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Assignment: SWOT Analysis

1 . When should we conduct swot analysis?

Answer: SWOT analysis should be done in corporate planning process in which financial and operational goals are set for the upcoming year and strategies are created to accomplish these goals.

2. SWOT analysis of Coca-Cola

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| Strength:   * Strong Brand: Highly popular brand and most selling Drinks * Brand Equity: Highest brand equity award in 2011 * Global Reach: Sold items in 200 countries with 9 billion servings * Distribution system: 250 bottling partners globally | Weakness:   * Competition: Biggest rival of Coca-Cola is Pepsi * Diversification: low product diversification and segment lagging * Health Concern: Carbonated drinks with high sugar intake leads to obesity and diabetes |
| Opportunities:   * New Products: Opportunity to introduce new products in health and food segments * Increase presence in developing nations: Regions with hot climate have the higher consumption for cold drinks, Locations: Middle East and Africa * Advanced Supply chain: Coming up with advanced and improved systems for distribution can be an opportunity | Threats:   * Water usage controversy: water consumption in water scarce regions, allegation of polluting water and mixing pesticides * Packaging Controversy: Single -use plastic bottles, criticism over recycling and renewable sources * Direct and Indirect Competition: Pepsi, Starbucks, costa coffee, Tropicana, Lipton juices and Nescafe |