

MARKET RESEARCH

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«TASTE THE FEELING»

Coca-Cola

## Brief history of the product

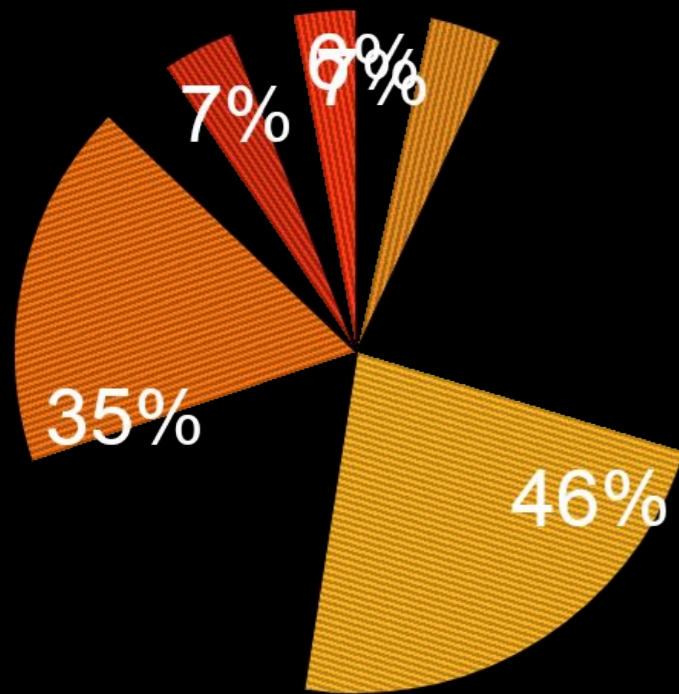
Coca-Cola is the most popular and the most recognizable drink in the world. It was invented in 1886 By John Pemberton, a pharmacy worker. Coca-Cola was refreshing and energising, so it became popular rapidly. At first the drink was sold through the vending machines and later in bottles. It brought huge success for the product which is consumed today.

# Age breakdown of customers

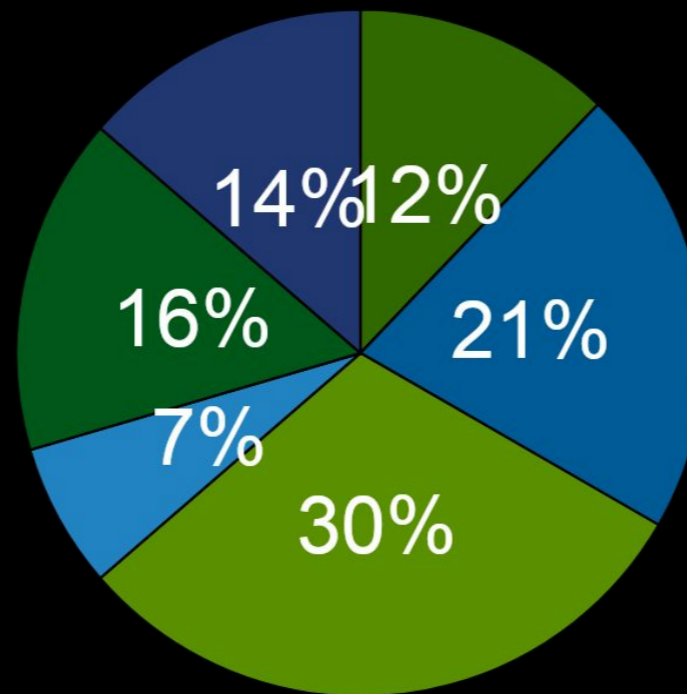
- 8-14
- 14-18
- 18-35
- 35-50
- 50-70
- 70+

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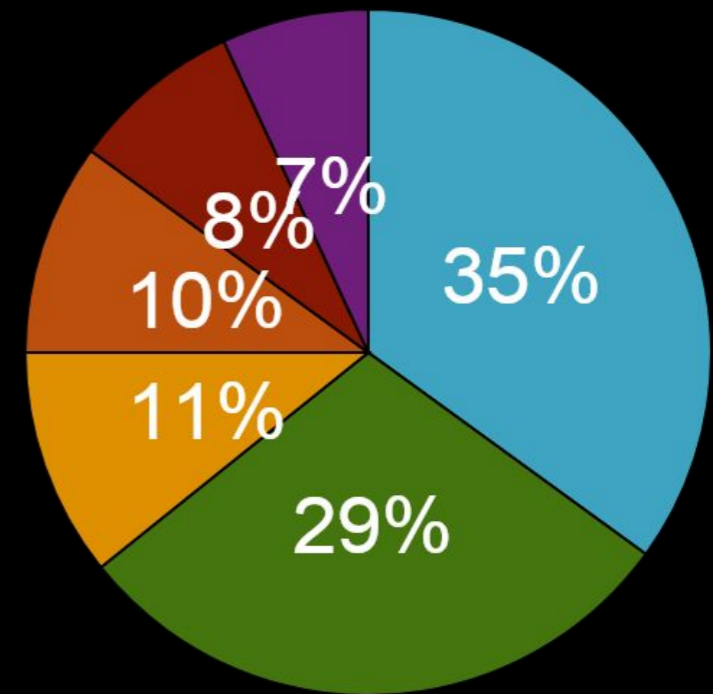
- 8-14
- 14-18
- 18-35
- 35-50
- 50-70
- 70



1900-1950



1950-2000



2000-2018

WE ASKED A LARGE FOCUS GROUP OF 16-25 YEARS OLD MEN AND WOMEN TO TELL US SOME THINGS ABOUT OUR COMPANY. HERE ARE THE RESULTS

Question	Agree	Disagree	Don't know
<i>Coca-Cola was popular in the youth of your parents</i>	63 %	20 %	17 %
<i>Coca-Cola is underrated</i>	10 %	80 %	10 %
<i>Coca-Cola is for my generation</i>	78 %	12 %	10 %
<i>Coca-Cola flavour is timeless and unique</i>	55 %	30 %	15 %
<i>I buy Coca-Cola or/and other company products</i>	60 %	27 %	13 %

*Basing on our last research,  
Younger generation starts losing interests  
In company products.*

*Nevertheless, Coca-Cola is a timeless classic and  
Its classical taste won't go anywhere*

*But it doesn't mean that we don't hear our customers*

*That's why we are proud to present our  
**BRAND NEW PRODUCT...***

## ALCO-COLA

*Is a completely new product not only  
For our customers but for the Coca-Cola Company*

*It is well-known that Coca-Cola is the most popular  
Ingredient in alcoholic cocktails,  
so why not producing a drink,  
which already contains both?*

*That's why at the moment we are launching a huge  
advertising campaign to promote Alco-Cola*

# ALCO-COLA IS A NEW PRODUCT ON THE MARKET

- That is the reason why at first time it will only be sold is official Coca-Cola stores
- Then, it is vital to get a special permission for the shop-holders from the Coca-Cola Company, for us to ensure the best deal is provided for our customers
- It is very important for us that Alco-Cola won't be sold to minors. We respect and follow the laws.
- The price won't be high because we want our product to be affordable for anyone



*All in all, this brand-new product should refresh the image of the company and gain a huge popularity Among our customers all over the world.*

*The Coca-Cola Company has a rich history and is on market for more than a century. ] We always want to make our clients and fans happier And here it is.*

*«Things go better with Coke».*