

Assignment 1 Culture

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BUS325 Global Human Resource Management

July 27, 2020

## Coca-Cola Company Overview

The story of the Coca-Cola company started in 1886 by "Atlanta pharmacist, Dr. John S. Pemberton" (Worldofcocacola, n.d, par.1) who created a distinctive soft drink. He took the soft drink, which was a flavored syrup to a pharmacy which was by the neighborhood, where it was mixed with water that is carbonated, and the first people who tested it for the first time deemed it outstanding (Worldofcocacola, n.d). "Frank M. Robinson, who was Dr. Pemberton's partner, is credited with naming the beverage Coca-Cola as well as designing the trademarked, distinct script, still used today" (Worldofcocacola, n.d, par.1).

In 2018, the Coca-Cola company made some key managerial changes, including the election of the company president, chief operating officer, and planning the succession of chief financial officer. The company elected Brian Smith to serve as the operating officer and president, succeeding James Quincey. Other members of the management team include Herbert Allen – chairperson of the management development committee, Ronald W. Allen – chairperson of the auditing committee, and Barry Diller – the chairperson of the finance committee (Schroeder, 2018).

The company is a worldwide beverage organization whose headquarter is in the United States, Georgia in Atlanta. The organization largely specializes in the manufacture, selling, and advertising non-alcoholic beverages and syrup. The corporation's product, coca-cola, is sold all over the world to various bottlers who are well established in their territories (Worldofcocacola, n.d).

The enterprise's mission statement is "to refresh the world, to inspire moments of optimism and happiness, and to create value and make a difference." (Comparably, n.d, par.1).

According to Comparably (n.d), Coca-Cola corporation's mission statement is used to declare its purpose and acts as a standard to weigh its actions and decisions (par.1).

Coca-Cola's vision serves as a roadmap that guides the company's aspect of the operation. The vision statement achieves this by elaborating the tasks that need to be accomplished. It includes a great, effective, and speeding business. Also, it comprises offering a variety of soft drinks that fulfil consumers' needs, and winning a network of partners around the planet, and inspiring its employees "to be the best by providing a great working place" (Comparably, n.d, par.2).

In the Coca-Cola corporation, the bargaining power of customers is shallow. This is mainly because the raw material in the industry is in abundance. "The basic materials used to make Coca-Cola products are easily found with many suppliers. This ease of access gives a huge advantage to Coca-Cola because the company can set its prices with the suppliers (Cocacola, n.d)."

Consumers are an essential aspect of the soft drink business. Examples of buyers are supermarkets and fast food enterprises. Fast-food chains in the beverage industry are considered to have the highest bargaining power. This is because they purchase products in bulk, unlike other buyers. In the soft drink business, there are other substitute products in the market. Examples of substitutes for Coca-Cola are Pepsi produces, beer, and energy drinks (Cocacola, n.d).

### Sip Enterprise, LLC Overview

Sip Enterprise, LLC (Sip) is a fictitious non-alcoholic beverage company that was started in 1995 by business women Annette Bright. The company's headquarters is located in Maryland. The management team comprises the following; Annette Bright, CEO, Linda Nettles, Financial

Officer, and Nancy Wilson, Chief Operations Officer. The company is home to a variety of soft drink brands, including coffee milk, juice drinks, and sports drinks. The company's products have spread, and as a result, more plants were introduced across 12 states in the United States to cater for the growing number of orders.

Sip's mission is to provide refreshment, stimulate pleasure moments. The company believes that its achievement is based on the provision of a wide variety of soft drinks that meet consumer desires, lifestyles, and needs. It's vision statement serves as an outline describing the company's tasks.

People: Providing an excellent working place where employees are motivated to do their best.

Portfolio: To provide a collection of soft drinks that meet the consumers' expectations

Productivity: Be a highly competitive and fast-moving organization.

Partners: Create a winning connection between consumers and suppliers.

Profit: Being mindful of the overall business responsibilities.

Customers, make up an essential part of any soft drink corporation. In Sip industry, buyers' bargaining power is low to moderate. The bargaining power of suppliers is low in Sip industry. This is because the ingredients used to manufacture soft drinks are effortlessly found with several dealers. The ease of accessing raw materials is advantageous to Sip industry because they can set their prices. Competition in the market differ among industries. In the soft drink corporation, the competition level is fair because the number of significant competitors in the market is also low. The major competitors in the soft drink industry are Pepsi and Coca-cola companies. Since the majority of the brands produced are similar, consumers choose the products, and in the end, completion depends on advertising and marketing capabilities.

### Steps Involved in Unifying the Company Culture.

Combining two organizational cultures that might be distinctive from each other can be troublesome. Nevertheless, organizations' cultural unification may be a chance to build a long-lasting partnership between the two parties. To succeed in the unification process, I believe the following steps will be crucial (Delp, 2017).

- Defining a Common Business Language
- Exemplary Leadership
- Recognizing the Organization's Cultural Ambassadors
- Be Honest and Regularly COmmunicate
- Treat People Right
- Establish a Development Committee
- Focus on People's Development
- Promoting Teamwork
- Assess the Plan

### Explanation of the steps to Unify Company Culture

Defining a Common Business Language - For a company to succeed, all employees must speak a joint business language and have a common understanding of the company's mission and standards. Therefore, to unify the company culture, it is crucial to write down the values and ensure employees understand them well. This will be an essential element in making the company culture withstand for a long time (Hyzelett, 2016).

Exemplary Leadership - A company's leader conduct shapes its culture. Every leader has to portray the enterprise standards and be its advocate. When resolving a particular problem, for instance, a leader should recite the company's mission statement and values. The mission

statement and the company values are the guiding principles that guide an organizations' internal conduct. Through leading by example, a company leader will be able able to unify the company culture and encourage workers to be advocates of the company values and mission (Hyzelett, 2016).

**Recognizing the Organization's Cultural Ambassadors** - The enterprise's cultural diplomats are those that help others understand what the company's mission and values are. These employees are essential advocates because they love the business almost as much as the company owner. Once a leader identifies this type of employee, he/she is supposed to ask them what they like about the company culture and what they do not like, then make the necessary adjustments to unify the company culture (Hyzelett, 2016). The role of these employees keeps on increasing as the company expands and, in the end, giving the company a competitive advantage.

**Be Honest and Regularly Communicate** - Honesty is defined as being sincere, even when no one is watching your deeds. It is essential to routinely communicate honestly to employees about the desired attributes as the newly merged company emerges. To unify the merged company culture, it is vital to request every employee to be truthful and do everything with absolute integrity. Also, it is essential to caution them that failure to comply with truthfulness leads to penalties and even job loss (Hyzelett, 2016).

**Treat People Right** - The other step one should take to unify a merged company culture is to treat all employees right. As a company leader, It is crucial to manage every employee well; otherwise, the unification of the culture might not be practical. When the majority of the employees are mistreated, they may opt not to side with the cultural unification process. (Hyzelett, 2016).

Establish a Development Committee - To unify the company culture, a company leader should establish a development committee comprising of a diverse group of people from different departments within the organization. Then, ask the committee to present new cultural ideas that they are comfortable with. These will widely promote the unification of culture since employees will be included in the process (Hyzelett, 2016).

Focus on People's Development - I will develop a culture centered on employee improvement. Naturally, human beings need to learn and grow in their profession. Therefore by establishing a company culture that is focused on employee development, I will foster a sense of progression. Additionally, employees will feel motivated, thus promoting intrinsic motivation to perform better (Hough, 2018).

Promoting Teamwork - Encouraging teamwork where possible, is one of the most effective way to unify organizations' culture. "Having a voice not only inspires a shared sense of responsibility in some employees but also encourages new teams to practice collaboration" (Delp, 2017, par. 10). Establishing a working environment that promotes a unified approach to decision making will essential in creating a perception among workers that they should work in unity to achieve a common task. Creating one organizational culture from merged business cultures takes a lot of determination; however, through continuous efforts from organization leaders, a unified culture is achievable.

Assess the Plan - Setting a cultural plan requires a proper assessment of the culture that the company is intending to build. This will enable one to identify the differences that exist between the two cultures and understand how these cultures promoted the success of each company. By pinpointing the disparities existing between the two cultures, one will be able to

develop the desired culture. There may be cultural aspects of the two cultures that might work to establish a unified culture (Delp, 2017).

## References

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