**PROPOSAL**

**MIS SYSTEM OF COCA COLA COMPANY**

# Introduction

The Coca-Cola Company is the world's leading manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups, with world headquarters in Atlanta, Georgia.  
The Coca-Cola Company markets four of the world’s top-five soft-drink brands Coca-Cola, diet Coca-Cola, Sprite and Fanta. Their beverage offerings encompass nearly 400 brands, including coffees and teas, juices and juice drinks, sports drinks and waters as well as carbonated soft drinks with operations in more than 200 countries. The products of The Coca-Cola Company touch lives everywhere. So wherever you are, you're sure to find a Coca-Cola product to enjoy.

Sales of Coca-Cola and other Company products exceed 1 billion servings per day. At present, the Coca-Cola system has more than 16 million customers around the world that sell or serve their products directly to consumers. There are nearly six billion people in the world who are potential consumers of their Company's products.

# Background

The Coca-Cola Company, American corporation founded in 1892 and today engaged primarily in the manufacture and sale of syrup and concentrate for [Coca-Cola](https://www.britannica.com/topic/Coca-Cola), a sweetened carbonated beverage that is a cultural institution in the United States and a global symbol of American tastes. The company also produces and sells other [soft drinks](https://www.britannica.com/topic/soft-drink) and citrus beverages. With more than 2,800 products available in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world and one of the largest corporations in the United States. Headquarters are in [Atlanta](https://www.britannica.com/place/Atlanta-Georgia), [Georgia](https://www.britannica.com/place/Georgia-state). The Coca-Cola Company, American corporation founded in 1892 and today engaged primarily in the manufacture and sale of syrup and concentrate for [Coca-Cola](https://www.britannica.com/topic/Coca-Cola), a sweetened carbonated beverage that is a cultural institution in the United States and a global symbol of American tastes. The company also produces and sells other [soft drinks](https://www.britannica.com/topic/soft-drink) and citrus beverages. With more than 2,800 products available in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world and one of the largest corporations in the United States. Headquarters are in [Atlanta](https://www.britannica.com/place/Atlanta-Georgia), [Georgia](https://www.britannica.com/place/Georgia-state). The Coca-Cola Company, American corporation founded in 1892 and today engaged primarily in the manufacture and sale of syrup and concentrate for [Coca-Cola](https://www.britannica.com/topic/Coca-Cola), a sweetened carbonated beverage that is a cultural institution in the United States and a global symbol of American tastes. The company also produces and sells other [soft drinks](https://www.britannica.com/topic/soft-drink) and citrus beverages. With more than 2,800 products available in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world and one of the largest corporations in the United States. Headquarters are in [Atlanta](https://www.britannica.com/place/Atlanta-Georgia), [Georgia](https://www.britannica.com/place/Georgia-state).

# Rationale

The Coca-Cola Company’s long term growth strategy of investing in emerging market is related to the Coca Cola Company projections in these markets. The CCC attributes this to a positive correlation between wealth and the increase in consumption of Nonalcoholic ready-to-drink (NARTD) beverages. From now to 2020, more than 1 billion people will join the middle class, and the per capita wealth for individuals will increase by nearly 30 percent. They have the ability to invest in new plants in places like china & India. Over the next 3 years Coca Cola company plans to invest $2 billion, 3 new plants are expected to be finished in that time period. This means placing more coolers throughout these countries, in order to drive on-the-go consumption.

# Statement of the problem

As a leading company in the market, slight misconception can be suffering for the company.

# Objectives of the project

The objectives of this project on Coca-Cola Pvt Ltd. are:

* New inventory management system is able to manage the inventory flow
* To enhance customer satisfaction with better service
* To automate the record keeping and report preparation system
* To get knowledge about the MIS system used in organization
* To enhance the quality of decision making in every level of organization

# Research Methodology

**Research Design:**

I have chooses descriptive research design and explanatory research design as this reports describes in detail about the customer relation and MIS system.

**Nature and source of data/information to be collected:**

I have collected the required information from the secondary source from published articles and through available official website.

**Tools and Techniques to be used for data collection:**

1. Word 2007

**Method/s to be used for data collection:**

I used secondary source for collecting data and information i.e. official website of Coca-Cola and other sites.

**Limitation of the proposed project:**

As this report is performed for college report and the information and data gathered in this report may not be sufficient due to some reasons. But I have tried my best to gather all the possible required information through my research about MIS of Coca-Cola.