

Coca Cola Company



Purpose

Learn about Coca Cola company



Main points

- ➔ Learn smth about its history
- ➔ Understand policy of the company
- ➔ Overview of main products
- ➔ Future plans

History of the company

John Pemberton – Inventor of Coca Cola



First Sale.
Sales for the first year

Asa Grigs Company bought Coca Cola



Sales increased

Policy of the company



- Social-Media Policy
- Logo
- Sponsorship policy
- Slogans
- Charity
- Magic policy



Slogans

- 1963 “Things Go Better With Coke.”
- 1970 “It’s the Real Thing”
- 1975 “Look Up America”
- 1979 “Have a Coke and a Smile”
- 1982 “Coke Is It!”
- 1987 “You Can’t Beat the Real Thing”
- 1993 “Always Coca-Cola”

Overview of main products



More than 3500 beverages

Future plans

- 1) Amount of sales
- 2) Destroy concurrent
- 3) Place at market



THANK YOU

FOR YOUR ATTENTION!