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**](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**

1. To understand more about the customer’s business goals in the Coca-Cola story, I have selected **SWOT Analysis** and **PESTLE Analysis**.
2. 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.

1. 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.