

Coca-Cola Co, The in Soft Drinks (USA)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C7D85A45437EN

Abstracts

The Coca-Cola Co plans to speed up its refranchising efforts in order to have 100% of company-owned bottlers refranchised in the US by the end of 2017. In doing so, the company will be able to return to focusing on higher profit margins and a less capital intensive operation.

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Contents

Strategic Direction

Key Facts

Summary 1 The Coca-Cola Co: Key Facts

Summary 2 The Coca-Cola Co: Operational Indicators

Competitive Positioning

Summary 3 The Coca-Cola Co: Competitive Position 2016

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