

## Research Paper On Coca Cola

Discusses the founding and development of Coca-Cola, which calls itself the world's soft drink.

Research Paper (undergraduate) from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, , language: English, abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world's biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don't do. This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.

Counter-Cola charts the history of one of the world's most influential and widely known corporations, The Coca-Cola Company. Over the past 130 years, the corporation has sought to make its products, brands, and business central to daily life in over 200 countries. Amanda Ciafone uses this example of global capitalism to reveal the pursuit of corporate power within the key economic transformations—liberal, developmentalist, neoliberal—of the twentieth and twenty-first centuries. Coca-Cola's success has not gone uncontested. People throughout the world have redeployed the corporation, its commodities, and brand images to challenge the injustices of daily life under capitalism. As Ciafone shows, assertions of national economic interests, critiques of cultural homogenization, fights for workers' rights, movements for environmental justice, and debates over public health have obliged the corporation to justify itself in terms of the common good, demonstrating capitalism's imperative to either assimilate critiques or reveal its limits.

"Citizen Coke demonstrate[s] a complete lack of understanding about . . . the Coca-Cola system—past and present." —Ted Ryan, the Coca-Cola Company How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke's success was its strategy, from the start, to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke through its ingredients, showing how the company secured massive quantities of coca leaf, caffeine, sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and “boss” Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe. But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke's recent public investments in water purification infrastructure, especially in Africa, it has also built—less publicly—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. Citizen Coke became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

Research Methods and Data Analysis Portfolio

A Biography of a Global Brand

Taking on Big Soda (and Winning)

Coca Cola HBC. A Case Study

Story Intact Despite Devaluation, Buy

Counter-Cola

This is a completely rewritten and updated version of one of the true classic books in the field of marketing and advertising. What's in a Name? Advertising and the Concept of Brands analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building, and maintaining strong brands – the lifeblood of any long-term marketing campaign. The work is empirically based and is supported by the best research from both the professional and academic fields. The authors describe the birth and maturity of brands and dissect the patterns of consumer purchasing of repeat-purchase goods. In addition to all new research findings and examples, this new edition of What's in a Name? includes first time coverage of the short-term, medium-term, and long-term effects of advertising on sales of brands. The book concludes with new recommendations on how to develop and disseminate better advertising.

Whether sharing knowledge attained through a sacred plant ritual, the romance she finds with a leader of the Huaorani, or the tarantulas that frighten her while she bathes, Diane Terezakis authentically shares her experiences as if unashamedly talking to a best friend. Dianas quest for the elusive, yet eclectic state of enlightenment is an inner and outer journey, where she seeks to acquire shamanic wisdom as well as to learn about herself, and although she has a game plan in mind, Diane follows the path that the Universe governs. Part One: Civilization, chronicles the introductory voyage that takes the author through the Ecuadorian Amazon and Andes, meeting shamans she wants to return and study with, the indigenous and the gringos she befriends along the way, the scrapes she gets into, and the reflections on significant episodes in her life. In Part Two: Ecuador, Colombia, and Peru, the authors mentor, a shaman in the Ecuadorian Andes, Dr. Valentin Hampejs, helps point the way toward other medicine men for her to supplement her studies with after her disappointing stay with the Secoya shaman, Don Cesario. Enlightening rituals with Dr. Hampejs, a romantic relationship with the Huaorani, Moi, and fun times with her quasi-cousins help balance her disappointment. Chauvinism, greed, and alcohol have marred many of the medicine men that the author finds. Journeying through the Andes while El Ninos ravishing of roads has made travel dangerous, Terezakis precariously makes her way into the Peruvian Andes, plagued by recurring dreams with important messages that eventually lead her back home. Elixir qualities aside, inhabitants of the Amazon jungle and the Andes Mountains (symbolized by Maiz) are becoming perpetually Westernized (symbolized by Coca-Cola emblems throughout South America), and the terrain is sadly changing. Oil companies decimate the Amazon daily, and cultures in both vicinities are losing their hold. As if catching fleeting moments on film, Diane attempts, through her memoir, to immortalize the beauty of the jungle and the mountains while capturing comic moments, vulnerable, endearing episodes, thought-provoking tragedies, and painful disillusionment. Dianas passages weave into an unforgettable scrapbook of her travels in South America.

Scholarly Research Paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, - (University of International Studies, Ramkhamhaeng, Bangkok), language: English, comment: A profound paper about Coca Cola's Marketing Strategy. It was a final paper for two combined Marketing courses taught by a German professor (Wiesbaden Business School)., abstract: Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world's biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don't do. This report provides information about Coca-Cola's Marketing Strategy and analyzes its communication, product and price policy.

Research Methods for Public Health offers an in-depth introduction to the theories, concepts, approaches and practices, relevant to research methods in a public health setting. Informed by a socio-ecological model of public health, the book uses real world research examples and contemporary social, political and environmental themes of public health that reflect UK and international contexts. The book provides a straightforward approach to developing a research project and applying methods in practical and realistic ways, using an innovative, integrative approach that combines methodologies. The authors have moved away from traditional approaches to research methods, and include chapters on primary quantitative, qualitative and mixed methods research, evidence synthesis approaches, critical appraisal, research governance and ethics, and dissemination. Essential reading for postgraduate students, researchers and public health practitioners, or individuals preparing for the UK Faculty of Public Health Part A examination.

The essence and objectives of international marketing

Fundamentals – Methods – Applications – Critical Assessment

International Marketing Strategy of Coca Cola Company

Coca-Cola Swire Pacific Holdings, Inc

Exploring new branding opportunities for Coca-Cola Company (UK)

Maiz Y Coca-Cola

These documents provide a shocking inside account of the activities of one tobacco company, Brown & Williamson, and its multinational parent, British American Tobacco, over more than thirty years.

Essay from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, Priifysgol Cymru University of Wales, course: Marketing Management, language: English, abstract: This essay explains the stages of new product launch from the idea generation to the commercialization and examines the impact and role of marketing research in this process. The study identifies the factors that affect new product success and failure by giving examples from market tops and market flops and evaluation criteria were developed to search for the answer of the question why they succeeded or failed. Hypotheses were generated for the new product failures despite market research support as well.

Coca-Cola's Marketing StrategyAn Analysis of Price, Product and Communication

How did products containing absurdly inexpensive ingredients become multibillion dollar industries and international brand icons, while also having a devastating impact on public health? In Soda Politics, Dr. Marion Nestle answers this question by detailing all of the ways that the soft drink industry works overtime to make drinking soda as common and accepted as drinking water, for adults and children. Dr. Nestle shows how sodas are principally miracles of advertising: Coca-Cola and PepsiCo spend billions of dollars each year to promote their sale to children, minorities, and low-income populations, in developing as well as industrialized nations. And once they have stimulated that demand, they leave no stone unturned to protect profits. That includes lobbying to prevent any measures that would discourage soda sales, strategically donating money to health organizations and researchers who can make the science about sodas appear confusing, and engaging in Corporate Social Responsibility (CSR) activities to create goodwill and silence critics. Soda Politics follows the money trail wherever it leads, revealing how hard Big Soda works to sell as much of their products as possible to an increasingly obese world.--From publisher description.

Chicago Style for Students and Researchers

NTA NET Previous Papers (Topicwise) - Teaching and Research Aptitude Paper-1

Analyzing the Strategic Role of Neuromarketing and Consumer Neuroscience

Soda Politics

Brand Development of Coca-Cola Company (UK)

Dewey. Bellow. Strauss. Friedman. The University of Chicago has been the home of some of the most important thinkers of the modern age. But perhaps no name has been spoken with more respect than Turabian. The dissertation secretariat Turabian literally wrote the book on the successful completion and submission of the student paper. Her Manual for Writers of Research Papers, Theses, and Dissertations, created from her years of experience with research projects across a million copies since it was first published in 1937. Now, with this seventh edition, Turabian's Manual has undergone its most extensive revision, ensuring that it will remain the most valuable handbook for writers at every level—from first-year writers apprehensively submitting final manuscripts, to senior scholars who may be old hands at research and writing but less familiar with new media citation styles. Gregory G. Colomb, Joseph M. Williams, and the late Wayne C. Booth—through Research—and the University of Chicago Press Editorial Staff combined their wide-ranging expertise to remake this classic resource. They preserve Turabian's clear and practical advice while fully embracing the new modes of research, writing, and editing about by the age of the Internet. Booth, Colomb, and Williams significantly expand the scope of previous editions by creating a guide, generous in length and tone, to the art of research and writing. Growing out of the authors' best-selling research guides, this Manual provides students with an overview of every step of the research and writing process, from formulating the right questions to reading critically to building arguments and revising drafts. This leads naturally to the second part of the Manual, which offers authoritative overview of citation practices in scholarly writing, as well as detailed information on the two main citation styles ("notes-bibliography" and "author-date"). This section has been fully revised to reflect the recommendations of the 8th edition of the Manual of Style and to present an expanded array of source types and updated examples, including guidance on citing electronic sources. The final section of the book treats issues of style—the details that go into making a strong paper. This section has been fully revised to cover a wide range of topics, including punctuation, table formatting, and use of quotations. The appendix draws together everything writers need to know about formatting research papers, theses, and dissertations and preparing them for submission. This section has been fully revised to reflect the recommendations of the 8th edition of the Manual of Style and to present an expanded array of source types and updated examples, including guidance on citing electronic sources. The final section of the book treats issues of style—the details that go into making a strong paper. 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private interests, and never before has the blueprint for funding American higher education been more fraught with ethical, legal, and academic dilemmas. Encompassing more than just sports and the academy, University of Nike is a riveting story of our times. Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (80 percent), University of Teesside (Teesside Business School), course: Data Management, 9 entries in the bibliography, language: English, abstract: "Over the past few years, the Employee Credit Union (ECU) has accumulated a large amount of surplus funds, which have been invested in certificates of deposit. It has also experienced a lower loan/share ratio than other credit unions of similar size. Because of these factors, the credit union's average earnings on its investments have slowly declined and its profit margins have been squeezed" (Portfolio Assessment, 2004). The market place of a company changes every few years, and therefore, it needs to be researched and analysed (Kotler, 2001). The ECU decided to conduct a research project to determine how the credit union can solve its problem. The aim of this paper is to:

- Evaluate the research objectives.
- Evaluate the research design in light of the stated research objectives.
- Use SPSS to obtain simple frequencies for the answers to each question.
- Use SPSS to perform appropriate cross-tabulations.
- Use SPSS to perform appropriate univariate and bivariate statistical tests after developing hypotheses for these particular tests.

The analysis discovers several weaknesses of the research process used by the credit union. Furthermore, many mistakes are found in the research design. The analysis of the survey identifies the strengths and weaknesses of the credit union, which can partly answer the research objectives. The main strengths of the union are its helpful employees, their ability to treat information confidentially, their prompt processing of loan applications, and the way the credit union is managed and operated. Identified weaknesses are the level of the loan rates, the usefulness of their services, and problems associated with the loan application form.

This paper performs a strategic analysis of The Coca-Cola Company, a leader in the beverage industry. Coca-Cola, the world's leading soft drink maker, operates in more than 200 countries and owns or licenses 400 brands of nonalcoholic beverages. The company faces challenges in today's marketplace because of market driven changes, regulatory changes and socio-economic changes. An external analysis of the soft drink industry is performed to understand the impact of environment. An internal analysis of Coca-Cola is performed to understand the internal capabilities. The conclusion of this paper emphasizes that the company needs to reduce its dependence on carbonated beverage and diversify its product portfolio into the noncarbonated sector to remain competitive. It is argued that the best way to become a total beverage company is through addressing the key issues identified in this research and eventually moving towards a learning organization.

Truth and Power at the Coca-Cola Company  
The Cigarette Papers

Impact and Role of Market Research in New Product Launch Process

Coca-Cola FEMSA, S.A. de C.V.

International Business Strategy

Coca-Cola's Marketing Strategy

**Seminar paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,3, AKAD University of Applied Sciences Stuttgart, language: English, abstract: "Conjoint analysis has become one of today's most widely used marketing research tools. It goes beyond simple surveys, providing a more realistic approach to understanding customers attitudes, opinions, and behaviors." (Orme, 2010, p. 7) The author Orme (2010, p. 7) emphasises in his book the growing popularity of conjoint analysis in marketing research. According to Orme (2010, p. 1) the consumer preferences are changing constantly with an increasing speed. Therefore many marketing managers ask themselves, how they could asses client preferences? Which product characteristics are most important to the customer and what price brings the maximum profit? From Wilcox's (2003, p. 1) point of view conjoint analysis gives answers to these most critical questions of marketing research. The conjoint analysis is a marketing research technique designed to help managers determine the value system of clients and potential customers (Wilcox, 2003, p. 1). Introduced as a fundamental measurement method by the mathematical psychologists Luce and Tukey (1964, p. 1) more than forty years ago, conjoint analysis presents combination of features in product profiles and ask people to rank or make choice among of them. Finally, the results can be used for new product design, targeting, pricing and market segmentation (Dolan, 1990, p. 1). However, there arises the question what is conjoint analysis really and why it has become so popular in contrast to other marketing research techniques? In order to answer these questions, section 2.1 defines the terms marketing and market research and outlines the contrast between them. Section 2.2 gives an overview of different preference measurement techniques before it deals with the conjoint analysis itself. Chapter 3 presents the main chapter of this assignment. At first, it gives a brief overview of the role of conjoint analysis in the marketing concept. The next two sections illustrate an exemplary conjoint analysis survey and show the usage of conjoint analysis for the design of marketing strategies. Moreover chapter 4 discusses the advantages and disadvantages of conjoint analysis. Finally chapter 5 summarizes the basic insights and gives a short perspective.**

**Seminar paper from the year 2011 in the subject Business economics - Operations Research, grade: A, University of Canberra, language: English, abstract: Coca Cola HBC is one of the largest manufacturers of non-alcoholic beverages in the European continent. The strategy of CCHBC centres on four key A's credo for maintaining the growing and constant demand of its products in the markets. (Verma and Boyer, 2011)These four A's are Availability- CCHBC aims that all its products are easily accessible by the target buyers. On its part, CCHBC aims to provide the right package, the right time and in the right location. Affordability - CCHBC also aims at offering affordable products to its customers and strive to develop a wide range of highly desirable, useful and high quality products in a right package that appeals to different market and for specific occasions and priced appropriately. (Mahadevan, 2011) Acceptability- CCBHC aims for complete control, flawless efficiency and reliable customer service and adapting the most feasible route-to-market, along with intensive knowledge of buyer requirements and needs. With such an approach, it is ensured that products launched by CCBHC are acceptable and well liked by customers in different markets. Activation- CCBHC believes in enhancing customer motivation and choose their products. To achieve this, the company aims to provide the right brand at the right price and in the right location. CCBHC aims to place these products in enticing and interesting point of sale displays and make them available through coolers placed wisely or through racks, vendors, fountains and making these products relevant to the purchasers. These are some of the ways through which CCHBC aims to boost customer demand. (Schroeder, 2003)**

**Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of the Sunshine Coast Queensland, language: English, abstract: This report examines the marketing of "Coca-Cola Life" which is distributed by the Coca-Cola Company. The research draws attention to the company's background and evaluates the background of Coca-Cola Life. Further, it follows an analysis of the product in relation to the marketing mix theory and concepts. Thereby the focus is on the product, price and promotion. Finally, two innovative recommendations will be given, relating to the improvement of the sustainable aspects of Coca-Cola Life's marketing. In conducting this report only secondary research methodologies were used implementing resources such as using books and websites. In relation to the product life cycle it is evident that Coca-Cola Life is currently in the growth stage as it continues to increase sales. It is obvious that the product is within the category of non-durable goods. The 'core' product is a refreshing soft drink with a unique taste and 35% less sugar and kilojoules, sweetened with stevia as a natural source. The 'actual' product is a glass bottle with a brown liquid inside and a green label with a small leaf logo. The 'augmented' product is the actual product plus contact details of the company, a help line and a complaint phone service. Usually the price of a 600ml bottle of Coca-Cola Life is around \$3.50 which is positioned above the price of the direct competitor Pepsi True. Compared to indirect competitors the price is set in the upper margin. With regard to the promotion of Coca-Cola Life the Coca-Cola Company uses different ways to communicate the product whereby campaigns that wake emotions are currently at a premium. Evaluation of this product lead to the following recommendations: A weakness was identified in the ingredients. It is recommended that the ingredients sho**

**Marketing research in modern business has developed to include more than just data analytics. Today, an emerging interest within scientific marketing researches is the movement away from consumer research toward the use of direct neuroscientific approaches called neuromarketing. For companies to be profitable, they need to utilize the neuromarketing approach to understand how consumers view products and react to marketing, both consciously and unconsciously. Analyzing the Strategic Role of Neuromarketing and Consumer Neuroscience is a key reference source that provides relevant theoretical frameworks and the latest empirical research findings in the neuromarketing field. While highlighting topics such as advertising technologies, consumer behavior, and digital marketing, this publication explores cognitive practices and the methods of engaging customers on a neurological level. This book is ideally designed for marketers, advertisers, product developers, brand managers, consumer behavior analysts, consumer psychologists, managers, executives, behaviorists, business professionals, neuroscientists, academicians, and students.**

**The Impact of Celebrity Advertisement and Endorsement on the Buying Behaviour of Consumers, Brand Image and Brand Positioning of Coca Cola in London, United Kingdom**

**How Corporate Cash Bought American Higher Education**

**The Story of Coca-Cola**

**Coca-Cola's Marketing Strategy: An Analysis of Price, Product and Communication**

**Research Methods for Public Health**

**Decoding Coca-Cola**

Expert advice from Coca-Cola's Vice President of Innovation and Entrepreneurship: Learn how the world's largest beverage brand uses design to grow its business by combining the advantages of a large-scale company with the agility of a nimble startup. Every company needs both scale and agility to win. From a fledging startup in Nepal, to a century-old multinational in New York, scale and agility are two qualities that are essential to every company's success. Start-ups understand agility. They know just when to pivot to stay alive. But what they haven't mastered yet is how to stabilize their business model so they can move to the next stage and become full-fledged companies. And well-established companies know scale. They are successful because they know how to leverage size with a high degree of effectiveness and efficiency. But what worries them most is staying competitive in a world of increasing uncertainty and change, complicated by upstarts searching for ways to disrupt the industry. So what is the key to creating the kind of scale and agility necessary to stay competitive in this day and age? The answer is design. In Design to Grow, a Coca-Cola senior executive shares both the successes and failures of one of the world's largest companies as it learns to use design to be both agile and big. In this rare and unprecedented behind-the-scenes look, David Butler and senior Fast Company editor, Linda Tischler, use plain language and easy-to-understand case studies to show how this works at Coca-Cola—and how other companies can use the same approach to grow their business. This book is a must-read for managers inside large corporations as well as entrepreneurs just getting started.

This collection of essays delves into the Coke brand to identify and decode its DNA. Unlike other accounts, these essays adopt a global approach to understand this global brand. Bringing together an international and interdisciplinary team of scholars, Decoding Coca-Cola critically interrogates the Coke brand as well its constituent parts. By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them, these essays offer a unique and revealing insight into the Coke brand and asks whether Coca-Cola is always has the same meaning. Looking into the core meaning, values, and emotions underpinning the Coca-Cola brand, it provides a unique insight into how global brands are created and positioned. This critical examination of one of the world's most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing, advertising, and communication. Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields, including history, media studies, communication studies, and cultural studies.

A little more than seventy-five years ago, Kate L. Turabian drafted a set of guidelines to help students understand how to write, cite, and formally submit research writing. Seven editions and more than nine million copies later, the name Turabian has become synonymous with best practices in research writing and style. Her Manual for Writers continues to be the gold standard for generations of college and graduate students in virtually all academic disciplines. Now in its eighth edition, A Manual for Writers of Research Papers, Theses, and Dissertations has been fully revised to meet the needs of today's writers and researchers. The Manual retains its familiar three-part structure, beginning with an overview of the steps in the research and writing process, including formulating questions, reading critically, building arguments, and revising drafts. Part II provides an overview of citation practices with detailed information on the two main scholarly citation styles (notes-bibliography and author-date), an array of source types with contemporary examples, and detailed guidance on citing online resources. The final section treats all matters of editorial style, with advice on punctuation, capitalization, spelling, abbreviations, table formatting, and the use of quotations. Style and citation recommendations have been revised throughout to reflect the sixteenth edition of The Chicago Manual of Style. With an appendix on paper format and submission that has been vetted by dissertation officials from across the country and a bibliography with the most up-to-date listing of critical resources available, A Manual for Writers remains the essential resource for students and their teachers.

Concepts are critical for the development and marketing of products and services. They constitute the blueprint for these products and services, albeit at the level of consumers rather than at the technical level. A good product concept can help make the product a success by guiding developers and advertising in the right direction. Yet, there is a dearth of both practical and scientific information about how to create and evaluate concepts. There has been little or no focus on establishing knowledge bases for concepts. Concept development is too often relegated to the so-called "fuzzy front end." Concept Research in Food Product Design and Development remedies this inattention to product concepts by providing a unique treatment of concepts for the business professional as well as for research scientists. The book begins with simple principles of concepts, moves forward to methods for testing concepts, and then on to more substantive areas such as establishing validity, testing internationally and with children, creating databases, and selling in new methods for concept testing. The book combines a "how to" business book with a detailed treatment of the different facets of concept research. As such, the book represents a unique contribution to business applications in food, and consumer research methods. The book is positioned specifically for foods, to maintain a focus on a coherent set of topics. Concept Research in Food Product Design and Development appeals to a wide variety of audiences: R&D, marketing, sensory analysts, and universities alike. Corporate R&D professionals will learn how to create strong concepts. Marketers will recognize how concepts are at the heart of their business. Sensory analysts will find the book a natural extension of their interest in product features. University students will understand how concept research is a critical part of the "consumer-connection."

Concept Research in Food Product Design and Development is the definitive, innovative text in describing how to create, analyze, and capitalize upon new product concepts.

The Real Thing

Conjoint Analysis in Marketing Research

Coke-Cola Company performance with a close comparison to PepsiCo

For God, Country, and Coca-Cola

Market Research International

Feeding You Lies

Seminar paper from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, ESC Dijon Bourgogne - Burgundy School of Business, language: English, abstract: The subject of the study is marketing in international markets, the subject of research is the essence and the system of it. The purpose of the paper work is to analyze the principles of international marketing, to consider this kind of activities in The Coca Cola Company. In conditions of transition to a market economy, one of the factors of effective functioning of economic entities is the access of these entities to international markets. Marketing, as experts emphasize, is not only a theoretical but also a predominantly practical discipline that arose and developed as a result of economic activity in a market. Marketing in the course of its development has widely used the advanced achievements of science, it is an arsenal of modern techniques and methods of various scientific disciplines that are used to solve a wide range of tasks. In the current conditions of development of the economic sphere of society, which are characterized by the intensification of competition in world markets, increasingly complex technological and organizational models of production, extreme information saturation and efficiency of foreign economic activity, is closely linked with the goals and methodology of using marketing tools. Moreover, its international aspects are significantly updated due to the further internationalization of the world economy, expansion of international trade, more dynamic and massive movement of capital and labor. In conditions of rapid market development, the application of marketing strategies is one of the most important functions for organizations. Every year the competitive situation grows and is increasingly complicated due to the expansion of the borders of foreign markets, the presence in the domestic market of foreign firms with significant experience of international business. In such conditions, the growth of competitiveness in demonstrated by organizations that carry out their activities not only on the domestic market, but also on foreign markets. Organizations can count on successful conduct of business in foreign markets only if they have a good knowledge of the world situation and own the economic situation in international markets, which is connected with the need to have not only advanced achievements in the production of goods but also with effective marketing abroad. Today, the study and application of international marketing by organizations in their activities becomes a necessity.

Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 72% (First), University of Westminster, course: BA (Hons) Marketing Communications - Brand Management, language: English, abstract: 'Uva' is the name given to the Coca-Cola Company's latest venture within the carbonates market; targeting consumers from late forties upwards, the chilled sparkling juice drink is addressing a gap in the market as seen in Figure 1.0 (Fig. 1.0 is available in the download version). Using no additives or sweeteners, the product is to be perceived as a healthy, sparkling beverage. The Latin name for 'grape' (McKeown, 2010:386) was chosen as the brand name for this product as it has connotations of simplicity and elegance. Satisfying the need state of 'thirst' (Franzen and Moriarty, 2009:202), 'Uva' will differentiate itself from competitors by targeting older consumers. The main competitor within the premium adult's soft drink market is Shloer, with a 29% market share of premium soft drinks (Mintel, 2010). However, Shloer actively targets a consumers within the age range of 16 to 34 years, with emphasis on 'mums-to-be' as seen on the Shloer website (Shloer, 2011).[...]

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