


# The Coca-Cola Company

Logo Coca-Cola, hvězdička a dynamická vlna Coca-Cola jsou  
registrované ochranné známky společnosti The Coca-Cola Company.

*The Coca-Cola Company*

WWW.COCA-COLA.CZ



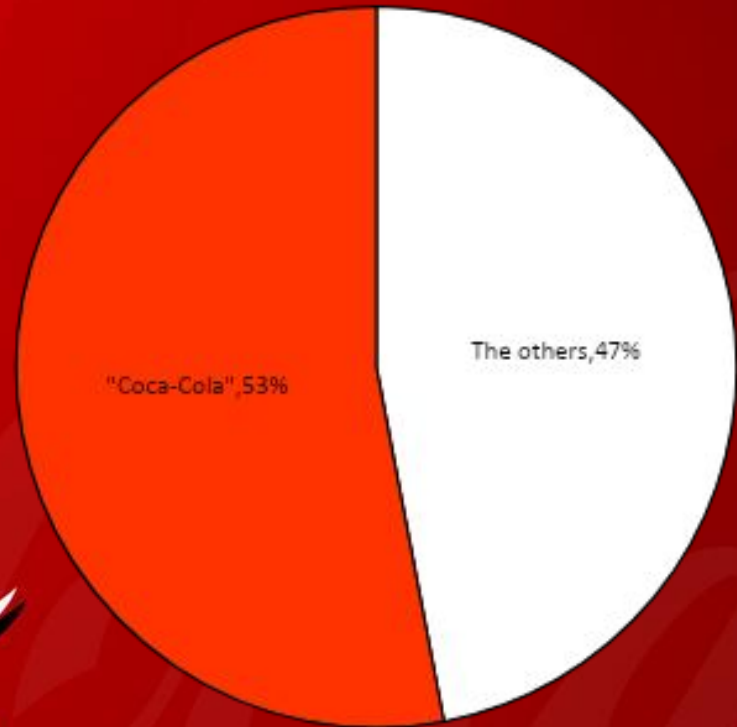
**Million people associate this word with refreshing drink. History of Coca-Cola has more than one hundred twenty years, and this history of amazing discoveries, forward-looking actions and unusual decisions brought the popularity of the drink.**

**The main business of company is  
non-alcoholic drinks**



# Statistics

Sales



*Coca-Cola*

**The Company has five of six  
best-selling global brands  
non-alcoholic drinks**





# The Mission

- To refresh the world, body, mind and spirit;
- To awaken optimism with our drinks and our cases;
- To bring meaning to all that we do

# The vision of problems (The five “P”)

- Personnel
  - Planet
- Production
  - Partners
  - Profit



# The Common values

- Leadership
- Dedication
- Honesty
- Responsibility
- Collaboration
- Innovation
- The quality





# List of products manufactured by The Coca-Cola Company in Russia

- **Coca-Cola, Coca-Cola Light, Fanta, Sprite, Powerade, Dobriy, Fructime, Nestea, Krujka i Bochka, Schweppes, Pulpy, Nico, BonAqua, Burn, Gladiator**

# Results

- Now The Coca-Cola company is more than two thousand drinks, which produce and sell in more two hundred countries. The brand name of Coca-Cola is the most expensive brand in the world, which knows 94 percent of population of the Earth

live on the **Coke** side of life™

*Coca-Cola*

live on the **Coke** side of life™

*Coca-Cola*

live on the **Coke** side of life™

*Coca-Cola*

live on the **Coke** side of life™

*Coca-Cola*

The End

