

Case Study Assignment Template

[Coca-Cola Company]

Task 1. Select a Case Study for your Assignment

Customer Story:

Coca-Cola Company,

<https://www.sap.com/about/customer-stories.html?search=Coca-Cola%20Company&pdf-asset=04f2111c-7b7e-0010-bca6-c68f7e60039b&page=1>

Customer profile

- Global leader in the beverage industry.
- Strong brand presence with a diverse product portfolio.
- Extensive distribution network across over 200 countries.

Digital transformation impacts

- Enhanced customer engagement through data-driven marketing strategies.
- Improved operational efficiency and supply chain management.
- Increased agility in product development and market response.

SAP solution technology areas

- SAP S/4HANA Cloud
- SAP Analytics Cloud
- SAP Business Technology Platform (BTP)

Case study material includes

- Detailed implementation insights.
- Customer testimonials highlighting business impacts.
- Reports on performance metrics and ROI.

Task 2. Understand the customer and industry context

Activity 1: Identify Business or Technology Trends in the Industry

Food Industry Macro Trends:

1. **Digital Transformation:** Companies are increasingly adopting digital solutions to enhance operations.
2. **Sustainability:** Growing consumer preference for environmentally friendly products.
3. **Data Analytics:** Leveraging analytics to improve decision-making across business functions.
4. **Consumer Experience:** Focus on personalized marketing and customer engagement.
5. **Supply Chain Resilience:** Enhancing supply chain operations through technology.

Activity 2: Identify Customer Motivations

In the Coca-Cola Company customer story, the customer's motivations are:

- **Improving Efficiency:** Streamlining operations to reduce costs and improve service delivery.
- **Enhancing Customer Engagement:** Using data insights to better understand and meet consumer needs.

Activity 3: Identify the Customer's Business Goals

In the Coca-Cola Company customer story, the customer's business goals are:

- **Reduce Total Cost of Ownership:** Implement solutions to lower IT infrastructure costs.
- **Improve Customer Response Times:** Utilize real-time data to enhance customer service.
- **Automate Processes:** Streamline operations to increase efficiency.

Activity 4: Identify Analysis Frameworks

- (a) To understand more about the customer's business goals in the Coca-Cola story, I have selected **SWOT Analysis** and **PESTLE Analysis**.
- (b) I chose the **SWOT Analysis** because it helps identify Coca-Cola's strengths, weaknesses, opportunities, and threats, allowing us to understand their current position and strategic options. I think this framework will uncover valuable insights into how Coca-Cola can leverage its strengths and address weaknesses to capitalize on market opportunities.

I chose the **PESTLE Analysis** because it provides a comprehensive view of the external factors affecting Coca-Cola, including political, economic, social, technological, legal, and environmental aspects. This framework will help identify potential risks and opportunities in the broader market landscape.

(c) SWOT Analysis (Optional)

Strengths

- Strong global brand recognition.
- Extensive distribution network.
- Diverse product portfolio.

Weaknesses

- Dependence on carbonated beverages.
- Vulnerability to fluctuating commodity prices.

Opportunities

- Expansion into healthier beverage options.
- Growing demand for sustainable practices.

Threats

- Intense competition in the beverage market.
- Regulatory pressures on sugar consumption.

Task 3. Build your project team

Activity 1: Identify your role on the project team and why you have chosen it

I will be a **Functional Consultant** on the Coca-Cola project team. I have chosen this role because I want to leverage my expertise in business processes to optimize SAP solutions for Coca-Cola.

Activity 2: Describe the skills and expertise you'll bring

As a Functional Consultant, I will work with the Coca-Cola team to understand their business needs and how SAP can address them. This could involve analyzing their current processes and recommending improvements.

The key skills I will bring to the project are:

- **Analytical Skills:** To assess business processes and identify areas for improvement.
- **Communication Skills:** To articulate solutions clearly to stakeholders.
- **Industry Knowledge:** Understanding the beverage industry and its challenges.

Activity 3: Identify the skill and expertise mix needed for the project

To deliver the Coca-Cola SAP implementation, the ideal project team would include:

- A **Project Manager** responsible for overseeing project timelines and deliverables.
- A **Technical Consultant** with experience in SAP S/4HANA Cloud to manage the technical implementation.
- A **Data Analyst** to analyze consumer data and provide insights for decision-making.

Activity 4: How the team will collaborate

The team will collaborate to deliver the Coca-Cola SAP implementation by:

- Planning the project, including setting goals, scope, and responsibilities.
- Holding regular meetings to monitor progress and address challenges.
- Engaging with Coca-Cola stakeholders to ensure alignment and support.

Task 4: Develop an executive summary deck to present to the customer

The Coca-Cola Company, a leading global beverage brand, is embarking on a digital transformation initiative aimed at enhancing operational efficiency and customer engagement. This report summarizes key findings and offers strategic recommendations for leveraging SAP solutions to achieve the company's business objectives.

Customer Profile: Coca-Cola boasts a robust brand presence, a diverse product portfolio, and an extensive distribution network across over 200 countries. The company recognizes the need to adapt to evolving market demands through digital innovation.

Digital Transformation Impacts:

- **Enhanced Customer Engagement:** Implementing data-driven marketing strategies to forge stronger connections with consumers.
- **Improved Operational Efficiency:** Streamlining processes to reduce costs and enhance service delivery.
- **Agility in Product Development:** Utilizing advanced analytics to respond quickly to market changes.

Industry Trends: Key macro trends impacting the food and beverage sector include:

- Digital Transformation
- Sustainability
- Data Analytics
- Consumer Experience
- Supply Chain Resilience

Customer Motivations: Coca-Cola's motivations for this transformation include improving operational efficiency and enhancing customer engagement through data insights.

Business Goals: The primary goals are to reduce total IT costs, improve customer response times through real-time data, and automate processes to increase efficiency.

Analysis Frameworks: A SWOT analysis reveals strengths such as strong brand recognition and extensive distribution, while highlighting weaknesses like dependence on carbonated beverages. A PESTLE analysis offers insights into external factors influencing the company.

Recommendations:

- **Implement SAP Solutions:** Leverage SAP S/4HANA Cloud and SAP Analytics Cloud for better data management.
- **Focus on Sustainability:** Expand product offerings to include healthier options to meet consumer preferences.
- **Enhance Customer Insights:** Utilize analytics to deepen understanding of consumer behavior.

By capitalizing on these strategies, Coca-Cola can strengthen its market position and effectively navigate the challenges of the beverage industry.