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by Was Vbgf

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Coca-Cola Globalization

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Coca-Cola Globalization

Globalization refers to where businesses establish international influence by offering their goods and services to many nations. The increased interaction between countries has created the need for organizations to serve many buyers to gain a competitive advantage by having a large market share. Coca-Cola Company has gained international influence, as it serves over two hundred countries. It is a beverage company offering syrup and soft drinks, with the headquarters in America. The literature describes Coca-Cola's globalization degree, changes experienced over time, and the competitive benefits realized with the changes.

Globalization degree refers to the global regions served by the company and acceptance by buyers. Notably, Coca-Cola Corporation has listed the largest beverage organization in the world (Sharman et al., 2019). It serves over 200 nations in regions such as Asia, Latin, and North America, Europe, the Middle East, and Africa. As at that, the company is 94% recognized by the global populations and associated with happiness (Sharman et al., 2019). For instance, the company recently had a promotion strategy where consumers requested their loved ones' names written on the bottles and delivered. The organization did so to make the buyers associate the good taste with happiness brought by families. Its globalization degree is increasing as per the 2017 report that the yearly dividends were more than the previous years. Besides, the report said that the company had over 100 000 partners across the world, with more than 700 000 system workers (Sharman et al., 2019). The data implies that the company is international, serving many buyers in the regions where government regulations allow its operations.

Globalization has led to several changes in overtime, which organizations should consider in entering the global market. Competition has increased over time, as many businesses have entered the market to earn more (Ingstrup & Christensen, 2017). The game affects prices where those with reduced costs of production offer affordable goods and

services and thus attract more buyers. Besides, more competition means some organizations cannot enter the market successfully. For example, ³ Coca-Cola has a strong brand image and, thus, a large number of loyal customers. Smaller organizations may not venture into regions where Coca-Cola has a large market share as they would not compete effectively with it as the capital needed is not available. Nevertheless, the increased competition does not mean that large scale companies are not affected. Coca-Cola faces stiff competition from Pepsi and local businesses such as Starbucks that offer similar goods. Thus, globalization has increased competition in the market, requiring the organization to have reliable strategies to remain in the market.

Globalization has also contributed to the development of technology, as organizations grab opportunities to compete effectively. With the right technology, organizations attract potential buyers, offer quality goods and services as well as manage the supply chain smoothly (Ingstrup & Christensen, 2017). The recent technology notable in the market is investing in social media where buyers do not have to visit physical premises. Instead, they place orders online and are delivered to their homes at cheaper costs. Coca-Cola has considered the technology, where its global consumers interact with employees online; order the goods, among other forms of socialization. The buyers give feedback to the organization, which makes the management determine the necessary actions needed in serving them better. Technology has made the corporation attract more buyers globally, an indication that businesses entering the world market has to invest in it.

The transfer of information has also changed with globalization, where companies have to be keener on ways it is transferred. Before globalization, information was not needed urgently as only a few organizations were in the market. Today, the situation is different, where organizations have to implement a reliable communication channel to avoid negative impacts in operations (Ingstrup & Christensen, 2017). Consumers have become cautious

about the products consumed as a way to prevent diseases such as cancer. When such information is collected, transferring to the various regions served by a company is essential, so changes are done to avoid the consumers preferring the competitors. Coca-Cola Company has focused on information transfer where the communication between leaders and workers, as well as the different departments, is smooth, enabling it to serve the demands of the buyers. The expansion of globalization has, therefore, created the need for a fast and reliable transfer of information systems.

Coca-Cola Company's involvement in the global market has led to several competitive benefits in the beverage market. It has attracted worldwide attention, making its brand strong and thus spreading its risks (Chhabra, 2016). The image guarantees the company a large income, enabling it to grow fast, enter new markets, and compete effectively with companies such as Pepsi. The strong image means the company would survive in any economic situation, as the company depends on many markets.

For example, if the Asian market drops, the corporation would still have income from the rest. The spread of risks also makes the company easily predict the future and make the necessary changes to remain in the market. The global operation has also made the company have a large market share, earning a considerable income (Chhabra, 2016). With that, the processes remain smooth, workers are paid, and the development of new products becomes easy. The organization has for that reason become stable in all the notable areas in the market by global involvement.

In conclusion, having described Coca-Cola's globalization degree, changes experienced over time, and the competitive benefits realized with the changes, it is evident that globalization has benefited organizations enabling the serving of a large market for Coca-Cola Company. The corporation serves over two hundred nations, and the brand is recognized by 94% of the global population. The degree makes it the largest company in the

beverage market in the world. The paper has also described the changes evident in the market over time due to globalization, such as competition, technology, and transfer of information.

The company has considered the elements in its global strategies leading to competitive benefits concerning brand image, finances, and market share, and customer base, among others. Nevertheless, ⁴ Coca-Cola has to be keen as more changes in the market are expected to remain relevant in the future. Therefore, the company has benefited mainly from globalization expansion.

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