

Marketing Fundamentals Analysis and Evaluation

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Introduction

The assignment has been designed about “marketing fundamentals analysis and evaluation” on the basis of Coca-cola which is a recognized brand in the beverage industry. Coca-cola wants to generate higher amount of profits with refreshing the world for getting success in 2020 sustainability goal. Coca-cola offers various ranges of beverage products including more than 3900 beverage choices. Among all products, coca-cola is considered as leading product of the organization. Sprite, Coke, Fanta, Diet Coca Cola, Zero Coca Cola life etc. are other products of the organization. Coca-cola offers competitive price which is neither higher which may face difficulties in the field of competing with others such as Pepsi nor lower which may indicates the higher impressions of lower quality. The assignment has been categorized into two parts.

Task 1A

Process and stages of marketing of Coca-cola

In the competitive world, without marketing it is impossible for any organization to be succeed. Marketing helps any organization to create, communicate, deliver and exchange offering to the customers which may increase the value for customers with ensuring higher customer satisfaction (BRASSINGTON, F. and PETTITT, S. 2012. For the purpose of ensuring the proper use of stages and processes of marketing, Coca-cola has to complete the major four stages which are explained below briefly:

Mission: At the very beginning of the marketing of Coca-cola, Coca-cola has to identify a specific mission. Coca-cola wants to be innovative with creating values for stakeholders where

optimism and happiness get more priorities. Making difference in the beverage industry is another mission of Coca-cola. With one voice, it can be said that Coca-cola wants to generate higher amount of profits with refreshing the world for getting success in 2020 sustainability goal.

Situation Analysis: After identify a specific mission, Coca-cola has to analyze the overall situation which are as follows in terms of highlighting SWOT analysis and PESTEL of Coca-cola:

SWOT of Coca-cola	
<i>Strengths</i>	<i>Weaknesses</i>
✓ Coca-cola is considered as one of the best global brand in the beverage industry for having its higher value which is \$77,839 billion. ✓ Coca-cola is considered as one of the largest market share in the beverage industry. ✓ Coca-cola has strong marketing and advertizing. ✓ Bargaining power over suppliers may be considered as strength of Coca-cola. ✓ Corporate social responsibility is considered as strength of Coca-cola. ✓ Coca-cola has huge numbers of loyal customers which is considered as strength of Coca-cola.	✓ Coca-cola is focusing more on carbonated drinks which are considered as weakness of Coca-cola. ✓ Coca-cola has undiversified product portfolio which pushes the organization to experience loss sometimes. ✓ Due to acquisitions, Coca-cola has high debt level. ✓ Sometimes, Coca-cola is criticized because of its little negative publicity.
<i>Opportunities</i>	<i>Threats</i>

- ✓ Now-a-days, people become more attracted to consume more beverage foods which are sustained in the emerging market of Coca-cola.
- ✓ Better water consumption growth is considered as opportunity of Coca-cola.
- ✓ Water scarcity is one of the main threats of Coca-cola.
- ✓ Due to changing the preferences and choices of consumers, Coca-cola may face difficulties.
- ✓ PepsiCo is another threat of Coca-cola in terms of competition between these two.

PESTEL of Coca-cola

Political factors	✓ Because of being introduced the soda tax, the consumption of Coca-cola is negatively affected across the major cities of US.
Economic factors	✓ In the broader US market, soda consumption is declined tremendously. ✓ Sometimes, Coca-cola can't enjoy some opportunities for having the low growth of US economy.
Social factors	✓ Now-a-days, healthy beverages are preferred by most of the consumers of US for which soda consumption is declined tremendously in the US market.
Technological factors	✓ Coca-cola uses advanced technologies in the field of production, marketing area etc. including 3-D printing, driverless delivery networks, digital bots etc. which makes capable the organization to connect its customers regularly and easily.
Environmental factors	✓ Coca-cola must ensure transition of lower carbon with maintaining resource efficient future. ✓ All the issues which can pollute the environment must be avoided by Coca-cola.

Legal factors	✓ For misleading the consumers in drinking soda as healthy beverage, Coca-cola is subject to lawsuit. ✓ All the laws and regulatory issues which are enforced by laws and courts must be followed by Coca-cola otherwise Coca-cola has to be shut-down.
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Objectives: After analyzing the overall situation, Coca-cola has to set a set of objectives which must be completed with higher satisfaction. Coca-cola sets its objectives from its mission which includes making difference in the beverage industry with generating higher amount of profits with refreshing the world for getting success in 2020 sustainability goal.

Strategy and Evaluation: Finally, Coca-cola has to set one or more strategies to reach those set of objectives which must be completed with higher satisfaction with ensuring the evaluation of all strategies. Green strategies must be adopted by Coca-cola with ensuring the reduction of energy costs which indicates that renewable energy sources must be alternative form. Coca-cola should focus on product packaging in the way which supports new and innovative environment friendly material which may prefer 100 % recyclable and biodegradable instead of considering plastic and aluminum cans which helps the organization to reduce the costs of using petroleum oil. Coca-cola should focus on introduction of lower calorie based drinks with offering healthier beverage to the consumers which will create higher value for the consumers.

Marketing mix of Coca-cola

Marketing mix is a combination of 4Ps including product, price, place and promotion. Marketing mix development is another step of strategic marketing. The elements of 4Ps are mentioned below in terms of Coca-cola:

Product: Coca-cola offers various ranges of beverage products including more than 3900 beverage choices. Among all products, coca-cola is considered as leading product of the organization. Sprite, Coke, Fanta, Diet Coca Cola, Zero Coca Cola life etc. are other products of the organization.

Price: Coca-cola offers competitive price which is neither higher which may face difficulties in the field of competing with others such as Pepsi nor lower which may indicates the higher impressions of lower quality.

Place: Coca-cola runs its business in almost more than 200 countries including Europe, North America, Latin America, Pacific, Eurasia etc. For packaging and distribution, Coca-cola highly depends on bottling partners

Promotion: In the competitive business world, Coca Cola has to focus on increasing advertizing and other promotional activities with a view to increasing sales and revenues. Almost \$4billion was used as marketing expenditure of Coca Cola in 2016

Role of marketing in creating value for customers in Coca-cola

Marketing helps any organization to create, communicate, deliver and exchange offering to the customers which may increase the value for customers with ensuring higher customer satisfaction. In the following ways, Coca-cola can create value for customers:

Identifying customers: Coca-cola has to identify the targeted customers by adopting segmentation and targeting. Adding that, customers' wants and demands must be understood by Coca-cola. Coca-cola has huge numbers of loyal customers which is considered as strength of Coca-cola. Coca-cola has to be innovative with creating values for customers where optimism and happiness get more priorities. Corporate social responsibility must be ensured by Coca-cola (GROUCUTT, J. and HOPKINS, C. 2015).

Satisfying customers: Coca-cola has to offer right products and services to the right people during the right time. Coca-cola should focus on product packaging in the way which supports new and innovative environment friendly material which may prefer 100 % recyclable and biodegradable instead of considering plastic and aluminum cans which helps the organization to reduce the costs of using petroleum oil. Coca-cola should focus on introduction of lower calorie based drinks with offering healthier beverage to the consumers which will create higher value for the consumers. Coca-cola has to consider the changing preferences and choices of consumers so that higher satisfaction of customers can be created for the products of Coca-cola.

Retaining customers: Coca-cola has to find new opportunities which make the organization capable in the field of wining customers' satisfaction. Customers have high interest in Coca-cola with having low power, they must be involved or engaged with Coca-cola through keeping them

informed about any updated issues through the website of Coca-cola, focus group of Coca-cola email etc. Coca-cola engages consumers through focus groups, hotlines, local websites, research, social channels, surveys, plant tours etc. Coca-cola engages customers through regular visits, customer care centers, dedicated account teams. Now-a-days, people become more attracted to consume more beverage foods which are sustained in the emerging market of Coca-cola. Now-a-days, healthy beverages are preferred by most of the consumers of US for which soda consumption is declined tremendously in the US market which must be considered by Coca-cola during production of the products. Coca-cola must ensure transition of lower carbon with maintaining resource efficient future.

Stakeholder engagement and their impact on the marketing activities of Coca-cola

The term stakeholder engagement means the systematic process which basically indicates that any organization has to involve all people who are directly or indirectly connected to that organization in the field of making or modifying decisions so that stakeholders can provide their opinions for that decision for ensuring sustainability of that organization in terms of profits, , stakeholders satisfaction etc. (MCDONALD, M. and WILSON, H. 2011).

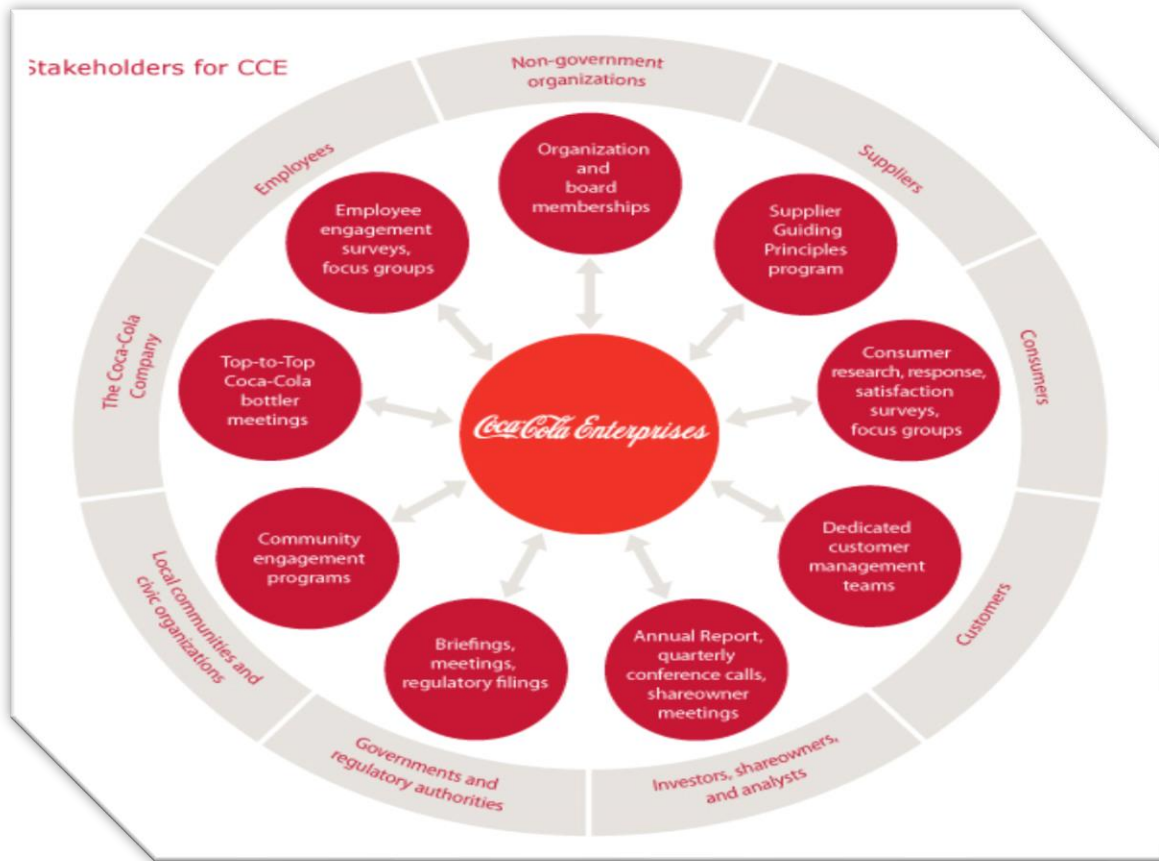


Figure: Stakeholders of Coca-cola enterprises (MCDONALD, M. and WILSON, H. 2011)

From the above figure, it can be said that customers, consumers, suppliers, employees, local communities, non-governmental organizations, investors, analysts, government and regulatory authorities etc. are considered as stakeholders of Coca-cola. It is believed by Coca-cola that achieving more strengths can be possible if it is maintained by Coca-cola properly to engage stakeholders in making any long-term decisions because without the hard work and willingness of stakeholders, Coca-cola may not be get success in the 2020 sustainability goal. For the purpose of improving progress, Coca-cola makes stakeholders engaged in making decisions. Local or regional and also national bottlers, consumers, suppliers of Coca-cola put their valuable opinions to the entire Coca-cola system which makes Coca-cola capable to understand all the issues which are related to the environment, social and any other issues. In the international area, Coca-cola is being worked with many external stakeholder partners with a view to pressing

current and upcoming global challenges. Coca-cola focuses on stakeholder engagement more carefully for the purpose of getting maximum outcome from any long-term project. To get success in the 2020 sustainability goal, Coca-cola involve all people who are directly or indirectly connected to that organization in the field of making or modifying decisions so that stakeholders can provide their opinions for that decision for ensuring sustainability of that organization in terms of profits, stakeholders satisfaction etc. Based on engagement of stakeholders, stakeholders may be categorized into four parts who may be engaged in four different ways such as follows:



Figure: Stakeholder Engagement (McCarthy, Jerome E. 2014)

Stakeholders who have high interest in Coca-cola with having low power, they must be involved or engaged with Coca-cola through keeping them informed about any updated issues through the website of Coca-cola, focus group of Coca-cola email etc. Stakeholders who have low interest in Coca-cola with having low power, they must be involved or engaged with Coca-cola through monitoring them. Stakeholders who have low interest in Coca-cola with having high power, they must be involved or engaged with Coca-cola through keeping them satisfied as much as possible all the time. Stakeholders who have high interest in Coca-cola with having high power, they

must be involved or engaged with Coca-cola through managing them closely (McCarthy, Jerome E. 2014).

In maintaining the following ways, Coca-cola engages stakeholders for ensuring sustainability of that organization in terms of profits, stakeholders satisfaction etc. which helps Coca-cola to get success in the 2020 sustainability goal:

Bottling partners: Coca-cola engages business partners through maintaining global environment council, top-top senior management forum, joint business planning, functional groups.

Consumers: Coca-cola engages consumers through focus groups, hotlines, local websites, research, social channels, surveys, plant tours etc.

Customers: Coca-cola engages customers through regular visits, customer care centers, dedicated account teams, joint business planning, social media engagement, joint value creation initiatives, surveys etc.

Communities: Coca-cola engages communities through community meetings, lectures at universities, plant visits, sponsorships, partnerships on common issues etc.

Employees: Coca-cola engages employees through ethics hotline, engagement surveys, town hall meetings, senior executive business updates, employee communications, health and safety communications programs, individual development plans, community and employee well-being projects etc.

Governments and regulatory authorities: Coca-cola engages governments and regulatory authorities through chambers of commerce, recycling and recovery initiatives, foreign investment advisory councils and also non-governmental organizations (NGOs) including memberships of business and industry associations, ongoing dialogue, partnerships on common issues etc.

Shareowners and analysts: Coca-cola engages shareowners and analysts through quarterly earnings reports and webcasts, quarterly shareowner newsletter, annual meeting of shareowners, investor presentations and webcasts, ongoing dialogue with investors and analysts etc.

Suppliers: Coca-cola engages suppliers through joint value creation initiatives, Supplier Guiding Principles, annual supplier conference, packaging associations etc.

Trade groups and industry and policy organization: Coca-cola engages trade groups and industry and policy organization through industry collaborations, ongoing dialogue, joint value creation initiatives, policy engagement activities etc.

Task 1B: Conclusion and Recommendations

Reflection of tactical communication tools

The term tactical communication means the systematic process by which various types of communications are conveyed (Needham, Dave 2016). But most of the time, higher authorities get more priority to order and make decisions as command within tactical forces. Electronic equipment, organic to the tactical forces, communication security equipment etc. are used to continue the tactical communication. Basically, in the military system, tactical communication tools are used but now-a-days, organizations also uses tactical communication tools to ensure systematic way with maintain discipline in every stage of sphere of the organizations. Like other recognized brands, Coca-cola uses tactical communication tools for the purpose of ensuring systematic flows of the command chain which helps the organization in the field of completing the works properly. Tactical planning which basically supports the strategic planning and strategic marketing planning must be ensured by the use of tactical communication tools. Within the organization, employees of Coca-cola must be commanded properly which helps the organization to get the higher outcome from the organization. Without proper command chain, Coca-cola may not focus on stakeholder engagement more carefully for the purpose of getting maximum outcome from any long term project. Coca-cola wants to be innovative with creating values for stakeholders where optimism and happiness get more priorities. Making difference in the beverage industry is another mission of Coca-cola. With one voice, it can be said that Coca-cola wants to generate higher amount of profits with refreshing the world for getting success in 2020 sustainability goal. Marketing helps Coca-cola to create, communicate, deliver and exchange offering to the customers which may increase the value for customers with ensuring higher customer satisfaction. Coca-cola has to set one or more strategies to reach those set of objectives which must be completed with higher satisfaction with ensuring the evaluation of all

strategies. Green strategies must be adopted by Coca-cola with ensuring the reduction of energy costs which indicates that renewable energy sources must be alternative form. Coca-cola should focus on product packaging in the way which supports new and innovative environment friendly material which may prefer 100 % recyclable and biodegradable instead of considering plastic and aluminum cans which helps the organization to reduce the costs of using petroleum oil. Coca-cola should focus on introduction of lower calorie based drinks with offering healthier beverage to the consumers which will create higher value for the consumers. Coca-cola has to identify the targeted customers by adopting segmentation and targeting. Coca-cola has to offer right products and services to the right people during the right time. Coca-cola has to find new opportunities which make the organization capable in the field of winning customers' satisfaction. For the purpose of improving progress, Coca-cola makes stakeholders engaged in making decisions. To get success in the 2020 sustainability goal, Coca-cola involves all people who are directly or indirectly connected to that organization in the field of making or modifying decisions so that stakeholders can provide their opinions for that decision for ensuring sustainability of that organization in terms of profits, stakeholders satisfaction etc. and these entire process may be possible by having proper command chain which is possible for tactical communication tools. Without proper command chain, Coca-cola may not complete the entire process that's why it can be said that tactical communication tools are important for Coca-cola.

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