

Coca-Cola

Coca-Cola

Life Begins
Here



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Coca-Cola Coca-Cola is a carbonated

It was invented in 1886
in Georgia, Atlanta by
pharmacist John
Pemberton.

Initially it was sold as a
patent medicine for
five cents.

Pemberton claimed
Coca-Cola cured many
diseases,
including morphine
addiction



At first drink was

Coca-Cola unprofitable

Just about 9 people a day bought Coca-Cola.

So, at the first year receipts was only 50 dollars. And for production this drink was expended 70 dollars.

And in 1888 Pemberton sold right to production of the Coca-Cola. In 1892 businessman Asa

Candler,

Who was the new

owner of



Coca-Cola

The richest drink of the USA

The turnover of the company in 1902 was 120 thousand dollars. Since this moment the



Coca-Cola

Bottles and cans

Since 1894
Coca-Cola was sold
in bottles
And since 1955 – in



Coca-Cola

In the Distinctive Bottle

est. 1886



Coca-Cola Slogans

Slogans of the company for the last 20 years:

1991 - Can't Beat the Real Thing.

1993 - Always Coca-Cola.

1999 - Enjoy.

2001 - Life tastes good

2003 - Real.

2005 - Make It Real.

2006 - The Coke Side of Life

2007 - Live on the Coke Side of Life

2008 - love it light

2009 - Open Happiness

2010 - Twist the Cap to



Coca-Cola Market

For the healthy style of life:

- The growth of the assortment: low-calorie and fortified with the healthy components products.
- The information about the composition.
- Propagation of sport and physical culture



Coca-Cola Environment

The company trying to minimize negative influence on the environment.

Water stewardship:

- Company raises the effectiveness of water demand
- Decreases quantity of the water necessary for the production
- Propagation of rational use of water.
- Protects local watershed



Energy and climate Coca-Cola protection

Company expands on the bottling plants energy-savings programs.

- Company explores low-power technologies
- Changing drivers' behavior with Safe program.
- New energy-efficient cold drink equipment reduces discharge of in the atmosphere



Coca-Cola Packaging and recycling

Company reduces impact of the wrapper on the environment.

- Reducing the amount of packaging
- Increasing recycled content



Coca-Cola International leadership

Coca-Cola Hellenic Group has been named as a global sustainability leader with its inclusion in the Dow Jones Sustainability Indexes in 2008 and at national level in Ukraine company work hard to ensure that Group maintains its position.



Coca-Cola Engaging with stakeholders

Associates:

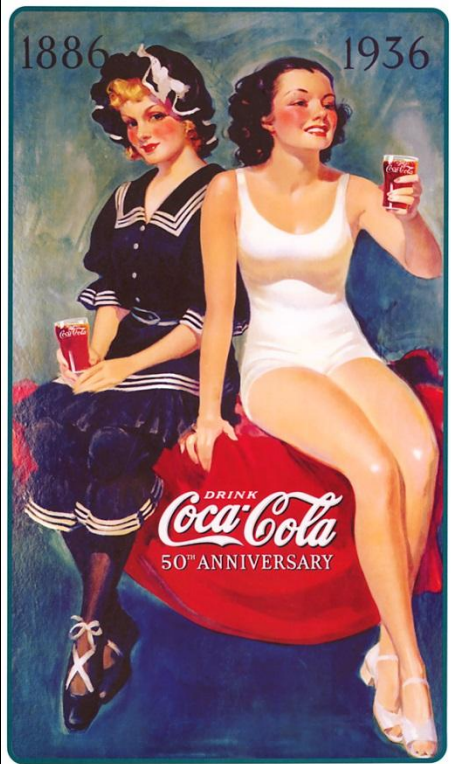
- The National Olympic Committee of Ukraine to promote sports and fitness
- The European Business Association
- The American Chamber of Commerce
- The Chamber of Commerce and Industry of Ukraine.



Coca-Cola attention



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Coca-Cola Logo Evolution

1887-1890s		1960s		2003	
1890-1891		1969		2007	
1893-1901					
1903-1931					
1930-1941		1980s			
1941-1960s					