**THE COCA-COLA EXPERIENCE**

Coca-Cola soft drink is one of the most popular drinks across the world. The Coca-Cola Company which produces the Coca-Cola soft drink is a total beverage company with products sold in more than 200 countries and territories. This report curates data from the company’s financial report from 2009 to 2019. Insights from this data will help inform a beverage company on how apply the Coca-Cola experience to their business.

**Patronage**

Coca-Cola is a very viable business. The soft drink has patronage that increases year on year. This means that the drink has wide acceptance among populations across the globe. The chart below shows the increase over time.

Chart, bar chart

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This indicates that beverages are generally patronized globally. With the right advertisements and marketing campaigns as adopted by the Coca-Cola company, acceptance and patronage can be increase over the years.

The report also highlights regions where patronage high. From the chart below, we can identify the top 35 countries with the highest per capita consumption.

Table

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The country with the highest consumption per capita is Mexico followed by Chile, then United States, Argentina and Panama in that order. This clearly shows that for increased patronage globally, a beverage company would want to target these countries to increase patronage. Interestingly, India which has one of the largest populations globally was among the bottom two with per capita consumption. This may indicate a more or less low patronage in that region.

**Profitability**

Profitability is key for the continuity of every business. The report indicates some trends in that area worth considering. Four key financial indicators were observed. They are Operating Income, Net Operating Revenue, Total Assets and Long-Term debts. The chart below highlights some interesting observations.

Chart, line chart

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The chart shows the inverse relationship between long-term debt and Operating Income. As the debts increase, income decreases. This shows that The higher long-term debts the beverage company has may mean more of its operating revenue may be used to service the debt, thus reducing the net operating income. Of course, debts are needed sources of funding to expand businesses, however care must be taken not to eat too much into the revenues so as to deplete income and run the business into a loss position.

Another observation is from the direct relationship between total assets and Net Operating revenues. As net operating revenues rise and fall, so does the total assets of the beverage company. Therefore, increasing revenue is critical to the expansion of the company’s assets and thus ensuring profitability.