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# Road Map

- History
- Some Interesting Facts About
- Company Profile
- Mission
- Market Share
- Marketing 4 Ps
- Conclusion



1886

Coca  
Cola

**BORN**

In a drug  
store

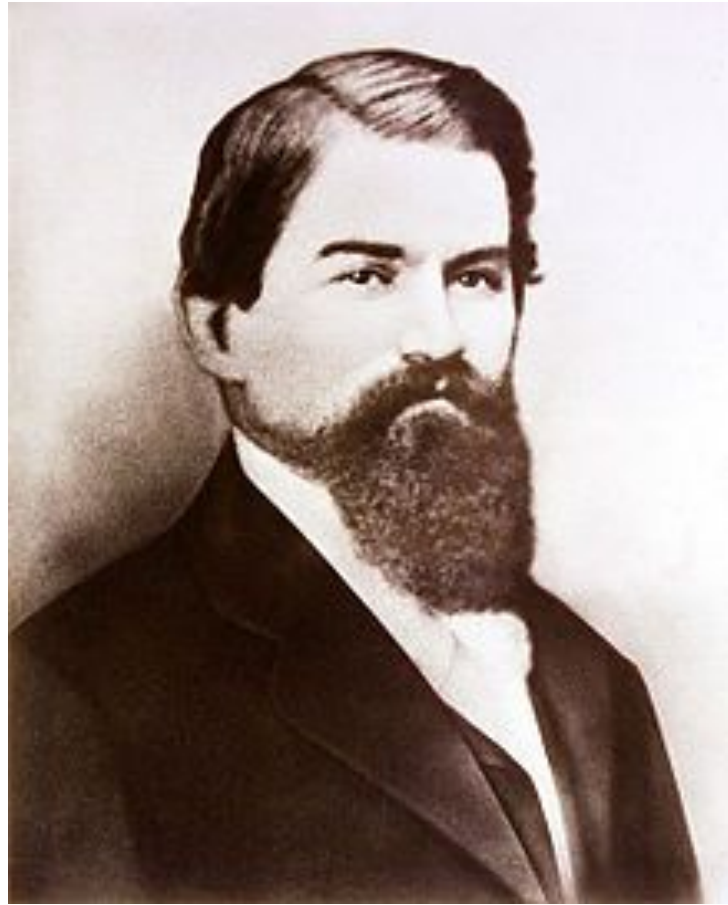


1891

Coca Cola's  
first

**BOTTLING**

occurre  
d



The first *Coca-Cola* recipe was invented in Covington, by JOHN STITH PEMBERTON





1899

1909

The first bottling

**AGREEMENT**

was done

400 Coca-Cola plants

**BOTTLING**

were  
operating



1930

1960

The company started moving

**GLOBAL**

**Y**

New

**BRANDS**

were  
Introduced

Some Interesting Facts About

*Coca Cola*



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Coca-Cola was made for the

cure of  
**headache**

and other  
illnesses





Sales for the first year were only

\$50



Only 9

servings of the soft drink were  
sold

each day



Now number of coke bottles sold each day

1.8

billion



# Coca-Cola

is the most recognized word in  
the world after



memegenerator.net

# Spends more money on advertising than Microsoft and Apple



# Total number of Coca-Cola Products

# 3,500






# Company Profile

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<b>Name</b>	<b>The Coca Cola Company</b>
<b>Industries served</b>	Beverages
<b>Geographic areas served</b>	Worldwide
<b>Headquarters</b>	Atlanta, Georgia, U.S.
<b>Revenue</b>	\$ 49.01 billion (2015)
<b>Profit</b>	\$ 10.01 billion (2015)
<b>Employees</b>	150,900

# Mission

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- To refresh the world...
  - To inspire moments of optimism and happiness...
  - To create value and make a difference.
- 

# Worldwide Share

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# Some Local Competitors

## Main Competitor

- Pepsi

## Other Competitors

- Gourmet
- Pakola



DIL BOLA...



# Marketing Mix

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# Product

Coca Cola has the big chain of Product line

Over **3,500** Products





# Price

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Earlier Coke used **cost based pricing**

As competition started, now Coke has shifted to

**competitive pricing strategy**



VS



# Place

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Target Market is Entire Planet



# Segmentation

Coke's commercials basically based on young generations.



# Other Promotion Activities

## Coca-Cola Concerts















Thank you for your attention!!!

