Discussion

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Discussion

The following paper aims to analyze the factors responsible for the success of "Coca-Cola" a global company. Furthermore, this paper will be analyzing the available resources and the motivation behind this company as a consultant. Coca-Cola has been contributing its services all over the world and this is one of the top manufacturing, distributor, and marketer in the global business world.

# Coca-Cola Company

Every company works and adopts different strategies to compete with other companies and businesses for sustainability and development (Peng, 2013). Keeping a place in the global market is the result of some of the reasons that include marketing and pricing strategies of the company. These are the two factors, which attract a number of consumers to utilize the services by the company, and these contribute attraction of different market-based alliances. For 70 years, Coca-Cola did not revise its pricing strategy, this was considered as their global strategy to target all populations to have access to their services (Alahi & Bass, 2018). Another motive behind this was to gain the trust of the consumers, retailers, and stakeholders. Furthermore, one of the best strategies adopted by this global company is its marketing strategy, whereas this company competes with the world's top cold drinks that include Diet, Coke, Fanta, and Sprite.

As a consultant, the capabilities of the company can be suggested which include the increased sales (market sales), and knowledge about consumer behavior regarding company services. This company has gained customer loyalty and this is the factor for the motivation behind its competitiveness with the other global companies in the market.

# Conclusion

It is to be concluded that, Coca-Cola with its customer's loyalty, pricing, and marketing strategies has created a market place. The company has utilized its resources to satisfy its customers with its quality services, whereas these have helped the company to compete with other companies.

References

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