

Marketing Mix of Coca-Cola Company

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Abstracts

Coca-Cola Company is one of most well-developed and prosperous multinational companies that offers beverages and drinks in different regions of the world. The company is doing well and progressing on regular basis. Coca-Cola Company is serving numerous brands in different nations. The company is facing various ups and downs of business. Yet, the market share of Coca-Cola Company is highest as compared to other competitors in the beverage industry. The marketing mix of the Coca-Cola Company is changing with modifications in the international market. Marketing strategies are considered significantly essential for success and development of the company (Bond, 2013). The company is required to make and execute accurate and appropriate strategies and plans to achieve short term and enduring objectives and targets. The company is offering diverse products and services in different regions of the world by using numerous distribution channels and promotional strategies. In this report, the marketing mix. continued(wordcount of report: 2200 words)

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International Brands

Product strategy, target market and objectives of the Coca-Cola Company

Recommendations

Price

Relationship among pricing strategies, target market and objectives of the company

Pricing Strategies

Recommendation

Place

Distribution Channels

The Coca-Cola Company offers product through:

Direct selling

Indirect selling

Direct selling

The company supplies commodities and services in supermarkets and stores through utilization of their own transportation means. More than 550 vehicles are used by the company to deliver the commodities in the stores. The profit margin for the company is high in this way (McKay, 2009).

Indirect selling

In this situation, the company supplies products through sellers and agencies. The company has made contracts with various suppliers. These suppliers distribute products in whole world.

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