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The Coca-cola co

# company overview

The Coca-Cola Company (Coca-Cola) is a producer, distributor and marketer of non-alcoholic beverages. The company offers sparkling beverages and a variety of still beverages including, juices and juice drinks, waters, enhanced waters, ready-to-drink teas and coffees, and energy and sports drinks. It sells beverages under various brands such as Sprite, Coca-Cola Zero, Diet Coke, Fanta, Glaceau Vitaminwater, Powerade, Dasani, FUZE TEA, Minute Maid, Simply, Georgia, and Del Valle. Coca-Cola markets its products to independent bottling partners, distributors, wholesalers and retailers. The company has business presence across Europe, the Middle East and Africa (EMEA), Latin America, North America and Asia-Pacific. Coca-Cola is headquartered in Atlanta, Georgia, the US.

## Milestones

1. In 1886, Dr. John Pemberton, a pharmacist in Atlanta, invented a flavored syrup mixed with carbonated water. At those times, there was a belief that carbonated water had a good impact on health, so Coca-Cola was actually sold as a medicine at soda fountains.
2. In 1888, Dr. Pemberton sold his business to Atlanta businessman, Asa G. Candler., who expanded the beverage sales to soda fountains beyond Atlanta.
3. In 1894, Joseph Biedenharn was the first to start selling Coca-Cola in bottles.

# Function of Management: Planning

Planning was and is still one of the major functions that helped strategically bottle and distribute Coca-Cola products around the world.

# Competitive advantage

The Coca Cola company has its pricing strategy based on different situations and timeline, based on the competitors pricing or different promotions will be offered.

# resources

<https://us.coca-cola.com>

[The Coca-Cola Company: Refresh the World. Make a Difference](https://www.coca-colacompany.com/)

https://www.dynamicinventory.net/coca-cola-supply-chain

Coca-Cola Company SWOT Analysis “Business Source Complete: SWOT Analyses”