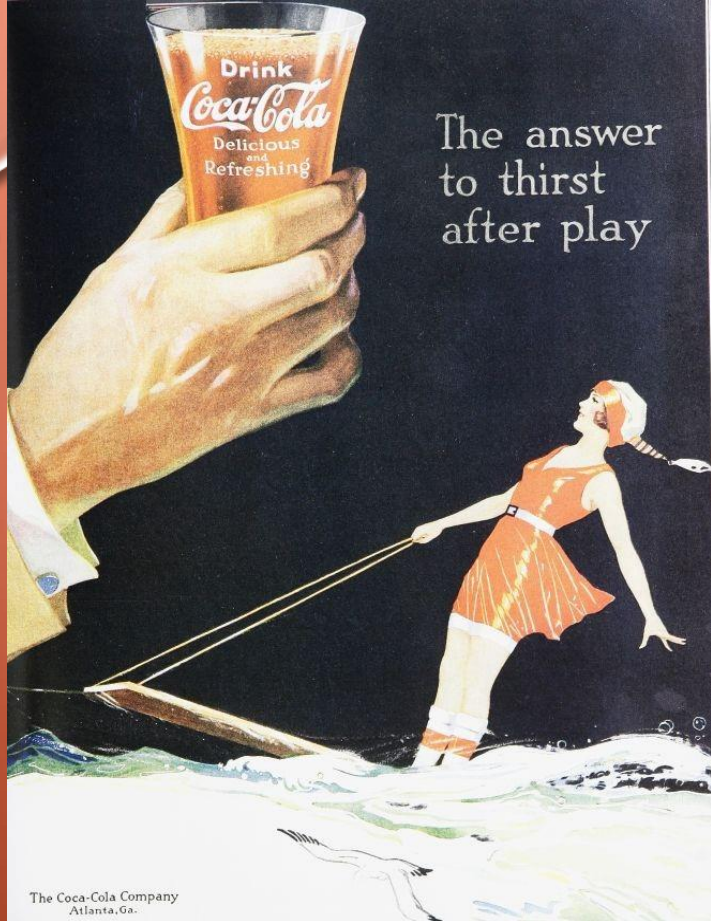
Lectured : Betty Burke

Coca-Cola Company

Coca-Cola background

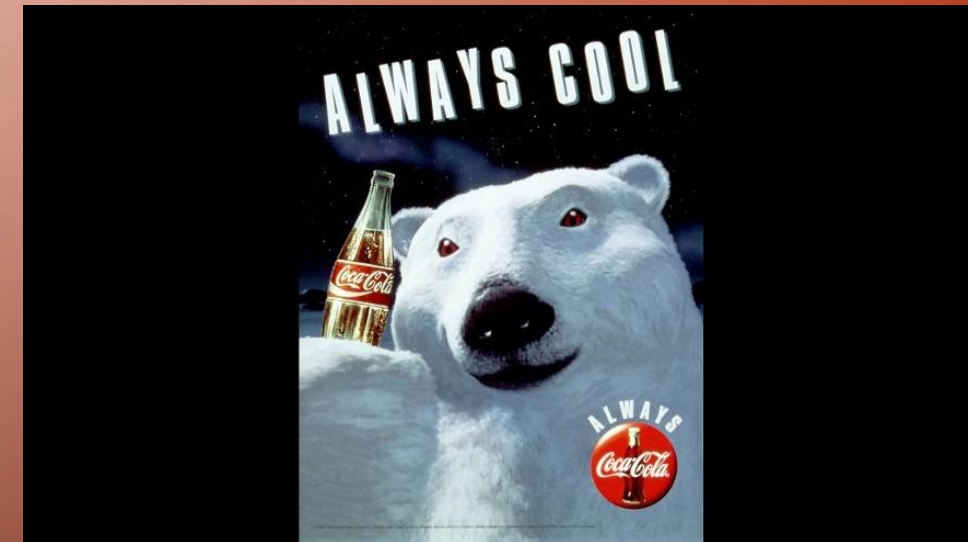
- The beginning of Coca-Cola was in 1886, created and initialized by the famous pharmacist John S. Pemberton (1831-88), born in Atlanta, Georgia.
- Pemberton (1831-88) originally advertise his drink as a tonic for most common ailments, basin it on cocaine from the coca leaf and caffeine-rich extracts of the kola nut.
- In 1887, it was patented when Asa Candler, an Atlanta businessman and pharmacist, purchased the Coca-Cola formula from inventor Pemberton John for \$2,300.
- In 1893 the trademark "Coca-Cola" was registered in the U.S. Patent Office. It was listed as a trademark, processing in 1895 it was sale continued in every territory and state in the U.S.
- In the years following World War II, there were product developments and acquisitions: Fanta rights in 1946, Sprite rights in 1961 and the development of Diet Coke and sugar-free Tab in 1963.
- In 1978, Coca-Cola became the only company authorized to sell cold-packed beverages in the People's Republic of China.





- In 1911 the annual advertising budget for The Coca-Cola Company surpasses \$1 million for the first time.
- In 1990 Coca-Cola is sold for the first time in East Germany when the Berlin Wall falls.

- Polar bears first featured in a Coca-Cola commercial in France in 1922, such as in two ads for the 1994 Winter Olympics. Along with the bears, Santa Claus, at least in the aspect of which he is affiliated, is a character who is already recognized all over the world.



- The Coca-Cola company has more than 80 million dollars of net assets from the beverage industry, and their income (about 70%) comes from countries outside the United States.
- Coca-Cola's revenue has declined for ten straight quarters. The decline has been due to several factors, including a weakness in soda volumes, currency fluctuations, and structural headwinds from efforts to rebrand its bottling operations.
- Its sales plummeted 14.6% to \$9.1 billion in the third quarter of 2017, owing largely to the effects of its bottling territories' rebranding. Organic revenue increased by 4%, excluding the effects of structural and other headwinds, thanks to a favorable price and mix shift of 3% and a 1% increase in concentrate sales. Coca-Cola is attempting to increase sales by developing new drinks that fit into a specific category.
- Just Cuba and North Korea are the only countries in the world that do not sell Coke. The Korean War lasted from 1950 to 1953, and the US placed trade sanctions on North Korea at that period.



THE CHALLENGES BEFORE MODERN TECHNOLOGY

- Advancements in technology like artificial intelligence, social media, and Big data have pushed Coca-Cola sales to grow. Their 2020 sales grew by 16% to 37,3 billion.
- In the pre-internet era, they were using calendars, coupons, or newspapers to promote the brand.



- ✓ Having an integrated marketing communication strategy is essential for a company's long-term growth. Every customer is a target, mainly based on age, family size, and income.
- ✓ Coca-cola sells its product in over 200 countries. Still, they use different strategies depending on the region because potential customers' needs differ due to climate, income, culture, or custom. For example, in Asia, people are more used to drink tea instead of soft drinks.



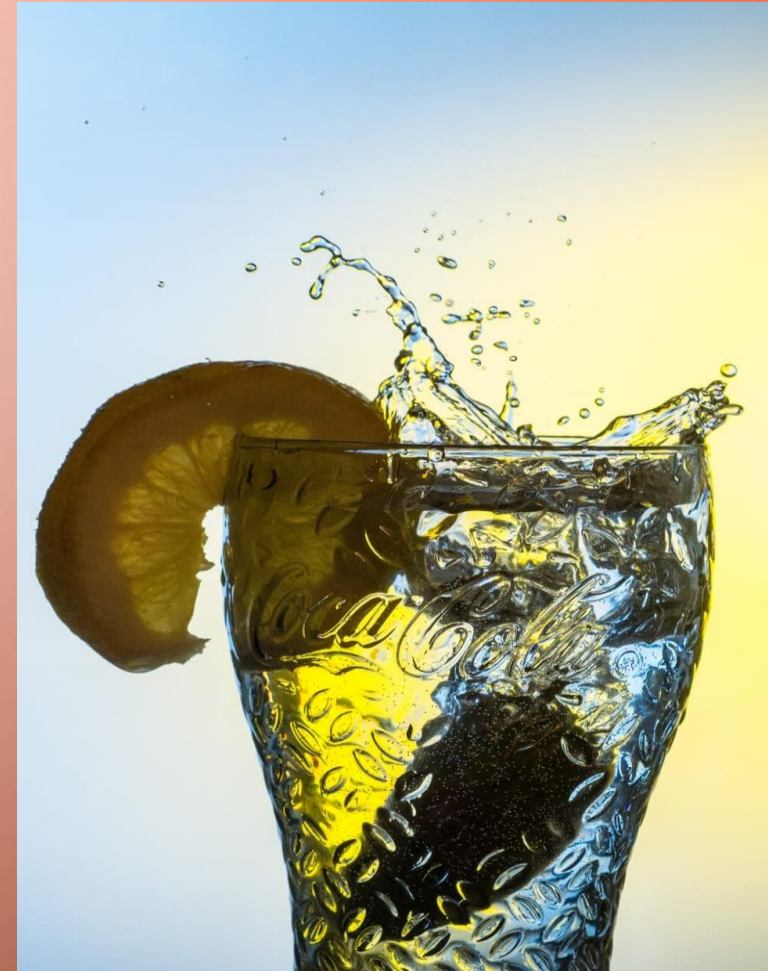


R. O'Leary

- Coca-cola drinks aren't healthy, and this affects the purchasing decision of the customer. In 1982 diet coke was first released thru tv commercials and newspapers, which quickly become popular.
- The company supports the World health Organisation, which recommends that people limit their added sugar intake.

THE IMPACT OF WATER

- Coca-cola made progress focusing on energy management and water stewardship for climate protection. Despite that they still have to reduce their water consumption levels.
- 2030 water vision:
 - ✓ Reducing shared water through regenerative water use
 - ✓ Enhancing community water access and resilience
 - ✓ Improve the health of the watershed

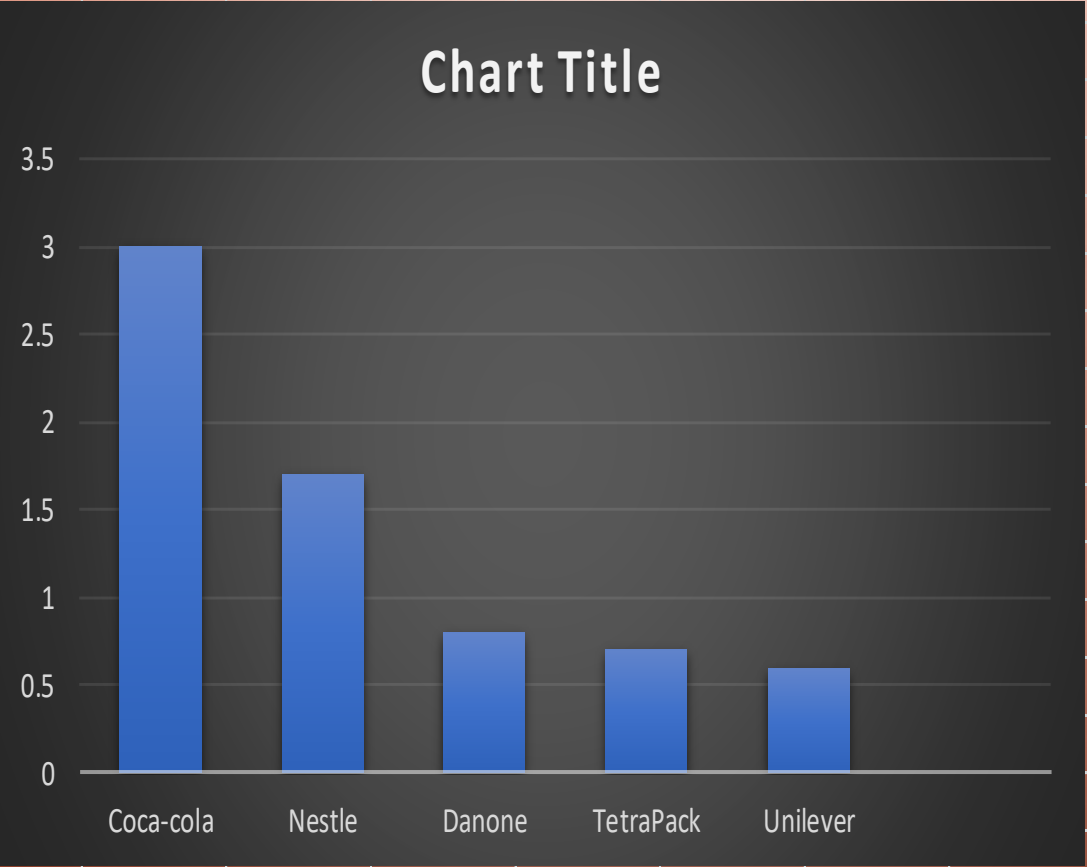


THE GLOBAL PLASTIC WASTE



- In 2019, the company declared to use three million tonnes of plastic packages in one year to produce bottles.
- The company aims to use 100% recycling materials for bottles by 2025-- whether through more recycled content, by developing plant-based resins, or by reducing the amount of plastic in each container.
- In the early 2000s, coca-cola partnered with the US government and industry to create a holistic approach, and today South Africa's PET plastic recycling rate remains high at 68%. In Italy, Coca-cola and burger king collaborated on a joint communication campaign to reduce plastic waste(straw and lids were only given upon request, and communications were reinforced on 200 burger king restaurants via marketing campaign.

Coca-cola	3
Nestle	1.7
Danone	0.8
TetraPack	0.7
Unilever	0.6



INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

TIMELINE OF COCA-COLA

TECHNOLOGY EMBRACEMENT

In 1886, John S. Pemberton founded this company with flavoured syrup as its only product in the US market.

Around 1894 bottling soda cans was introduced as a new technology for manufacturing this syrup beverage in the nation (Coca-Cola, 2021)

According to Serodio et al. (2018), introduction to cans for manufacturing its beverage is the new technology of Coca-Cola to attain its zero-waste target of single-use plastic bottles in the global market.



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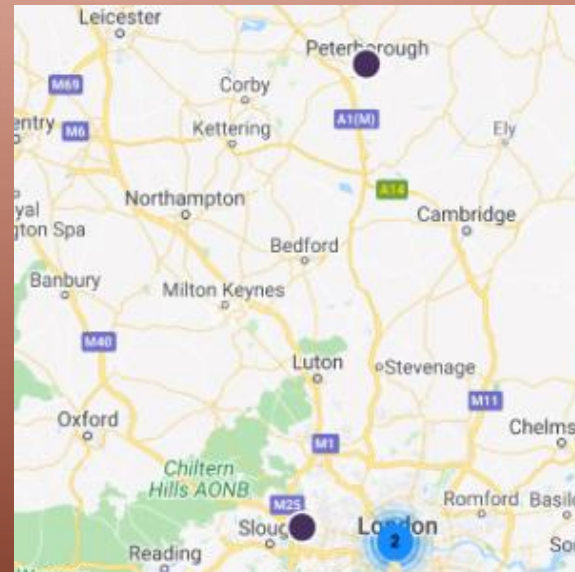
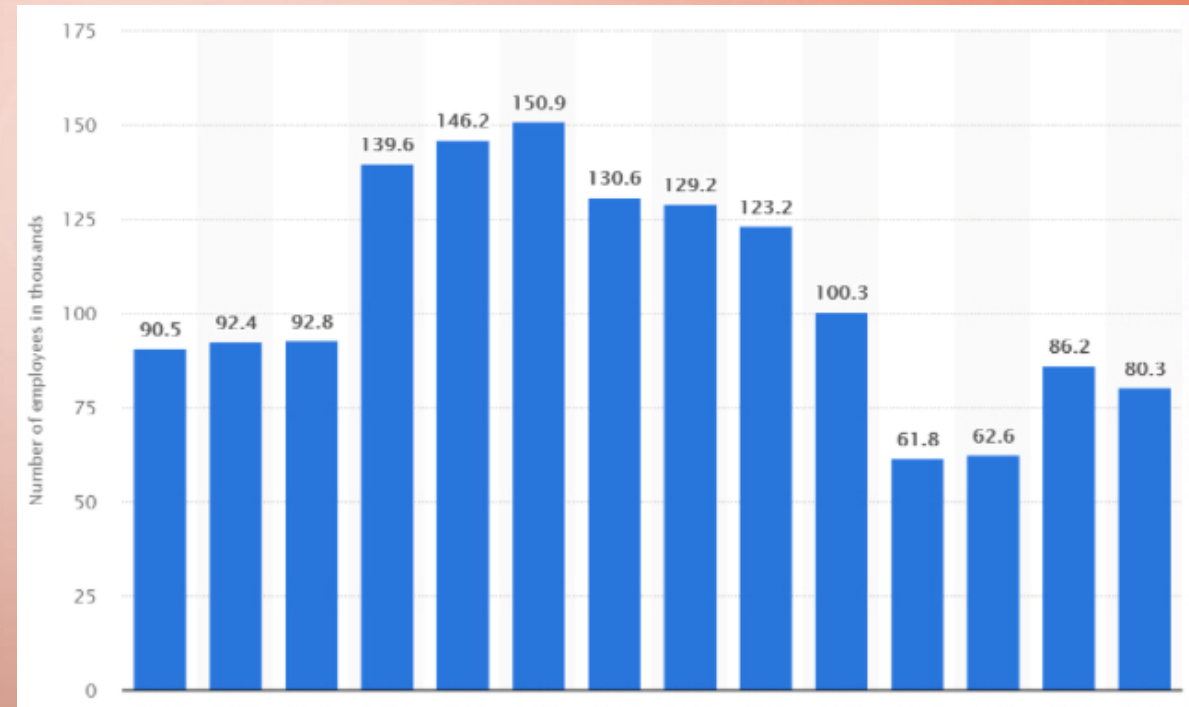
EMPLOYEES OF THE COMPANY

Operating centres

Coca-cola has three operating centers in the UK including three in london and one in peterborough.

However, in the global market there are almost 1000 branches of this company including 64 in the us (coca-cola, 2021).

Nonetheless, in the perspective of conway (2021),employees' ranges of this company have critically declined from 1984 to 2021 being 90.5 thousand to 80.3 thousands respectively.



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COMMUNICATION AND LEADERSHIP

Public announcements

Headquarter in the US is responsible for the decision-making of international divisions involving africa, europe, south and north america, with far and middle east.

In the opinion of serôdio *et al.* (2018), management leaders of this company focuses on the progression of customer-organisation based relationship through advertisement campaigns.



CONTINUED

SUMMARY OF INTERNAL AND EXTERNAL TECHNOLOGICAL GROWTH

Internal technological growth has been achieved by the company through the establishment of bottling to can manufacturing units in factories.

Coca-cola has further emphasised on the development of automation manufacturing systems through ml (machine learning) systems introduced in its factories (coca-cola, 2021).

As defined by serôdio *et al.* (2018), external growth has been achieved by this company through the acquisition of costa coffee in the UK market.



COCA COLA'S DIGITAL TRANSFORMATION

The Coca-Cola logo is rendered in its classic white script font, centered within a large, vibrant red splash that resembles a liquid spill. The splash has various shades of red and pink, with some areas appearing darker and more saturated than others, creating a dynamic and energetic visual effect. The background of the entire slide is a solid, warm orange-red color, which complements the red splash and the white logo.

Coca-Cola

- Coca Cola logo is recognized by most of the world's population. Approximately more than 10'000 of the brand's products are consumed every second.
- This is a **140 years old business** which it would be ahead of the curve when it came to the digital transformation.
- Coca-Cola **CDO David Godsman** discovered that the company had handiest simply embarked on a five-year virtual transformation plan.
- Following the selection to embark on its virtual transformation in 2018, the corporation is handing over on its four key digital transformation regions.

DIGITAL-FIRST BUSINESS:

David Godsman, Chief digital office, has introduced a five years transformation plan for the business to grow and stay on top in the market.

The 4 keys of Coca Cola's transformation:

- **Experience**: Creates more relevant experience for customers;
- **Operational**: Uses tech and data to improve new processes;
- **Business**: Disrupts its own business operations before others get there first;
- **Cultural**: Transform to a Company fit for the digital age.



Coca Cola 9100 Freestyle

Coca cola freestyle 9100 is the newest idea of transformation of the company, a distributor for the next generation, which it will allow people to order from their app and give them a FAST-FUN-BETTER EXPERIENCE.

Attractive new design :

- Large 24-inch, rapid response HD touchscreen;
- LCD “touch to pour” button.

Expand consumer interaction:

- New, intuitive user interface with all the featured brands in one screen;
- Video ads to promote sales;
- Bluetooth for direct connection.

Reach more consumers:

- Nearly 200 beverage choices;
- Boost equipment accessory for 5 Bag-in-box deals.



ENHANCES OPERATIONS:

- ✓ High capacity ice bin, for fewer refills;
- ✓ Very secure software architecture;
- ✓ Smooth drain design;
- ✓ Dynamic Connections and update capabilities;
- ✓ Seamless transition from 9000
(same footprint, same cleaning procedures)
- ✓ Knows when to replace cartridges with new ones, in fact it calculates in % fill and estimated hours left.

Pour using your smartphone:

- 1) Push level for ice & place cup in dispenser;
- 2) Scan QR code on dispenser using your camera;
- 3) Select desired brand & drink;
- 4) Press “hold to pour” button & release it to stop;
- 5) DRINK!



COCA-COLA EMPLOYABILITY

- **COCA-COLA** offers career opportunities in North America, Europe, Eurasia, Africa, Latin America and the Pacific.
- **COCA-COLA** offers career in a variety of areas: supply, manufacturing, marketing, sales, finance, communication, human resources, information technology, and more.
- **THE COCA-COLA COMPANY** hires for: permanent positions, internships, co-ops and summer jobs.
- **COCA-COLA** offers a robust employee benefits program, which includes pay and benefits as well as opportunities for professional development. the program includes annual and long-term incentives, traditional benefits health and life insurance.

COCA-COLA SPONSORSHIP

- **COCA-COLA COMPANY** has a long history of sponsors:
- the longest and continuous sponsorship with **COCA-COLA** are the **OLYMPIC GAMES**.
- They started to collaborate from 1928 to 2032. it means they worked together for 104 years.
- **THE COCA-COLA COMPANY** worked with many different programs and sports.



COCA-COLA SPONSORSHIP WITH SPORTS

- **PREMIER LEAGUE** (since 2019 and will be for 3.5 years);
- **FIFA WORLD CUP TROPHY TOUR** (2018);
- **NBA** (since 1994);
- **NASCAR** (for more than 50 years till 2017 season);
- **UEFA EURO** (1988 & 2020)
- **NATIONAL TEAM PARTNERSHIPS** (22 years with France & since 1981 with Germany)



COCA-COLA SPONSORSHIP WITH PROGRAMS, COMPANIES AND OTHERS

- **WWF** (since 2012)
- **KATY PERRY'S SONG "RESILIENT"** (2020)
- **AMERICAN IDOL** (for 10 seasons);
- **MOVIES** (James Bond & Marvel Movies)
- **OVERWATCH LEAGUE** (2019)



How Coca-Cola uses technology to stay at the top?

Coca-Cola background

In the 21st century, it has become almost impossible for anyone to survive without being a user of technology. The introduction of Artificial Intelligence, the use of IoT, Big Data, Machine Learning, NLP, and other such tools has made everything easier. It has also fueled the competition in the market.



How Coca-Cola uses Machine Learning?

- Coca-Cola leverages Machine Learning heavily in its product development.
- One example that testifies the use of Machine Learning in product development is the launch of Cherry Spite. This allowed restaurants and retail guests to add the splash of their favorite drinks in Coca-Cola drinks. Meanwhile, the company cleverly accumulated the vast data of flavor combinations and Machine Learning to identify the most popular versions. In this way, Coca-Cola managed to utilize Machine Learning in product development and make decisions based on individual preference.
- Coca-Cola company leveraged Machine Learning to keep up with the dynamically changing market. Product placement, enhanced personalized user experience, better placement of products, all aid in better yields.



The use of Data Analytics and Artificial Intelligence by Coca-Cola

- The amount of data collected by The Coca-Cola Company is also huge. It generates a substantial amount of data that includes sourcing, production, distribution, sales, and customer feedback. To manage such a large amount of data the company uses Big Data.
- Coca-Cola has extensively invested in research and development, especially in Artificial Intelligence, to better manage and use the data it collects from its consumers across the globe.
- Since Coca-Cola serves people from more than 200 countries, the purchase behavior varies significantly from region to region. So, Coca-Cola leverages Big Data Analytics to identify the patterns in the purchases, what suits the people of a specific region, flavors preferred, and other such crucial insights. It then launches its products accordingly and facilitates its user with an enhanced personalized experience.



The Use of AI in target advertising

- Given the prevalence of smartphones and how they have been woven into the fabric of our daily lives, Coca Cola use this platform to connect and engage with customers more deeply.
- Coca Cola additionally utilizes information to illuminate how use its points for crude materials. For instance, the organization gets information about climate, crop yields, valuing, and taste, joined with satellite symbolism, to illuminate when and how they source oranges for juices.
- The company uses AI to search the web for its brand mentions. Based on the data collected they identify the users and all crucial information related to them like who are their customers, where they live, what prompts them to talk about the brand.
- Access to this information allows the company to personalize the approach. For example, Coca-Cola was able to identify that their products were mentioned once every two seconds.



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