



Overview of the Coca-Cola HBC

Coca-Cola Hellenic Bottling Company (Coca-Cola HBC) produces non-alcoholic drinks and the world's third-largest Coca-Cola anchor bottler in terms of volume with sales of more than 2 billion unit cases. Coca-Cola HBC's shares are listed on the London Stock Exchange with a secondary listing on the Athens Stock Exchange. The company is a constituent of the FTSE 100 Index. The company was incorporated under the laws of Greece in 1969, with headquarters in Athens. The Coca-Cola Company granted to the company its bottling rights in the country in 1969. Coca-Cola HBC operates in 3 continents, 28 countries with over 581 million population.

Observations

These observations noted are from 2009 to 2019 and includes changes experienced by the company in the period

Strategic objectives: Up until 2016, the company's strategy was hinged on Community trust, Consumer relevance, Customer preference and Cost leadership. In 2017 after the appointment of new Chairman of board and Chief Executive Officer (CEO), the strategy was shifted to driving volume growth, focus on value, improved efficiency and investment in the business. For both set of strategy, the company has indicators for measuring her performance.

Notes – The new company should ensure to have well spelt out value proposition and strategy should be well spelt out with clear metrics for measuring performance.

Commitment to environmental sustainability: The company has invested heavily in ensuring their operations are carried out in environmentally friendly way prioritizing the welfare of the planet. Over the years Coca-Cola has strived to reduce carbon emission from plants, recovered average of 45% of packaging for recycling, achieved lower water-use and achieved 40% of total energy from renewable and clean sources.

Notes – The brand advocates and communicates this clearly which makes them environmentally responsible entities in the sight of stakeholders.

Market Segmentation: Coca-Cola has captured her market into three; Established, Developing and Emerging. The Established market has seven countries, nine for the developing and twelve countries for the emerging market.



●	Established markets:	Austria, Cyprus, Greece, Italy, Northern Ireland, the Republic of Ireland and Switzerland.
●	Developing markets:	Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia.
●	Emerging markets:	Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Moldova, Montenegro, Nigeria, North Macedonia, Romania, the Russian Federation, Serbia (including the Republic of Kosovo) and Ukraine.



The Established market and Emerging markets contribute over 83% of net sales and volumes with the emerging market performing slightly better than the Established markets over the years (2009 to 2019).

Notes: There is the potential of gaining leadership in developing market for likely reasons (e.g. if market need quite different from value offered by Coca-Cola HBC) as well as competing in the Established and Emerging markets.

Distribution Channels: Coca-Cola HBC has its goods either channelled directly to final consumers or through customers(distributors). However, the company has operated majorly through the distributors and has trained and empowered the distributors over the years. Coca-Cola has specifically sold goods through channels like kiosks, hotels, petrol stations, bars, supermarkets, restaurants, cafes, cinemas, workplace and independent retailers. This makes the good available to virtually all types of consumers at different places. The company has also provided distributors and sellers with refrigerators and coolers to ensure the drinks are served at their best; chilled.

Notes: Distribution gets the goods across to the consumer, there by converting to sales. It is advisable for potential entrants to be clear distribution channels to use detailing how and when products reach consumers.

24/7 (aggressive) policy: In 2019, Coca-Cola company expanded on her aggressive reach to client. The 24/7 policy ensures the that the drinks are available to different people at different times of the day all round the clock. From workplaces to restaurants, gyms, cafes, cinema, game centres to supermarkets where buyers can purchase late in the night. This initiative helps to increase volumes which is part of the company's objective.

Notes: Potential and current competitors are enjoined to adopt this strategy and develop more strategies in reaching consumers and boosting units of goods sold if they want to go the lane of profitability through volume increase.