Task: Business Model Canvas - Coca-Cola

Overview: As part of a group project, I contributed to the creation of a detailed Business Model Canvas (BMC) for The Coca-Cola Company. This task involved analysing key elements of Coca-Cola's business model, including its partners, activities, resources, value proposition, customer relationships, and revenue streams. The analysis helped to map out how Coca-Cola creates, delivers, and captures value in the global beverage industry.

Key Responsibilities:

- **Key Partners and Resources:** Identified Coca-Cola's key partners, including bottlers, suppliers, and technology platforms, and detailed the essential resources required to sustain its global operations.

- **Value Proposition:** Analysed Coca-Cola's brand value, product offerings, and competitive advantage, highlighting its focus on refreshing beverages and strong brand recognition.

- **Customer Segments and Relationships:** Mapped out Coca-Cola's diverse customer base and outlined how the company maintains customer loyalty through marketing, advertising, and customer service initiatives.

- **Revenue Streams and Cost Structure:** Detailed Coca-Cola's primary revenue streams from beverage sales, licensing fees, and investments, along with the cost structure involving raw materials, production, marketing, and logistics.

Skills Utilized:

- Business Model Analysis (BMC Framework)

- Market Research and Competitive Analysis

- Strategic Analysis of Key Partners and Resources

- Collaborative Teamwork and Reporting