

Wk 2 – Apply: Organizational Analysis

# Instructions

**Complete** the worksheet based on your chosen organization. Use [Business Source Complete](https://library.phoenix.edu/MGT526r1/w1) and your selected company’s website, annual report, and other available sources.

# Part 1: Organization Information

## Organization

The Coca-Cola Company (Coca-Cola) is a producer, distributor and marketer of non-alcoholic beverages.

## Mission and Vision

**Identify** the mission and vision of the organization.

|  |  |
| --- | --- |
| **Mission** | Refresh the world. Make a difference. |
| **Vision** | Craft the brands and choice of drinks that people love, to refresh them in body & spirit. |

## Organizational Initiatives

**Outline** 1-2 major initiative for this organization. What are they currently doing to support these initiatives?

1. Giving people options and choices. From sparkling water to dairy, to refreshing soft drinks and natural juice, we offer over 200 brands worldwide, including reduced-sugar drinks and smaller packages.
2. Focusing on a world without waste. We aim to collect and recycle a bottle or can for everyone we sell and make 100% of our packaging recyclable.

# Organizational Plans

**Describe** the plans employed by the organization. Determine which types of managers create each type of plan.

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| --- | --- | --- |
| **Type of Plan** | **Description** | **Type of Manager** |
| Strategic | **Long-term growth potential.** | **Top-Level** |
| Strategic | **Loved brands.** | **Top-Level** |
| Tactical | **Pervasive distribution.** | **Top-Level** |

# SWOT Analysis

There are various factors within the external environment of an organization that impacts its strategy.

**Analyze** the organization’s SWOT analysis. Identify the internal and external factors. Include a link to the SWOT analysis in the Reference section of this worksheet.

|  |  |
| --- | --- |
| Internal Factors | **Strong brand identity and Aggressive competition with Pepsi.** |
| External Factors | **Introduce new products and diversify its segments and Water usage controversy.** |

# Part 2: Evaluation

**Evaluate** if the mission, vision, planning process, and SWOT analysis meets the current needs of the organization. Include the following in your evaluation:

* Describe the unmet need, (not limited to product or service, can be new demographic, new mode of delivery, etc.).
* Analyze your competitive advantages.
  + Based upon the SWOT analysis, is there another business that is doing something similar that can be referred to? Provide examples. PepsiCo. Is there leading competitor.
  + If there is not another business, describe how what you’re doing is a unique product or service offering.
* Propose a competitive business initiative to address the unmet need.
* Create a high-level timeline and operational steps necessary to implement your solution.

# References

**Include** a link to theSWOT analysis.

[Coca Cola SWOT Analysis 2022 | SWOT Analysis of Coca Cola | Business Strategy Hub (bstrategyhub.com)](https://bstrategyhub.com/swot-analysis-of-coca-cola-2019-coca-cola-swot-analysis/)