

# Coca cola

Diapo 2 :

New Vocabulary :

- 
- pull
- trade partner
- schedules: horaire
- 

intro

Good afternoon ! I'm Léa Mathivet and I'm the human resources manager of Coca Cola Company. I work in the head office, in Atlanta.

My job is to organize work in the company and achieve strategy. The tasks in my job are various. For example, I set the objectives, manage the wage bill and exchange with the executive management about the company's strategy

I work a lot with the human resources team and with the executive management

With my team, we develop social relations within the company. Our goal is to ensure that our employees feel good about working for the company, while achieving our objectives.

Despite being a multinational company, we maintain good relations with our employees. Coca Cola is a company with social as well as environmental values. I like this !

Good morning , My name is Sarah Almou and I'm the Coca Cola company commercial manager. The commercial manager occupies an important position to implement the company's commercial strategy. I accompany the commercial director to supervise the commercial team in the realization of the activity. So I'm placed at the Atlanta headquarters. The skill you need to post, set motivating goals, master commercial management tools, ensure the training of your team. The objectives are: To monitor developments in the sector, customers and the market to best adapt the strategy to the reality on the ground

My name is Mathieu Enza and I'm a workshop manager at the coca cola company. This job involves the production chain, as I'm responsible for the entire product right through to production. Generally speaking, I direct production operations to make sure that targets are met, especially as regards quantity. Like any business manager, I have to coordinate production schedules to be as productive as possible. I have to make sure that the bottle-filling machines and production equipment are working properly. My role is to look after the working conditions of the employees, which means communication between them and with me. But their health and safety are just as important. As workshop manager, I have to check that product quality standards are respected throughout the production process.

And one of my final roles in the production chain is to look for opportunities to improve the efficiency of the production process, reduce costs and maintain competitiveness.

Diapo 3 :

Summary :

As the presentation progresses, we will analyse three main points :

Business description

Financial situation

Analysis of marketing strategy

Diapo 4

History

The coca cola was created in eighteen eighty six by John Pemberton in Atlanta. The goal of the coca cola was to care for the sick. At the beginning, it's called the "Pemberton chemical company" but some months later it was called Coca Cola. In eighty etghty seven the coca cola was acquired by Asa Griggs Candler and he created The Coca Cola Company in 1892.

Diapo 5

1) Business description

Diapo 6

Presentation of the company

Coca cola is a company who produces and sells soft drinks.

Today, the head office is in the USA in Atlanta. There are 211 production sites around the world. This company is the number one worldwide in sales of soft drinks.

There are many subsidiaries but the main ones are : coca, sprite, Fanta, minute maid, fuze tea.

Young people are the biggest consumers of coca cola.

Diapo 7

The CEO :

James Quincey :

- was born in 1965 in the USA
- studied in england
- joined the company in 1996
- général and operations manager until 2015
- CEO in 2016 after the retirement of the former CEO.

Diapo 8

82500 ( Eighty two thousand five hundred) jobs in the world.

Graph-> services sector is the most represented within the company.

The activities of COCA cola company are :

- beverage sales (plus de 80% de l'activité)
- bottling ( plus de 18% de l'activité)
- other activities

The flagship drink of coca cola company is coca cola .

2) Diapo 10 : Financial situation

## Diapo 11

(graphic) : This line chart illustrates the turnover of Coca Cola company. The horizontal axis represents the years and the vertical axis is the turnover. We can see that the turnover decreased in twenty twenty. It's because of the covid pandemic because distribution channels were close. In 2022, the turnover was forty three billion dollars. Between 2020 and 2022 it increased by twenty three per cent.

Visually, this chart is a bar chart. It shows us the profit Coca Cola has achieved and the profit it wanted to achieve. In 2018, the company suffered a significant drop of 17.9 per cent. In 2023, they estimate a fairly high profit, but they have not yet published the results.

Operating Profit : These are a vertical bar chart graph. This graph show the result of operating profit between 2020 and 2022. Operating profit is a financial indicator that measures the profitability or loss of the company's business. We can see the difference between the forecast result in orange and the published result in blue. In all years Forecasts and actual results are little bit equivalent. So for the goals they wanted, they got them. Over the years, the results increased by 2 million dollars. For Conclude, The company COca cola is profitable.

## B)

Coca cola has many competitors with each of its products. There is Nestle because nestle bought Nestea and it's in competition with Fuze Tea. Red Bull is in competition with energy drinks like Powerade and the main competitor of Coca cola company is Pespi.

We will compare their capitalization and turnover.

Pepsi has a capitalization of two hundred thirty billion dollars. Compared to Pepsi, Coca cola has two hundred fifty four billion dollars. So, there is a difference of twenty four billion dollars.

## Diapo 15

CA de pepsi et coca (comparer)

In 2022, Pepsi had a turnover of eighty six billion dollars. So twice as much Coca Cola Company. This difference can be explained by the fact that Coca Cola sells principally beverages while Pepsi also sells food in addition to beverages.

## Diapo 16

Ex de la pub

We will find the competition between coca cola and pepsi in ads.

Ten years ago, for Halloween, Pepsi released an ad.

In this ad, we can see in the foreground a pepsi can with a coca cola cape. At the top of the image it wrote : "We wish you a scary Halloween".

Later, Coca cola released an ad to answer Pepsi. Coca Cola replaced Pepsi's sentence with "Everybody wants to be a hero". These ads show the competition between Pepsi and Coca

cola but are based on humor. The fact that Coca cola answered made Internet users laugh because he managed to turn the situation around.

We will see later that ads are very important for Coca cola's marketing strategy.

## PARTIE 3

### Marketing strategy

#### Products :

Coca Cola bottles used to be made of glass. In 1981, Coca-Cola introduced a new marketing strategy: Coca-Cola bottles were no longer made of glass, but of plastic. It was easier to produce and we could make the bottles bigger and faster.

Coca-Cola has a wide range of drinks, making it the king of the drinking industry. Its drinks fall into several categories: Energy drinks, fruity sodas, diet drinks, and waters.

Main products created or acquired by Coca cola Company.

1958 (One thousand nine hundred and fifty-eight) fanta -> acquired by coca cola

1961 (and sixty-one) : sprite -> created by coca cola

1988 (and eighty eight): powerade -> created by coca cola

2015 (twenty and fifteen): Monster Beverage -> acquired by coca cola

2018 (twenty and eightenn): fuze tea -> created by coca cola

#### Logo Evolution :

- coca : black and white into the 50s (fifty's). Since the fifties, the coca cola logo has been red and white. Between 1985 and 1987, he was different because he wrote : "coke" and not coca cola. We can see that the current logo has a curved shape, like the one in 1905s (nineteen fives).

#### Price

The company adapts its prices according to its geographic markets. However, the brand has put in place a strategy that depends on price trends from competitors such as Pepsi.

Indeed, the price can vary according to local taxes. Some countries can tax more for sugary drinks that are not good for our health.

Today, the country where the can of coca cola costs the least is in Pakistan. The can is twenty five cents.

#### Promotion

at a number of major events, the brand uses its advertising to integrate its products into the everyday lives of its consumers. For example, Coca-Cola has not only been a partner of major sporting events since 1928, but is also associated with music festivals and Christmas.

The marketing strategy of coca cola is push and pull.

Push strategy is to push the product towards a future customer.

Pull strategy is to encourage customers to buy.

These marketing strategies are made through advertising campaigns. Coca cola is present at sporting events, in the cinema and on public billboards.

One of Coca cola's biggest trade partners is McDonalds. Both brands have the same marketing strategies and have a good relationship. Coca cola is generally the beverage we drink when we eat a hamburger. Moreover, McDonald's ads are often associated with coca cola.

Sometimes, McDo makes advertising campaigns where you can win Coca Cola glasses on menus. This marketing tool contributes to advertising for both McDonalds and Coca Cola.

Advertising campaigns are very important for Coca Cola. Many ads and commercials of Coca Cola are famous but some of them are more.

Diapo 25

### Pubs

When we think of a Coca's ad we think of a Christmas ad with Santa Claus. Lot of people think that it's coca who invented the red and white Santa Claus. But it's fake ! These colors are here to call back the color of the brand. Indeed, Coca cola contributed to the image of Santa Claus. In the coca commercial, Santa Claus is always with a coca bottle in his hand. This representation is to show that he is a normal man and he can drink coca cola. The first Santa Claus ad was out in 1931 (nineteen thirty one). Santa Claus made a pause in his gifts distribution to drink a coca cola. Over the years, Santa's graphics have evolved. At the beginning, the graphics were realistic and over time graphics make it look more like a cartoon character.

In this ad (la dernière), we can see that it's written "Make someone happy" and Santa Claus hands up the Coca cola bottle. So we can deduce that Coca Cola can offer people an interlude of happiness.

Faire diapo

### Target

Coca-Cola's objective is concise and to the point, focusing on the twin goals of refreshing individuals and communities while striving to make a positive difference in the world.

By making its packaging more sustainable, Coca-Cola is continuing to meet its targets for reducing CO2 emissions set by the company - Coca-Cola in Europe has a target of carbon neutrality by 2040 and is committed to reducing its greenhouse gas emissions by 30% by 2030, with work on packaging as a priority.

### strengths

A leader with very strong investment capacity

A company with a strong brand image

Extensive distribution network

Ongoing innovation

### Weaknesses

Problems with containers

Regular controversies surrounding the health of the drink

Opportunities	Threats
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A rapidly expanding market worldwide A diversifying market possibility to develop healthy beverages.	Changing mindsets, with a focus on ethics and sustainable development The threat posed by COVID-19 People who want to drink and eat healthier.
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conclusion:

Despite a lot of competitors, Coca cola stays the leader of the beverage over the world. This company has environmental and social values.

Coca has many trade partners and his marketing strategy is based generally on ads or commercials.

We will do an opening about the scandal about Cristiano Ronaldo

This picture was taken on fourteen june 2021 in a press conference. Before the press conference Cristiano Ronaldo pushed Coca bottles to show a water bottle. He said that we must drink water and not Soda.

This action only lasted a few seconds but it got people speaking.

Indeed, the fact that a public figure can encourage people not to drink coca cola can have consequences. Cristiano Ronaldo is one of the world's most famous footballers. After this word, the coca's capitalization decreased to four billion dollars. This loss is not necessarily due to the footballer's words but it shows that a big company like Coca cola can be influenced by international figures.

We have chosen Coca Cola Company because beverages have always been part of our life, including Coca Cola. So it was interesting for us to work in this company because we have learning and developing aspects we didn't know before.

B)

I would like to choose the human resources management and leadership study track next year. I don't really know the job but I would like to work in human resources and find the job I enjoy most in this field. For the company, I will work where I have the best opportunity. If I can, I would love to work abroad because it's a real opportunity, both professional and personal.

Next year I would like to choose the course in management entrepreneurship and activity management or human resources management I do not yet know in which course I am located because I like payroll management and I would also like to be my own boss

I'm hoping, I'm going to choose the management, Entrepreneurship and activity Management. This route interests me since it enables students to become management assistants in any type of organisation,. accountancy firms, strategic marketing,.

# Profit

