Business Growth Overview dataset

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Part 1: A commentary on the business growth data set

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Subject: A COMMENTARY ON THE BUSINESS GROWTH DATA SET

**Major areas of increase and decrease in revenue or type and/or category of business**

The analysis of the data set provided indicates that year 2016 was much better on financial performance that was the case on the year 2015. The business had higher revenues on 2016 than 2015, with the data indicating a constant increase in the sales and revenues in almost every department for the year 2016. The increased in the domestic revenues reached $93683 from 85181 in the year 2015. Although the data portrays that every department made a revenue increase in the year 2016, the increase rates were different since some departments indicated higher revenue increase than others. There was also a small increase in the INTL and one can safely conclude that 2016 was a year of growth in almost all departments. Many top customers enjoyed an increase in revenues except the Delta Appliance that experienced a decrease by 5.3. The companies seen to be in the right path are the Fish Limited, the ALPS Company, and ABC Corp because they were leading with the revenues increase. The businesses that indicate the lowest revenues can benefit by increased marketing, such as the Delta Appliances being the most affected business organization.

**Trends that is evident in terms of revenue or type and/or category of business**

A clear trend is notable under the Customer Class that shows clear growth in the revenues under Other comparing to the accounts that have high dollar values like Industrial Labs at $900 000 or Municipal at $1.6M. The total revenue for Others is $74 399 with a growth of 197.1%, a clear indicator of an area that the organization can focus its growth upon. Besides, the growth profits are high despite the small growth rates at the International accounts at 1.8 percent. The gross profit margin at 50.8 is high compared to all others.

**Insights that would help formulate marketing strategies to either continue growth or reverse the decline**

The organization should create marketing strategies that promote growth by demographics and all possible areas. The key areas are the ones showing the least increase in revenues. The organization may consider using the 4Ps of marketing to better its strategies. The four Ps will help the business in understanding the product in each of the areas, pricing, and promotion for the place it holds in the market share. The organization may also need to consider innovation and technology because these are two critical ingredients for new product growth and management of production costs. These ingredients will enable the organization to find more efficient production methods, cutting down on the costs for clients and increasing the profits.

The areas I would like to create a marketing goal as SVP are the demographic areas that have low growth in revenues because they may have many unexploited potentials that can generate good revenues for the company. I would also want to review and research on those in shared markets and try to devise strategies of winning against them in marketing based on how they are operating. Additionally, I would consider studying the final consumer to know how they perceive the product, which will enable proper branding and marketing.

**Part 2: A global/multiregional company**

The company name is Coca Cola. The location of the company’s headquarters is in Atlanta, Georgia, in the United States. Coca Cola company majors in the manufacture of soft drinks. The everyday products by the Coca Cola Company are bottled water and sodas. The stock price of the Coca Cola Company is $ 45.94 on average but was the US $52.00 on June 24, 15.11. The net income for the company in 2018 was USD 6.43. The President of the Coca Cola Company is Brian Smith, while the CEO is James Quincey. The company cut its employees to 62 600 in 2018 from 100 000 employees worldwide. The revenue for the Coca Cola Company in 2018 was USD 35 billion. Coca Cola is a public company that trades in the New York Stock Exchange. A variety of shareholders and investors in this multinational company come from different parts of the globe. These shareholders hold about 24.6 percent of the total shares of the company. The motto for Coca Cola is “Taste the feeling.” Some of the soft drink products by Coca Cola include Fanta, Sprite, Coke, and Stony.