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# **Executive Summary:**

The Coca-Cola Company is known as a famous producer of drinks for over 100 years. Due to its strong brand, it not only produces its products and supplies them worldwide but also markets concentrate for non-alcoholic beverages.

The business has a broad product range, and is accessible globally, including snacks, snacks, wine, fruit, tea, coffee, nutrition and sports drinks. In the meantime, Coca-Cola still works in over 200 nations. Coca-Cola, on the other side, is a profitable business and earns large sales through its internal and external marketing campaigns to conquer several of its rivals.

Creativity is also a vital factor that also one of the factors for their popularity. Creativity is at the core of all they do. The study is intended to examine the Brand value and brand equity, the segmentation and targeting markets along with the marketing mix of the business for one of Coca-Cola is world's biggest products and address the different consumer segmentation factors through client hypotheses and activities.

In addition, the study addresses Coca-Cola Company’s emphasis the brand equity, positioning and provides the client with the demand for the enterprise.

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# **Introduction:**

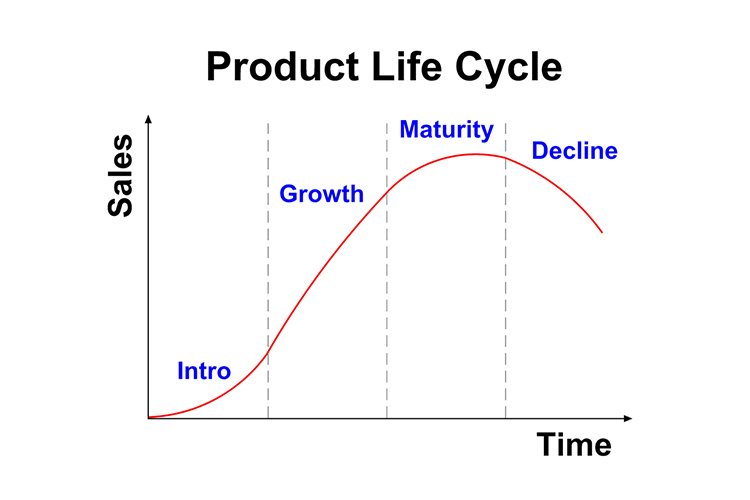
In year 1886, the pharmacist Dr. John Pemberton invented Coca cola soft drink in Atlanta, GA. Coca cola has become successful over the years, it has developed into a total beverage company and has developed many bottling partners around the world. The aim of this report is to prepare a marketing strategy of the brand of Coca cola. The scoop of this report will cover the product life cycle, brand equity, the competition of Coca cola, the targeted markets and the segmentation as well as the SWOT analysis and the Marketing mix.

# **1. Brand Overview:**

Coca cola is the largest soft drink company in the world, the company markets 500+ brands of non-alcoholic beverages like water, juices, ready to drink tea as well as energy drinks Etc.. Cola-cola, Fanta, Diet coke and Sprite are the most popular brands of Coca cola over the years. Coca cola is having a great brand awareness and recognition by the customers. Coca-Cola has a broad global corporate business scope. To enable the business, earn more income by different market tactics as well as through splitting the consumer segments. Therefore, a quick description of the process, marketing, and positioning of Coca-Cola business in the product market is provided by the strategic (Partnership) Strategy and execution. In this situation, though the business works efficiently, there are several other inner and outer obstacles also facing it, such as Coke becoming one of the secret rivals and purchasing identical items. The Coca-Cola Company has a worldwide productive enterprise as the largest producer, seller and marketer in the non-alcoholic beverage sector. The business is well positioned to win every emerging type of beverages on the market. Through engaging in fresh goods, and seeking creative and positive market strategies to meet its existing consumers all around the globe, Coca-Cola aims to grow its businesses (Ginsberg & Bloom, 2004).

* 1. **The Product life cycle:**

The product life cycle refers to the life cycle of a product, brand, or industry in the market with respect to costs and sales measures. Products, brands and industries follow a sequence of stages: introduction, growth, maturity, and decline. The product life cycle is considered an important tool for marketers and designers, as it will help in developing strategies therefore building a brand value and equity. Product life cycle stages can have an impact on the marketing mix as well, www.ausmed.com (2015)



**Figure 1**

[www.ausmed.com](http://www.ausmed.com) (2015)

**1.1.1 Introduction Stage:**

Introduction stage is the stage where the firm is seeking to create a market and build the product awareness therefore develop a market for the product. The company identifies the suitable market for the product and uses the strategy of advertising and special pricing to reach the desired target market. The company also attempts to build brand awareness and show how the product differs from those offered by competitors in the same category. (Chris, 2020)

**1.1.2 Growth Stage:**

In the growth stage, the focus is on increasing the market share it is the percentage of sales volume compared to competitors in the same stage. The focus is on additional promotional and distribution efforts (Chris, 2020)

**1.1.3 Maturity Stage:**

As the product matures, the focus is on maximizing the profits, spend less on promotion and advertising as the awareness of brand is firmly established, maintain current market share, focus on building brand loyalty with existing customers, and defend market of the competitors. (Chris, 2020)

**1.1.4 Decline Stage:**

As sales decline, the option is to prolong the life of the product, reduce cost and continue to offer it to the loyal segment, rejuvenate the product and maintain market share as long as possible.(Chris, 2020)

**2. Competition Overview:**

PepsiCo is the main rival and, unexpectedly, the non-alcoholic beverage market has traditionally controlled all firms in a variety of countries. Their operations stretch across the boundaries of over 200 Countries and territories.

# **3. Target Market**

**3.1** **Age:**

Coca cola satisfies the needs for many different consumers, as the target market for Coca cola is very wide however, multicultural young person age 12- 24 are the primary market for Coca cola. This consumer group is the most sufficiency to do self-determination on purchases and likely to follow the merchandise as value of Coca-Cola emphasis cool and felicity which compatible with their life style.

**3.2 Life style:**

Coca cola makes the products available for every individual as of the packaging and the price, as per the education and living style of each segment. Coca cola has Cola zero for those who are health conscious, normally young teens who rather not to consume calories. Diet Cola is made available for People at the age 30 - 45 years.

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# **4. Segmentation:**

Market segmentation is the division of the total market into smaller relatively homogeneous groups (Lecture slide p3, chapter 8). The importance of market segmentation is to understand the market needs and preferences of product, will allow the marketers to better determine market and customer needs, and allow the decision makers to determine objective and allocate resources. Coca cola market segmentation is done based on the following

**4.1Geographic segmentation:**

Coca Cola segments the worldwide market into homogeneous groups on basis of their location, they are divided by region, country and city, Coca cola has various divisions allocated in the major regions in the world.

**4.2Demographic segmentation:**

In this segment, demographic variables such as age, gender, education, occupation, religion, gender and race. Demographic base is the most popular for Coca cola Company to distinguish the customer groups and another is because Coca cola can measure, evaluate and conduct surveys.

**4.3Behavior Segmentation:**

In this segment, Coca cola is dividing the customer on basis of Occasions and benefits.

**4.4Psychographic segmentation:**

In this segment, market is divided into different groups based on the characteristics, lifestyle and personality.

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# **5. Analysis of Internal organizational strengths- SWOT analysis:**

|  |  |
| --- | --- |
| Strengths |  |
| 1 | The organization Coca-Cola has good financial ability to finance marketing operations, which are central in all business activities. The corporation in 2016 is projected to be around $80.3 billion. |
| 2. | Global presence- with around 200+ countries operation. |
| 3. | Marketing strategies- It targets all ages, while its competitor "Pepsi" is mainly focused on teenagers. |
| 4. | Large distribution network worldwide. |
| 5. | Even in periods of decline in different operational areas, sales from other countries help the organization balance its sales. |
| Weaknesses |  |
| 1. | Small product diversification – The company focuses heavily on carbonated drinks as its rivals are slower but increasingly increasing in order to develop their brands in the global market. The Coca-Cola drug has only converged in the soft drink market while its rival 'Pepsi' has new features: snacks, products dependent on their wellbeing etc. |
| 2. | Water management issues- The company is facing many water quality problems. People in numerous countries are protesting against the massive drinking of the business, making water poor areas droughty. |
| Opportunities |  |
| 1. | For new products based on the food sense, the brand could emerge. The UAE are paying attention to food and fitness. |
| 2. | The company's emphasis on developed countries will be greater. Established countries are increasingly switching to balanced beverages. |
| Threats |  |
| 1. | The competition with the rival companies is increasing day by day. |
| 2. | Many products from the same 'Coca-Cola' brand are marketed under different labels in the low-calorie category. This leads in cannibalization of the business internally. |
| 3. | Only the countries in developed countries raise their brands such as Café coffee day and Starbucks every day. There are people trying alternative drinks other than soft drinks. The demand in wellness and energy drinks is oriented that can indirectly impact Coca-Cola's market share. |

# **6. Market Research:**

Coca Cola is one of the world's two biggest drink companies and one of the world's main non-alcoholic drinks products. About 200 countries dominate the worldwide territory of Coca Cola. The business has a broad sparkling and still drink product line. The soda industry has felt the downturn and post-recession pressure and currency movements have affected leading soda brands' earnings. Thanks to the rising prevalence of energy beverages and other developments, the sales of soft drinks have also diminished.

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## **6.1 Product:**

Coca Cola has 500 sparkling and still labels in its large product variety. It provides nearly 3,900 beverages. Coca Cola is one of the most popular and successful names with the leading commodity in the country. The fund contains 21 billion dollars, 19 of which are eligible for reduced or non-calorie options. Coca Cola has a variety of packaging for example: Cans, 330-ml. bottles, family size bottle of 1.5 liter as well as packages as per the occasions of Ramadan in UAE and Christmas in the US.

* + 1. **BCG matrix of Coca cola**

The BCG Matrix is known as the growth-share matrix used by the company to classify their business units or products into four different categories: Dogs, Stars, Cash Cows and Question Mark. (BCG Matrix of Coca Cola | STP Analysis of Coca Cola, 2020)

Coca cola Company is known brand internationally, has been operating for many years, and supplies its products worldwide.



**Figure 2**

<https://franceslowe98.wixsite.com/franceslowe/single-post/2018/01/24/BCG-Matrix-and-Product-Lifestyle> (2020)

* + - 1. **Cash Cows:**

Cash cows are the product that have a high market share in a low growth market. Coke has been in the market for years and became the leader of the soft drink segment. Coke is a major cash Generator for the company and having the presence in 200+ countries, Coke is the no.1 Choice for a wide range of consumers in all different countries all over the world for many years. (BCG Matrix for Coca-Cola | Marketing Mixx, 2020)

* + - 1. **Stars:**

The Star is the products that have a high market share in a high growth market. Kinley and Dasani are both bottled water offered by Coca cola, they are key products of Coca Cola Company and will lead to profit considering the competition of similar products around.(BCG Matrix of Coca Cola | STP Analysis of Coca Cola, 2020)

* + - 1. **Question Mark:**

Question Mark are the products that fall into the high growth market and has a low Market share, the product in this segment can move upward and become a star product or fall into the Dog segments. The company invest lots of the capital to create awareness of the products in this segment, at the stage the company is aimed to produce Diet Coke to satisfy the need of the health conscious consumers.(BCG Matrix for Coca-Cola | Marketing Mixx, 2020).

* + - 1. **Dogs:**

Dogs are those products that have the potential to grow but however, failed to create magic due to the slow market growth. The product falls in this segment if the organization fails to meet the expectation and the need of the consumers, in this case, it will considered a waste of resources of the organization.(BCG Matrix of Coca Cola | STP Analysis of Coca Cola, 2020)

**6.2 Place:**

The distribution network for Coca Cola is comprehensive. The goods are distributed through six regions like Europe, Latin America, North America, Pacific, Eurasia and Africa in more than 200 nations. The total portion of Coca Cola is 1,9 billion a day. The organization has historically focused on its bottling partners since its goods were packed and sold.

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## **6.3 Price:**

Pepsi is Coca Cola's arch-rival and the closest soda opponent. Both companies are competitively selling their goods. Prices are neither too high nor too low to offer an idea of poor quality to the typical consumer. The promotional policy of Coca Cola is structured to encourage the loyalty of products. In fact, the market rivalry between Coca Cola and Pepsi has been also high because of a rising demand for soda goods (Melton et al., 2017). Coca Cola uses a competitive pricing technique.

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## **6.4 Promotion:**

The intensely aggressive beverage manufacturers expend substantial resources on ads to raise revenue and profits in the beverage industry. Marketing prices for Coca Cola rose to $4 billion in 2016. Marketing costs jumped to 4.1 billion dollars in 2018. It utilizes both new and conventional platforms to market its brand and goods. The Taste Sensation 2016 initiative was introduced by Coca Cola, which incorporates both products.

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# **Conclusion:**

Coca Cola. The intensely aggressive beverage manufacturers raise revenue and profits in the beverage industry. The aim of this assignment is to analyze the marketing strategy including the brand equity how Coca cola target and segment the marketing and the competition around as well as the marketing mix is used by Coca cola for product positioning and reaching the most audience.

# **Recommendations:**

With respect to Coca-Cola and its view of local community in the UAE, it is important to make certain adjustments in order to establish its position in the target market. Although the company faces severe market competitiveness risks, the business is still at the best point as it markets carbonated beverages. The tactics of the company, though, centered on low calorie beverages, as UAE now focus primarily on reducing the problems associated with safety from high calorie products like diabetes and cardiovascular diseases. In the case of Coca-Cola, the competing organization works hard to boost its product line of nutritious food products.

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