

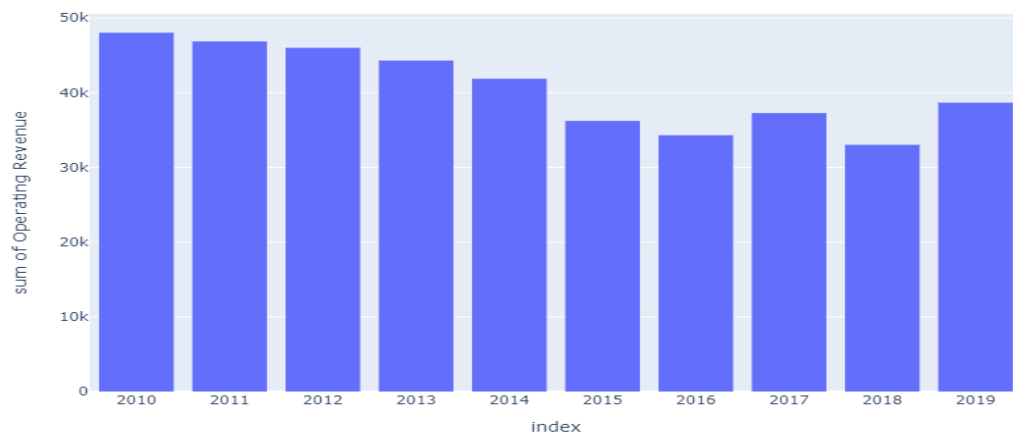


The Coca-Cola Corporation is a beverage company established in Atlanta, Georgia, that was founded under the General Corporation Law. Coca-Cola is a manufacturer, retailer, and distributor of non-alcoholic concentrates, syrups, and alcoholic drinks. The company creates Coca-Cola, the most well-known sucrose, which was invented by pharmacist John Stith Pemberton in 1886. At the time, the substance was composed of coca leaves with a little amount of cocaine and kola nuts with caffeine to give the coca and kola a stimulating effect. Because of its stimulating effect, the drink is marketed as a healthy 'tonic,' and the product's and company's names are also derived from coca and cola.

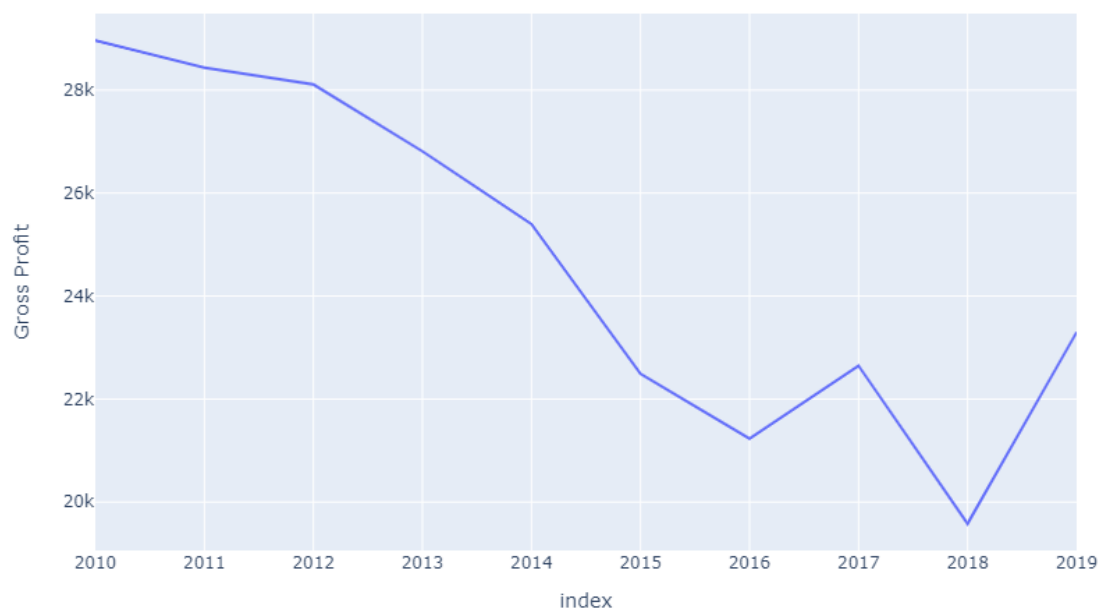
Since 1889, the firm has run a franchised distribution system. The company primarily produces syrup concentrates, which are subsequently sold to other shippers across the world. It also owns unique property. In North America, the company owns the Coca-Cola Refreshments anchor bottler. Coca-Cola is the world's largest generator of plastic waste.

Income statement analysis

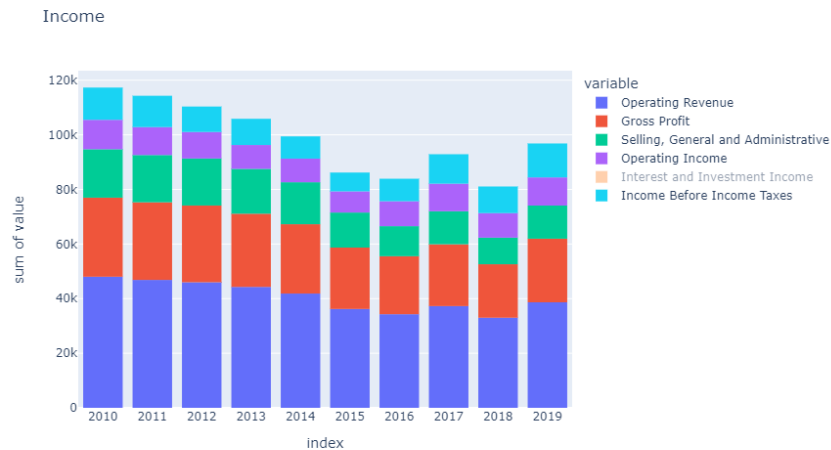
- To understand any company's potential , it is of high importance that we figure out the profitability of the company.
- We will therefore begin our analysis by the income statement of the company .



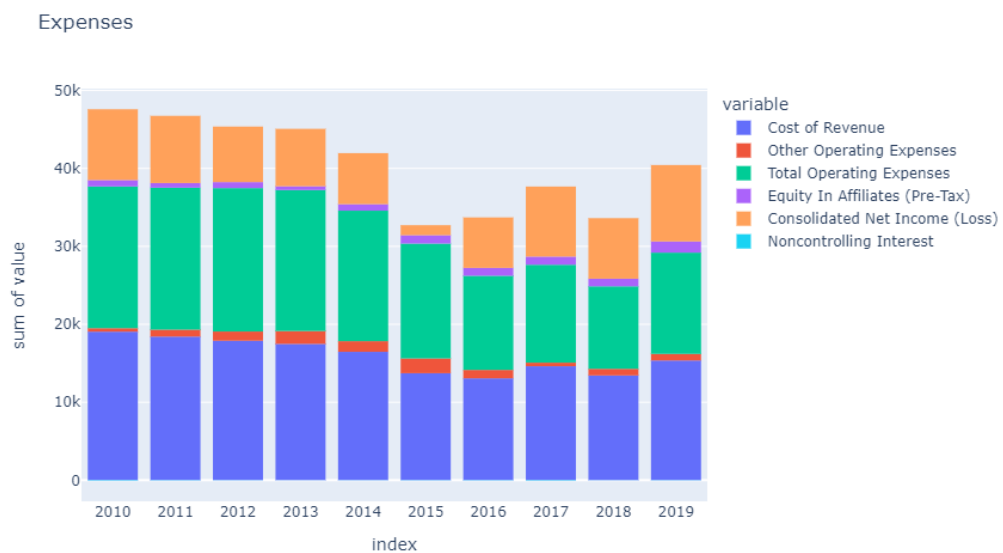
- The image above depicts the sum of operating revenue of the Coca Cola company , we can see that there is some stability in their operating revenue , although we can see a slight descend in this aspect over the last decade .



- We can quite clearly see the there has been a lot of degrade in the gross profit of the company over the last decade . This occurs when the cost of revenue increases and the sales of the company doesn't match up with it . The cost of expenses is increasing but the company doesn't have sales in accord with it.

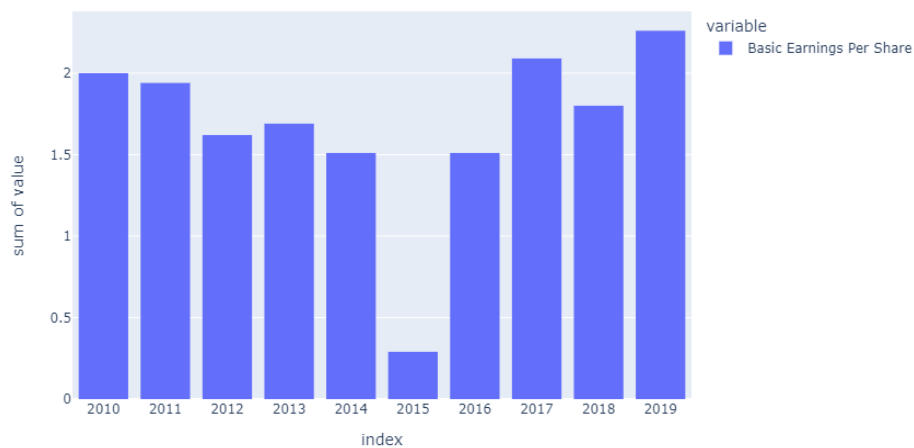


- This histogram shows all the incomes of the company , we can see that clearly the company is underperforming itself in last few years .



- The trend is still the same with expenses , the expenses of the company have gone down over the years , which is a good thing especially when its profit numbers are already decreasing . Its important as if the cost of expenses increases and the profit is steeping the company can become a loss making company . Coca Cola have handled the rough years really well and will be looking to increase the profits as well.

Earnings per share

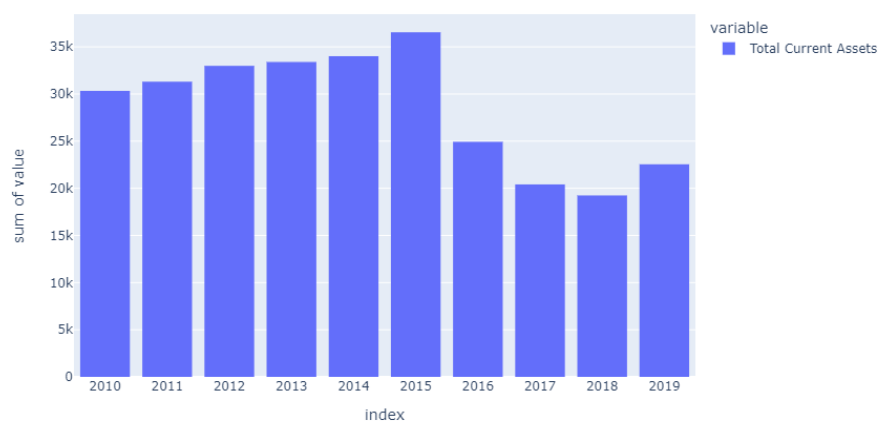


- Earnings per share is really important from an investors' point of view as it tells him that the company he has invested in, is it really able to make profit out of his money. As holding a profit making company will earn you profit and vice versa.

Balance Sheet Analysis

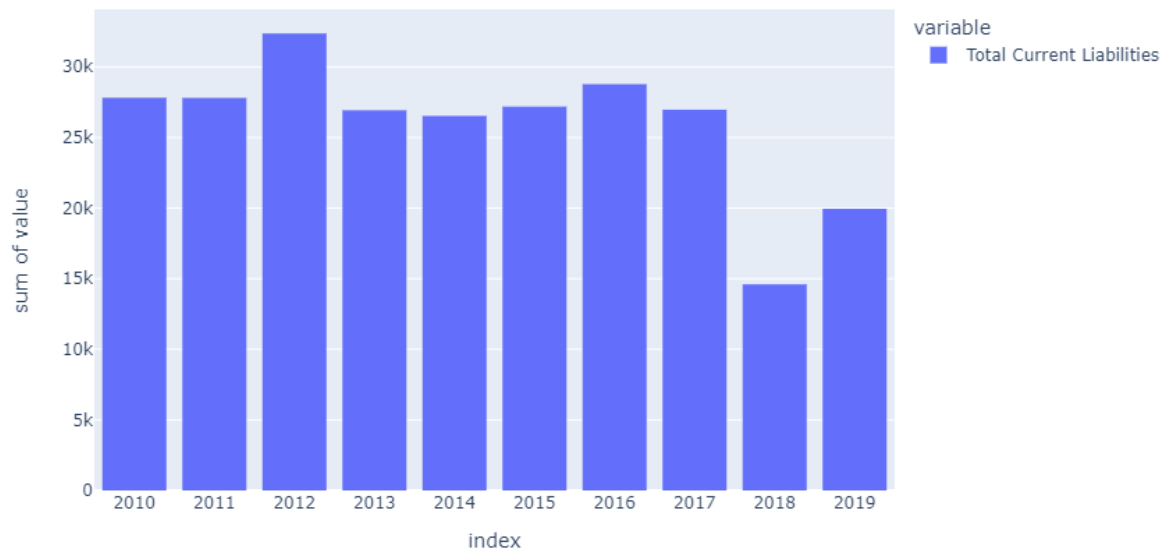
- The balance sheet depicts the company's assets against its liabilities, it helps us understand whether company is leveraged or not, also whether company isn't over leveraged.

Total Current Assets



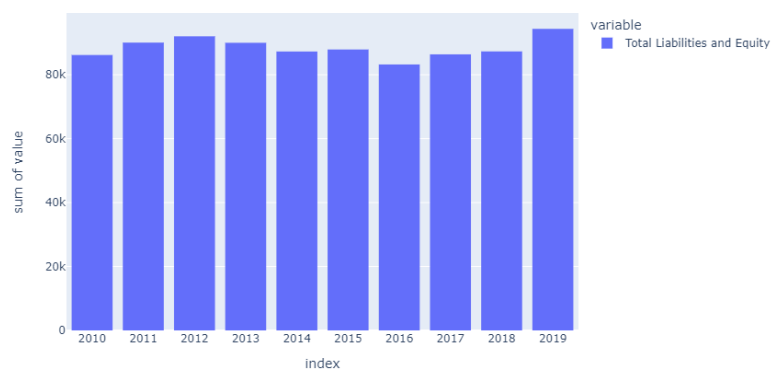
- The current assets include the cash and cash equivalents , all the liquid assets that can be turned to cash within a short period of time are called current assets .
- We can see that the current assets of the company have had a mixed trend , but still there is some stability in the current assets , which is a positive thing .

Total Current Liabilities



- The current liabilities are the short term liabilities , that are to be cleared in a short span . The current liabilities are almost stable over the years , just last two years there has been considerable decrease in this aspect . Less current liabilities are often seen as lesser sales .

Total Liabilities and Equity



- The total liabilities have increased only marginally which is a fair prospect , as company is not unreasonably increasing its debt .

We can learn from this giant that , not all the times the things will favour us , but in the adverse times its of paramount importance , that the company doesn't loose patience and make some unreasonable move and put the business in trouble . It's a shrewd business by the company that even after the decade of underperformance its still hanging out there as the largest beverage company in the world .