

Company Assigned: Responses

Company: Coca Cola

1. The all time high for Coca Cola is \$51.40. The 52-week high stock price is \$51.40. The 52-week low stock price is \$42.04. The average Coca Cola stock price for the last 52 weeks is \$46.41.

<https://www.macrotrends.net/stocks/charts/KO/coca-cola/stock-price-history>

2. The dividends paid for 2018 were \$0.39 per share.

<https://www.investopedia.com/articles/markets/092815/cocacola-stock-dividend-analysis.asp>

3. The most recent Price Earned ratio as of June 06, 2019 is 24.48.

<https://www.macrotrends.net/stocks/charts/KO/coca-cola/pe-ratio>

4. As of December 31, 2018, the company employed 62,600 associates worldwide.

<https://www.statista.com/statistics/254562/coca-colas-number-of-employees-worldwide/>

5. The best product this company is producing is the Coca-Cola soda drink. Unarguably the largest and most recognizable beverage brand in the whole world, Coca-Cola is also the best selling product from the Coca-Cola Company. It has inevitably captured the hearts of generations of soda drinkers, available in all territories except North Korea and Cuba. It is in many media platforms, most recently as a product placement in American Idol Season 12. It has even conquered outer space, with special designed Coca-Cola Space Can, from which astronauts of the Space Shuttle Challenger drank their soda. The Coca-Cola Company's namesake makes up about 80% of the company's considerable or 26% of the beverage market—that really leaves no room for ambiguity about which product sits on the throne of this particular beverage company.

<https://www.therichest.com/rich-list/most-popular/top-10-most-popular-coca-cola-products/>

6. Coca-Cola is facing an issue that most soda companies are facing: People understand better that sugar may be bad for their health, so they're drinking less of it every year. In fact, Quartz reports that Coca-Cola is trying to come up with a solution to their sweetener problem by appealing to the general public

<https://www.greenmatters.com/food/2017/08/15/2srX82/coca-cola-sugar-problem-for-1-million>

7. Shares of Coca-Cola ([NYSE:KO](#)) recently tumbled after the beverage maker posted mixed fourth-quarter numbers. Its revenue fell 6% annually to \$7.1 billion, topping expectations by \$30 million. Its non-GAAP EPS rose 9% to \$0.43, which matched the consensus estimate.

Those growth rates seem solid, but Coca-Cola expects its organic sales to rise just 4% in 2019 and for its non-GAAP EPS to stay roughly flat, compared to 5% organic sales growth and 9% EPS growth in 2018. CEO James Quincey stated that the company was "being prudent" in its outlook for 2019 based on "the multiple reductions in global economic growth outlook" and its "own experiences" in certain emerging and developing markets.

<https://www.fool.com/investing/2019/06/07/on-the-path-to-peter-lynch-with-a-can-of-pepsi.aspx>

Coca-Cola ([NYSE:KO](#)) has struggled to grow in recent years as shifting consumer preferences have gone against sugary sodas. The iconic beverage brand has had to transform itself, and recent earnings results have shown promising results. After five years of underperforming the broader market, [Coca-Cola's stock price is up 7%](#) year to date, ahead of the S&P 500's 3% return.

Coke's biggest problem in recent years has been the public's growing concern about sugar consumption. A few years ago, a survey by Nielsen Holdings found that 22% of Americans are reducing their sugar intake, while 52% said they are actively trying to avoid artificial sweeteners. The politicians are circling the wagons, as well, with the soda tax. These trends make it very difficult for Coke to grow revenue since soft drinks make up 69% of Coke's unit case volume. Even with the headwinds discussed above, I believe Coke still has a place in an investor's nest egg, but only at the right price. Right now, the shares fetch an expensive-looking forward P/E of 22 times next year's earnings estimates. That's a lot to pay for a company that is only growing in the single digits.

Although the stock offers an above-average dividend yield of more than 3% currently, I would wait for better prices before buying shares of Coca-Cola.

<https://www.fool.com/investing/2018/11/30/is-coca-cola-a-buy.aspx>

8. Coca-Cola Co. ([KO](#)) and PepsiCo, Inc. ([PEP](#)) are very similar businesses in terms of industry, ideal consumers and flagship products. Both Coca-Cola and PepsiCo are global leaders in the beverage industry, offering consumers hundreds of beverage brands. In addition, both companies offer ancillary products such as [consumer packaged goods](#).

On the surface, Coca-Cola and PepsiCo have very similar [business models](#). As potential investors dig deeper, however, they find key differences and key similarities between the two business models that make the companies what they are as of 2019. The following are a few comparisons between Coca-Cola and PepsiCo's business model that make the two companies fierce competitors and unique businesses.

Even though Coca-Cola may have an advantage with a more focused business model, PepsiCo created a scenario where one product the company owns may induce a consumer to purchase a second product the company also owns. In contrast, Coca-Cola has made efforts to dominate the beverage industry almost exclusively and shied away from the cross-promotion of multiple products in multiple industries.

In addition, Coca-Cola has more focus within the beverage industry, allowing it to make key investments and communicate key messaging with consumers.

<https://www.investopedia.com/articles/markets/081415/comparing-cocacola-and-pepsis-business-models.asp>

9. For every can or bottle Coca-Cola sells worldwide, the company said on Friday that it wants to help collect and recycle the equivalent by 2030. Additionally, it wants to roll out entirely recyclable packaging and use 50% recycled material in its bottles by 2030.

“The Company is building better bottles, whether through more recycled content, by developing plant-based resins, or by reducing the amount of plastic in each container,” the company said in a release.

<http://fortune.com/2018/01/19/coca-cola-wants-to-be-more-environmentally-friendly-heres-how/>

As one of the world’s most inclusive brands, The Coca-Cola Company celebrates diversity, inclusion and equality. This commitment not only manifests itself in its brands’ advertisements, but also in its daily operations.

The company has long protected employees from discrimination based on sexual orientation and gender identity and expression, having scored 100 percent on the Human Rights Campaign’s [Corporate Equality Index](#) every year since 2006.

<https://www.coca-colacompany.com/stories/culture-of-equality-how-coca-cola-fosters-an-inclusive-lgbtq-employee-community>

10. Coca-Cola would be a good investment due to its stability in the future. The only rising issue right now is it’s detriment to health but with Coke investing in products such as Diet Coke and Coke Zero, there’s sure to be a solution to this issue. Furthermore, despite the fact that Coke will probably always pose a problem to health, the general zeitgeist of Americans is indifference to this issue. The same way the snacks and junk food industry will always thrive, Coke will do so as well—because Americans are inherently gluttonous.

Furthermore, another upside to Coke is its ability to appeal to both sides of the political spectrum. In the advent of political polarization in the coming years, a good product shouldn’t alienate either side of the spectrum. Coke’s recent initiatives in promoting its alliance with LGBTQ+ folks during pride month aligns with liberals. Likewise, Coke’s ability to appeal to sugar magnates and corporations is in line with the right’s political ideologies. Overall, it’s ability to be an iconic drink that is served in every single country except North Korea and Cuba, demonstrates its stability and why it’s a good stock to invest in.

Competition Company: Responses

Competition: PepsiCo, Inc.

1. It's not news that carbonated beverage consumption is down. The U.S. is in the midst of the 13th year of declining volume. Industry leaders Coke and Pepsi have struggled to find growth as soda-drinking consumers buy less, and have tackled the problem differently. **Pepsico's** ([NASDAQ:PEP](#)) North American Beverage (NAB) division's performance for the first half of 2018 showed a 2% case sales decline and an 18% operating profit shortfall. **Coca-Cola** ([NYSE:KO](#)) eked out 2% growth in cases during this same time, with gains in Classic Coke, Zero Sugar and Diet Coke.

During the company's [Q2 earnings call](#), Pepsico CEO Indra K. Nooyi, who is stepping down from the CEO role on Oct. 3, noted the slowdown in NAB sales. Nooyi mentioned an as-yet-unseen return to revenue growth in the second half of the quarter. So far, Pepsi has leaned on increased media spending to try and juice its carbonated beverage segment -- but is that the right strategy?

<https://www.fool.com/investing/2018/08/27/how-will-pepsico-deal-with-the-13th-year-of-declin.aspx>

2. Pepsi treats its workers well but many complain of unnecessarily long hours, unpaid breaks, and harsh bosses. Furthermore, it provides opportunities, benefits, and activities but there are a stringent number of rules in terms of advertising that you must abide by. Many also complain of a lack of unified leadership and how that fractures the ability for the company to be run well.

<https://www.glassdoor.com/Reviews/Employee-Review-PepsiCo-RVW6174298.htm>

Pepsi is committed to the **environment** and focuses its sustainability efforts in three key areas: water, packaging and energy. According to [PepsiCo's 2009 Environmental Sustainability Annual Report](#), the company promises to protect the Earth's natural resources through innovation and more efficient use of land, energy, water and packaging in its operations.

When it comes to water conservation, Pepsi pledges to improve its water efficiency by 20 percent per unit of production in 2015, and the company is well on its way to achieving this goal. In 2009, PepsiCo saved more than 11 billion liters of water through eco-efficiency improvements, and it began innovative environmental practices, such as cleaning Gatorade bottles with purified air instead of rinsing them with water. The air purification process worked so well, in fact, that Pepsi is spreading the technique to its bottling plants worldwide, saving billions of liters of water.

Pepsi is also conserving water and protecting the environment by equipping some of its facilities with state-of-the-art water filtration and purification systems. This technology has allowed its Casa Grande, Ariz., plant to reuse 80 percent of the water used in production. And in 2009, Pepsi's Gatorade plant in Mexico City collected 640,000 liters of water.

<https://www.mnn.com/money/sustainable-business-practices/stories/pepsi-and-the-environment>

3. I believe Pepsi is the inferior soda. I dislike the taste (a sugary staleness), color scheme (the red and blue contrast isn't as visually appealing as a pure red and white like Coke or shades of crimson like Dr. Pepper), and commercials (the polar bear is classic, and Dr. Pepper has the NCAA guy).

Coke I can appreciate. It has more of a classic taste to it, I can taste the sweetness in a way that isn't overpowering. Dr. Pepper has different types of sweetness all mixed into the drink, and if you haven't tried Dublin Dr. Pepper, *you should*.

Pepsi, on the other hand, is bland and unexciting.

https://www.reddit.com/r/changemyview/comments/2scqee/cmv_pepsi_is_the_inferior_soda/

4. [PepsiCo, Inc.](#) (NYSE: [PEP](#)) announced a \$3.2 billion buyout of carbonated beverage maker SodaStream International ([SODA](#)) on Monday morning. PEP stock didn't move much on the news, and analysts say the deal will do little to ease the pressure on PepsiCo's business. [PepsiCo](#) is paying \$144 per SodaStream share in the deal, which represents a 32 percent premium to the SODA stock's 30-day trading average. PepsiCo will gain access to the at-home carbonated drink market via SodaStream, potentially opening up a new growth avenue. "SodaStream is highly complementary and incremental to our business, adding to our growing water portfolio, while catalyzing our ability to offer personalized in-home beverage solutions around the world," CEO-elect Ramon Laguarta says in a statement. Laguarta will be taking over for outgoing CEO Indra Nooyi on Oct. 3.

Wells Fargo analyst Bonnie Herzog says she questions whether SodaStream is the solution for PepsiCo's sluggish North American Beverage segment. "In short, we remain concerned about challenges facing PepsiCo's core business – and, as such, continue to see limited upside for PepsiCo in the near term," Herzog says.

<https://money.usnews.com/investing/stock-market-news/articles/2018-08-20/pepsico-inc-pep-stock-problems>

5. The main issue with PepsiCo is it's long term stability. Their former CEO Indra Nooyi stepped down recently showing the volatility of the stock. Investors can't be sure to know where this company is headed in the future especially under new leadership. If PepsiCo's own CEO doesn't

trust their company, why should you? Also, the evidence of instability is clearly showing as PepsiCo makes confusing financial decisions to grapple onto their former youth. Their buyout of SODA Company was irrational at best and financial experts have already claimed that it won't lead to an uptick in beverage sales. In fact, instead of investing in a broken problem, they should be trying to rejuvenate the dying soda industry in America.

Printed Article

<https://www.cnn.com/2019/01/31/would-investing-1000-dollars-in-coke-or-pepsi-have-made-you-richer.html>

Coke vs Pepsi: Here's which stock would have made you richer if you invested \$1,000 10 years ago

Published Thu, Jan 31 2019 11:57 AM EST

Shawn M. Carter @SHAWNCARTERM

Coca-Cola, the parent company of popular soft drink Coke, and PepsiCo, which owns longtime rival Pepsi, are in an ongoing battle to win over [more of the world's soda drinkers](#).

Both have their share of celebrity fans. Investing legend [Warren Buffett calls himself a "Coke loyalist,"](#) while Pepsi has, over the years, received [Super Bowl](#) endorsements from A-listers like [Steve Carell](#), [Cardi B](#), [Beyoncé](#) and [Madonna](#). (This year's game, in which Americans are [expected to spend a whopping \\$15.3 billion](#) on food, drinks, decorations and related items, airs February 3.)

Both brands have proven, over the years, to be extremely successful, and both landed a spot on the [Forbes list of the world's most valuable brands](#) in 2018.

So, which would have made you richer if you invested 10 years ago?

Coca-Cola — but only barely. In fact, it's basically a tie.

Coca-Cola Co (KO:NYSE)

USD

Last | 10:16:26 AM EST

47.575 +0.18 (0.38%)

ALL



CNBC: Coca-Cola stock as of Jan. 30, 2019

According to CNBC calculations, a \$1,000 investment in Coca-Cola in 2009 would be worth more than \$2,700 as Jan. 30, 2019. If you put \$1,000 in PepsiCo at the same time, your investment would be worth more than \$2,600. The difference between the two comes to only about \$100.

Although the companies' stock prices have been largely steady over the years, [any individual stock can over- or underperform](#), and [past returns do not predict future results](#).

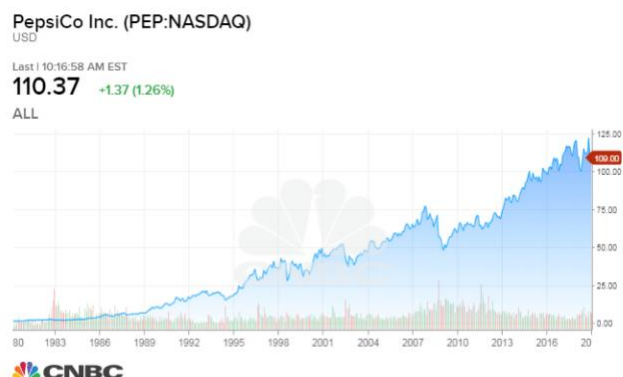
Ivan Feinseth of financial firm Tigress Financial Partners [sees a big problem facing Pepsi and the traditional soda market](#) overall: "The biggest problem that Pepsi" and similar companies face, he said on [CNBC's "Squawk Box"](#), "is that there is no growth in carbonated soda.

"The company has to continue to develop or acquire other alternatives: sparkling water, flavored seltzers, flavored teas, sports drinks, recovery drinks. That's where the growth is, in the niche beverage markets."

Both Coca-Cola and Pepsi-Co do offer products besides sodas, and both continue to make acquisitions to diversify their portfolios of products. Pepsi-Co, [which owns](#) the popular snack brands Cheetos, Doritos and Lays, as well as beverage brands Gatorade and Lipton, announced [plans to buy at-home carbonated-drink maker SodaStream](#).

[Coca-Cola made six new acquisitions in 2018](#), among them [coffee chain Costa Coffee](#), though chief executive officer James Quincey said on [CNBC's "Squawk on the Street"](#) that investors shouldn't expect the company to keep up the pace in 2019. Instead, he says, the company will "absorb" the investments it made last year.

At the [49th World Economic Forum in Davos](#), Quincey said, "I think we are in the phase of 2019 where we are likely to see a little less growth or a little less tailwind. It is going to be a slightly tougher year in macroeconomic terms and we need to work our way through it."



CNBC: PepsiCo stock as of Jan. 30, 2019

Other investors suggest that worries about tougher years ahead make these companies good buys. "[Mad Money](#)" host Jim Cramer said in early January that investors should [opt for stocks like Coca-Cola and Pepsi-Co](#) that could do well even during a potential recession or in case of a [stock market crash](#).

"You buy the stocks of companies that do well in a recession — even though I don't think we're going into one — that are also bolstered by lower raw costs," Cramer said. He specifically highlighted Coca-Cola and PepsiCo: "They're the safety stocks. That's what's worth owning." If you're looking to [get into investing for the first time](#), expert investors like Buffett, Mark Cuban and Tony Robbins [suggest you start with index funds](#), which hold every stock in an index, offer low turnover rates, attendant fees and tax bills. They also fluctuate with the market to eliminate the risk of picking individual stocks.

Claire Liu
AP Government Period 8
6/13/18
Group: Notorious B.I.G.

I didn't really enjoy playing market watch and investing in stocks—it all felt too volatile and risky to me. I far more enjoyed the lessons on managing our personal finances such as placing our money into a Roth IRA retirement fund early on and opening two credit cards. Furthermore, I felt like it had more relevance to me when learning how to maintain a high credit score as opposed to toying with simulated money. Perhaps part of the reason why I disliked investing was because of how difficult it was to find a worthwhile stock to invest in—different websites promoted different stocks and I could never find a good enough company. Also, there were so many foreign terms that confused me during the stock game such as the idea of selling short, futures, and options. With our lessons on personal finances, I could use the formulas I had already learned in math regarding compounded interest to understand the difficulty of being in debt, and how interest compounds greatly when money is put into a retirement fund.

Investment Portfolio

Portfolio Performance:

Rank	Date	Cash	Cash Interest	Margin Cost	Net Worth	% Return
118	6/14/19	\$30,540.02	-	-	\$92,994.08	-7.01%
115	6/13/19	\$30,540.02	-	-	\$93,803.06	-6.20%
117	6/12/19	\$30,540.02	-	-	\$93,669.36	-6.33%
110	6/11/19	\$30,540.02	-	-	\$94,458.18	-5.54%
112	6/10/19	\$30,540.02	-	-	\$93,902.84	-6.10%
115	6/7/19	\$30,540.02	-	-	\$93,186.44	-6.81%
115	6/6/19	\$30,540.02	-	-	\$92,556.02	-7.44%
116	6/5/19	\$30,540.02	-	-	\$91,666.94	-8.33%
118	6/4/19	\$0.00	-	-	\$90,070.90	-9.93%
120	6/3/19	\$0.00	-	-	\$86,603.56	-13.40%
113	5/31/19	\$0.00	-	-	\$91,052.27	-8.95%
98	5/30/19	\$0.00	-	-	\$94,101.25	-5.90%
98	5/29/19	\$0.00	-	-	\$94,117.77	-5.88%
95	5/28/19	\$0.00	-	-	\$95,560.84	-4.44%
100	5/27/19	\$0.00	-	-	\$94,511.40	-5.49%
99	5/24/19	\$0.00	-	-	\$94,300.00	-5.70%
100	5/23/19	\$0.00	-	-	\$94,154.05	-5.85%
91	5/22/19	\$0.00	-	-	\$97,326.63	-2.67%
94	5/21/19	\$0.00	-	-	\$97,622.14	-2.38%
92	5/20/19	\$0.00	-	-	\$97,002.47	-3.00%
85	5/17/19	\$0.00	-	-	\$98,429.31	-1.57%
45	5/16/19	\$87,307.31	-	-	\$99,878.23	-0.12%

Holdings:

Symbol	Shares	% Holdings	Type	Price	Price Change	Price Change %	Value	Value Gain/Loss
COKE	100	50%	BUY	\$310.84	-3.29	-1.05%	\$31,200.00	1,345.00
AAPL	100	31%	BUY	\$190.84	-3.31	-1.70%	\$19,087.00	154
AMD	200	10%	BUY	\$30.29	-1.1	-3.50%	\$6,057.98	469.73
NCLH	52	4%	BUY	\$53.78	0.06	0.11%	\$2,796.56	-206.18
ACB	250	3%	BUY	\$7.44	-0.13	-1.78%	\$1,858.80	-370.79
MPLX	44	2%	BUY	\$31.28	-0.27	-0.86%	\$1,376.32	-18.27
MERDX	2	0%	BUY	\$39.06	0.22	0.57%	\$78.12	0.82

Portfolio Transactions:

Symbol	Order Date	Transaction Date	Type	Cancel Reason	Amount	Price
PWC	6/5/19 9:51a	6/5/19 9:51a	Sell		11	\$94.40
SPWR	6/5/19 9:50a	6/5/19 9:50a	Sell		21	\$8.22
BX	6/5/19 9:50a	6/5/19 9:50a	Sell		90	\$40.12
ZS	6/5/19 9:50a	6/5/19 9:50a	Sell		50	\$73.67
CLNE	6/5/19 9:49a	6/5/19 9:49a	Sell		2	\$2.62
AMZN	6/5/19 9:48a	6/5/19 9:48a	Sell		51	\$1,737.19
COKE	6/5/19 9:47a	6/5/19 9:47a	Buy		100	\$298.55
MERDX	5/17/19 1:28p	5/17/19 6:39p	Buy		2	\$38.65
CLNE	5/17/19 2:58p	5/17/19 2:58p	Sell		20	\$2.78
AMD	5/17/19 1:52p	5/17/19 1:52p	Buy		100	\$27.94
ACB	5/17/19 12:02p	5/17/19 12:02p	Buy		200	\$8.92
AMD	5/17/19 12:01p	5/17/19 12:01p	Buy		100	\$27.94
AAPL	5/17/19 12:01p	5/17/19 12:01p	Buy		100	\$189.33
ACB	5/17/19 11:59a	5/17/19 11:59a	Buy		50	\$8.93
MPLX	5/17/19 11:57a	5/17/19 11:57a	Buy		21	\$31.52
AMZN	5/16/19 6:05p	5/17/19 9:32a	Buy		51	\$1,890.69
ZS	5/16/19 2:23p	5/16/19 2:23p	Buy		50	\$78.84
BX	5/16/19 2:22p	5/16/19 2:22p	Buy		90	\$40.38
NCLH	5/16/19 2:21p	5/16/19 2:21p	Buy		52	\$57.75
CLNE	5/16/19 1:40p	5/16/19 1:40p	Buy		22	\$2.87
SPWR	5/16/19 1:39p	5/16/19 1:39p	Buy		21	\$8.44
MPLX	5/16/19 1:37p	5/16/19 1:37p	Buy		23	\$31.86
PWC	5/16/19 1:35p	5/16/19 1:35p	Buy		10	\$96.41
PWC	5/16/19 1:35p	5/16/19 1:35p	Buy		1	\$96.41

Transactions:

1. PWC (Buy)

- I made this trade because I had heard of PWC before as being a good and reliable consulting group. I thought it was a safe stock that would consistently grow in value.
- Lost money. I regret this trade.

2. MPLX (Buy)

- I made this trade because I had googled clean energy companies and I wanted to invest in clean energy since I thought being environmentally sustainable was on the uptick.
- Lost money. I regret this trade.

3. BX (Buy)

- a. I made this trade because my friend Ting Ting advised me to since it did well last year.
 - b. Lost money. I regret this trade.
- 4. AMZN (Buy)
 - a. I made this trade because I saw that most people in the game were holding it, and the front runners (Jane and Eric) had it as well. Also, everyone knows that Amazon is a growing stock so I decided to buy it.
 - b. Lost money. I regret this trade.
- 5. ACB (Buy)
 - a. I made this trade because I had heard that the weed industry was going up due to the advent of weed legalization.
 - b. Lost money. I don't regret this trade, it was fun!
- 6. AAPL (Buy)
 - a. I made this trade because I own many Apple products and I started promoting Apple products after my investment in the stock.
 - b. Lost money. I don't regret this trade.
- 7. AMD (Buy)
 - a. I made this trade because it was featured on a website's top ten stocks to buy in terms of tech. Also, I gleaned from my computer science teachers that micro and nano technology was on the rise.
 - b. Made money. I don't regret this trade.
- 8. CLNE (Buy)
 - a. I made this trade because I wanted to invest in clean energy and believed in environmental sustainability at the core of my heart.
 - b. Made money. I don't regret this trade.
- 9. MERD (Buy)
 - a. I made this trade because I wanted a financial company to invest in since I was losing money through most of my grades.
 - b. Made money. I don't regret this trade.
- 10. COKE (BUY)
 - a. I made this trade because I had done a lot of research into Coke for this project. I had saw projections that it was going up and I knew it was a steady stock.
 - b. Made money. I don't regret this trade.

Investment Group

Large Companies:

Large companies can be a strategic buy—they are a means of stabilizing a portfolio. For instance, during the market watch simulation, Amazon was the most popular stock since it helped many players stabilize their portfolio as opposed to more risky stocks such as clean energy stocks and the marijuana industry.

Large-cap stocks consist of companies with a market capitalization of over \$10 billion. This allows them to have a safety net for failure which contributes to their stability whereas small companies that lack this safety net are more volatile.

Another benefit of large companies is its stellar reputation as a household name. This prevents it from ever sinking into insane debt which is why stockholders prefer to invest in it. Furthermore, its ability to claim a title as a large company means it has been around for a while. This longevity contributes further to its reputation. This means that scandals can only shake the company so much since they are usually prepared to handle it.

Larger companies are also usually under more scrutiny so they attempt to maintain transparency in terms of their records and have really clear records that are released to the public. This permits trust among shareholders and the company which is why it can be a better investment for those who are afraid of risk.

Overall, large companies is perfect for investors that are more wary and afraid of the risk that small companies bring but it also provides the opportunity to grow in value just as quickly. Thus, it's a good middle ground between bonds that grow slower and small companies.