

# Coca-Cola FEMSA S.A.B de C.V. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Coca-Cola FEMSA S.A.B de C.V. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Coca-Cola FEMSA S.A.B de C.V. and its competitors. This provides our Clients with a clear understanding of Coca-Cola FEMSA S.A.B de C.V. position in the [Food and Beverages](#) Industry.

The report contains detailed information about Coca-Cola FEMSA S.A.B de C.V. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Coca-Cola FEMSA S.A.B de C.V.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Coca-Cola FEMSA S.A.B de C.V. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Coca-Cola FEMSA S.A.B de C.V. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Coca-Cola FEMSA S.A.B de C.V. business.

### **About Coca-Cola FEMSA S.A.B de C.V.**

Coca-Cola FEMSA, S.A.B. de C.V. engages in the production, distribution, and marketing of Coca-Cola trade beverages.

The company operates in territories in the following countries: Mexico – a substantial portion of central Mexico (including Mexico City and the states of Michoacán and Guanajuato) and southeast Mexico (including the Gulf region); Central America – Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), and Panama (nationwide); Colombia; Venezuela; Brazil – the area of greater Sao Paulo, Campinas, Santos, the state of Mato Grosso do Sul, part of the state of Minas Gerais and part of the state of Goiasp; and Argentina – Buenos Aires and surrounding areas.

### **Products**

The company produces, markets, and distributes Coca-Cola trademark beverages and brands licensed from FEMSA. The Coca-Cola trademark beverages include sparkling beverages (colas and flavored sparkling beverages), waters, and still beverages (including juice drinks, teas, and isotonic). Its primary brands include Coca-Cola; Coca-

Cola light; Coca-Cola Zero; Coca-Cola light caffeine free; Ciel (a water brand from Mexico); Fanta (and its line extensions); Sprite (and its line extensions); ValleFrut; and Hit. The company sells and distributes the Kaiser brands of beer in territories in Brazil.

The company produces, markets, and distributes Coca-Cola trademark beverages in each of its territories in containers authorized by The Coca-Cola Company, which consist of a variety of returnable and non-returnable presentations in the form of glass bottles, cans and plastic bottles made of polyethylene terephthalate (PET). Presentation sizes for Coca-Cola trademark beverages range from a 6.5 -ounce personal size to a 3-liter multiple serving size.

The company offers both returnable and non-returnable presentations. In addition, the company sells Coca-Cola trademark beverage syrups in containers designed for soda fountain use. It also sells bottled water products in bulk sizes, which refers to presentations equal to or larger than 5 liters.

## Suppliers

The company's suppliers include Continental PET Technologies de Mexico, S.A. de C.V, a subsidiary of Continental Can, Inc.; Arteva Specialties, S. de R.L. de C.V.; Industrias Voridian, S.A. de C.V.; Promotora Mexicana de Embotelladoras, S.A. de C.V.; Silices de Veracruz, S.A. de C.V.; Beta San Miguel, S.A. de C.V.; Amcor; Tapón Corona de Colombia S.A.; ALPLA C.R. S.A.; ALPLA Nicaragua, S.A.; Productos de Vidrio, S.A.; ALPLA de Venezuela, S.A.; Dominguez Continental, C.A.; Embotelladora del Atlántico S.A., a local subsidiary of Embotelladora Andina S.A; and ALPLA Avellaneda S.A.

## Acquisitions

In February 2009, the company acquired with The Coca-Cola Company the Brisa bottled water business in Colombia from Bavaria, a subsidiary of SABMiller. It acquired the production assets and the distribution territory, and The Coca-Cola Company obtained the Brisa brand.

## Competition

Mexico: The company's principal competitors in Mexico are bottlers of Pepsi products. In central Mexico, it competes with a subsidiary of PepsiCo, Pepsi Beverage Company, the bottler of Pepsi products globally, and Grupo Embotelladores Unidos, S.A.B. de

C.V., the Pepsi bottler in central and southeast Mexico. The company's main competition in the juice category in Mexico is Grupo Jumex. In the water category, Bonafont, a water brand owned by Groupe Danone, is its main competition. In addition, the company competes with Cadbury Schweppes in sparkling beverages and with other national and regional brands in its Mexican territories, as well as low-price producers, such as Big Cola and Consorcio AGA, S.A. de C.V.

Latincentro (Colombia and Central America): The company's principal competitor in Colombia is Postobon. It also competes with low-price producers, such as the producers of Big Cola. In the countries that comprise its Central America region, its main competitors are Pepsi and Big Cola bottlers. In Guatemala and Nicaragua, the company competes with a joint venture between AmBev and The Central American Bottler Corporation. In Costa Rica, its principal competitor is Florida Bebidas S.A., subsidiary of Florida Ice and Farm Co. S.A. In Panama, its main competitor is Cervecería Nacional, S.A.

Venezuela: In Venezuela, the company's main competitor is Pepsi-Cola Venezuela, C.A., a joint venture formed between PepsiCo and Empresas Polar, S.A. It also competes with the producers of Big Cola in part of the country.

Mercosur (Brazil and Argentina): In Brazil, the company competes against AmBev, a Brazilian company. It also competes against 'B brands' or 'Tubainas', which are small, local producers of flavored sparkling beverages. In Argentina, its main competitor is Buenos Aires Embotellador S.A. (BAESA), a Pepsi bottler, which is owned by Argentina's principal brewery, Quilmes Industrial S.A., and indirectly controlled by AmBev.

## History

Coca-Cola FEMSA, S.A.B. de C.V. was founded in 1979.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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