

Swire Coca-Cola is seeking for improvement in success, profitability and sales predictions when cooperating with new local businesses.

By developing this project, we believe we will provide Swire Coca-Cola with a solution that can assist the company to become more successful in local markets compared to its rivals and to avoid unnecessary cost and risks when determining the corporation strategy. Our team will begin with analyzing the historical data provided by the company to seek for critical factors (popularity, longevity, future sales) that might affect our target, then we will collect new demographic data through other sources to evaluate the relationship between the critical factors and the target. Lastly, our final product should include deliverables like, a well-organized, feasible performance improvement strategy, the data and vital information that is highly related to our deliverables, and a prediction of the performance of our developed strategy. Moreover, in order to assist the stakeholders to judge the project, we will be providing them with a clear initiation, organized analyzing plan, reliable statistical data and so on.

Li Xiang (u1328517@utah.edu), Katelyn Candee (u1398566@utah.edu) and Vicky Mao (u1132288@utah.edu) will be the main analysts and executors on this project. The project will be completed within a 2-month period. A draft of the project should be ready for review by February 28th, and the final results and presentation should be prepared and ready for review by March 31st.