Assignment - 8

coca-cola company

Needs

cora cola, like any learge company, how a range of heeds. to mountain 9th operations and drive growth Here are done key areas:

- 1. Marlot Research: To understound consumer proforences, trands, and competitive. land drape, enabling informed product development and marketing stratogues.
- 2. Innovation: continuous development of new products and flavous to keep. the brand fresh and relevant, induding healthier options and unique beverages.
 - 3. Lupply chain management: Efficient deuring and distribution of seaw materials, production capabilities, and logistics to ensure product availability. and west-effectiveness.
- 4. <u>Lustain aboility</u> proutiss: in stratives to.

 Zeduce envisionmental impact, such as chustainal packaging and water conservation, which are increasingly important to consumers.
- 5. Exand marketing: Attrong marketting campaigns to build brand awareners and loyalty across diverse consumer deg ments and global markets.
- 6. pigital transformation: Investment in. technology for better data analytics, e-commerce platforms, and customer. engagement through social media and

digital movileting To Talent Acquisition and retention: Recuiting skilled employees and creating a positive work place culture to foster. innovation and productivity. much stood to storelle programa view of the state of the said don a rocke because of teverage, Lind root Tate tous orbit cates, extend a fivere triates and problem investigate that the party tothe tracking it was found made tipend sometimenty but steel it tretuins are . In soid as touch affect took * Braine Experience Engaging or well ofter announted the sonthing course a At minutes; entrance limitions, entrance of creat suspence expectionce sar thebard was mos - x19/1/12/2004 + Water of maramen is adoline plater adjets, making it coesy for auctornew to * Healthier offen: The intended then & . calerie and Jugar - ties aptions to the printing in himself the the for health waiting consumony Carlot of the other o some was not in and build to phistale struct structurer from