Subject: Strategic Management - Assignment

Program: DBA

Kindly note that:

- All points are to be discussed in 2000 words.

- Plagiarism (copy and paste from the internet or other resources) should not exceed 20%.

- All assignments are to be in Word form, and Font Size is 12.

- No PDFs will be accepted.

Case study

Read the following case study for CocaCola.

Coca-Cola is a highly popular brand with a unique brand identity. Its soft drinks are the mostselling drinks in history, one of the most renowned brands with the highest brand equity. It

was also awarded ‘highest brand equity award’ in 2011. It is sold in more than 200

countries with 9 billion servings per day of Company products. It has introduced more than

500 new products globally. Some of these are variations of Coca-Cola beverage, like Coco Cola

Vanilla and Cherry Coca-Cola. Its brands are known to touch every lifestyle and demography.

Coca-Cola is considered one of US’s most emotionally-connected brands. This valuable brand

is associated with ‘happiness’ and has strong customer loyalty. Customers can quickly identify

their particular taste. Finding its substitutes is difficult for them. Moreover, Coca-Cola and

Fanta have a huge fan following than other beverage names in the industry. Coca-Cola is listed

as the 3rd Best Global Brand on Interbrand’s annual ranking. Having an estimated brand value

of $79.96 billion, it has retained the top position for many years.

However, Carbonated drinks are one of the major sources of sugar intake. It results in two

grave health issues – obesity and diabetes. Coca-Cola is the biggest manufacturer of

carbonated beverages. Many health experts have prohibited the use of these soft drinks. It is

a controversial issue for the company. However, Coca-Cola hasn’t devised any health

alternative or solution for this problem yet.

Out of Coca-Cola and Pepsi, the only two largest manufacturers of soft drinks in the beverage

segment, Coca-Cola has the largest market share. Coke, Sprite, Diet Coke, Fanta, Limca, and

Maaza are the highest growth drivers for Coca-Cola. It also has the most efficient and most

extensive distribution network in the world. The company has nearly 250 bottling partners

globally.

Pepsi is the biggest rival of Coca-Cola. Had it not been Pepsi, Coca-Cola would have been the

clear market leader in the beverage. Coca-Cola has low product diversification. Where Pepsi

has launched many snacks items like Lays and Kurkure, Coca-Cola is lagging in this segment.

It gives Pepsi leverage over Coca-Cola. Coca-Cola has the chance to introduce new offerings

in health and food segments just like Pepsi. It can contribute to their revenue, and they can

branch out from carbonated drinks. Coca-Cola owns several packaged drinking water brands

like Kinley. There is a great potential for expansion in this segment for Coca-Cola. Yet, there

is a way to expand and bring healthier drinks in the market to avoid people’s criticism.

Coca-Cola has faced many criticisms over its water management issue. Many social and

environmental groups have claimed that the company has a vast consumption of water

in water-scarce regions. Besides, people have alleged that Coca-Cola is polluting water

and mixing pesticides in water to clear contaminants. In addition, Greenpeace censured

Coca-Cola in its published report in 2017 for its use of single-use plastic bottles. It has also

been criticized over its recycling and renewable sources.

Many regions with hot climate have the highest consumption for cold drinks. Thus, increasing

presence in such locations can be excellent – Middle Eastern and African countries are a good

example. Coca-Cola acquired AdeS in 2016. AdeS is the largest soy-based beverage brand in

Latin America. Through this acquisition, Coca-Cola expanded its ready-to-drink beverage

portfolio.

Coca Cola’s business is entirely dependent upon logistics and supply chain. Transportation

costs and fuel prices are always on the rise. Thus, coming up with some advanced and

improved systems for distribution can be a way out from this problem.

After reading the above case study, take the place of a Coca Cola Top Management

Member, prepare a well detailed internal and external audit. Then elaborate how Coca Cola

can make the most of their strengths to capitalize on their opportunities and manage their

threats. Also discuss how it can use its opportunities to convert its weaknesses or threats

into strengths and opportunities.