



***COCA COLA IS EVERYTHING : SCM, CRM,
ERP ,SOCIAL MEDIA. YOU NAME IT***

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1886 (Asa Griggs Candler, John Pemberton created the soft drink/beverage "Coca-Cola", but it was Asa Candler, who founded The Coca Cola Company.)

Beverage

Company Profile

Public Listed

Atlanta, Georgia, U.S.
(serve worldwide)



QUESTION 1

WHY IS STANDARDIZATION SO IMPORTANT IN SUPPLY CHAIN MANAGEMENT?
COKE IS DEVELOPING ITS OWN SET OF SOFTWARE SERVICES FOR BOTTLERS TO USE. DO YOU THINK COKE CHARGES THE BOTTLERS FOR THESE SOFTWARE SERVICES? WHY OR WHY NOT?



Standardization is the process of developing and implementing technical standards.

WHY IS STANDARDIZATION SO IMPORTANT IN SUPPLY CHAIN MANAGEMENT?

- MAXIMIZE COMPATIBILITY, INTEROPERABILITY, SAFETY, REPEATABILITY, OR QUALITY.
- STANDARDIZATION IS IMPORTANT SINCE IT PROVIDES SEAMLESS INTEGRATION BETWEEN SUPPLIERS AND COMPANY AND INTRODUCES "EFFICIENCY" IN SCM.
- PROCESS OF SUPPLY CHAIN WILL BE MORE EFFICIENTLY STREAMLINED AND MONEY CAN BE SAVED BY REDUCING EXPENSES ASSOCIATED WITH SUPPLY CHAIN MANAGEMENT.
- ALLOWS ALL DEPARTMENTS WITHIN A BUSINESS TO COMMUNICATE EFFECTIVELY AND EFFICIENTLY.
- SCM TRACK ACTIVITIES THROUGH AN ENTIRE COMPANY AND FOR IT TO RUN MORE EFFICIENTLY STANDARDIZATION WILL HELP IMMENSELY.
- HELP TO SMOOTH OUT THE ACTIVITIES THAT IT PROCESS FOR BUSINESS PARTNERS WHICH CAN TRANSLATE TO HIGHER EFFICIENCY.

COKE IS DEVELOPING ITS OWN SET OF SOFTWARE SERVICES FOR BOTTLERS TO USE. DO YOU THINK COKE CHARGES THE BOTTLERS FOR THESE SOFTWARE SERVICES? WHY OR WHY NOT?

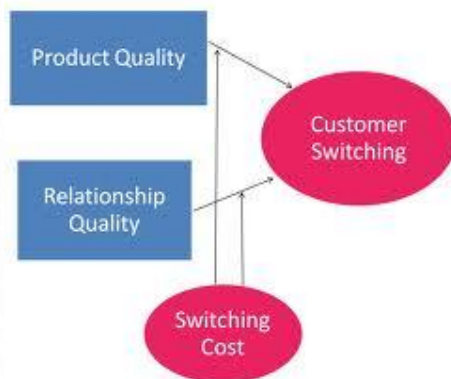


In our opinion Coke does not charge for these services because most of the coke bottlers are owned by the coca cola company. Bottlers just purchase the operations of bottling and the software services are to assist expansion of coca cola. It is a win-win situation since Coke has to deal with only one type of bottling platforms and bottlers are getting most likely free software.

QUESTION 2

HOW IS MY COKE REWARDS AN EXAMPLE OF A SWITCHING COST? HOW CAN A SWITCHING COST NOT HAVE A MONETARY PENALTY ASSOCIATED WITH IT?

SWITCHING COST?



Switching cost is the cost that makes customer reluctant to switch to other product or supplier.

HOW IS MY COKE REWARDS AN EXAMPLE OF A SWITCHING COST?

Coke can get data on drink and buying patterns by tracking information through sales and website.

The information will go in the database so that Coke can bring up the data what is going on with the customers.

It can use this information for customer relationship management activities in order to get in touch with their customers and be doing great with their business.

Consumers in favor of different brands may start switching to coca cola due to its attractive perks and benefits.

HOW CAN A SWITCHING COST NOT HAVE A MONETARY PENALTY ASSOCIATED WITH IT?

- SWITCHING COST MAY NOT HAVE MONETARY COST IF ALTERNATIVE PRODUCTS IS PROVIDED IN THE COMPANY ITSELF AND CUSTOMERS TEND TO STAY WITHIN THE COMPANY.



QUESTION 3

WHAT SORT OF BUSINESS INTELLIGENCE COULD COKE GATHER FROM ITS MY COKE REWARDS WEB SITE? HOW COULD IT USE THIS INFORMATION FOR CUSTOMER RELATIONSHIP MANAGEMENT ACTIVITIES?

- COKE CAN FIND OUT WHERE THEIR TARGET MARKET LIES THROUGH THE MY COKE REWARDS PROCESS
- MY COKE REWARDS ENCOURAGES CUSTOMERS TO PURCHASE COCA COLA PRODUCTS AND COLLECT BOTTLE CAPS AND PACKAGES TO COLLECT POINTS TO REDEEM LATER ON
- PEOPLE WILL CLAIM PRIZES THAT THEY FIND IMPORTANT, AND FROM THIS COKE CAN FIND OUT WHERE THEIR ADVERTISING MONEY SHOULD BE SPENT.
- THE PROGRAM RUNS ON A POWERFUL PLATFORM WHICH AGGREGATES CONSUMER INFORMATION INTO A SINGLE DATABASE AND APPLIES PREDICTIVE ANALYTIC MODEL FOR PROFILING AND SEGMENTING CONSUMER BEHAVIOR
- AS MORE CUSTOMERS PARTICIPATE IN MY COKE REWARDS PROGRAMME THE DATABASE GROWS AND HELPS TO PERSONALIZE THE CUSTOMER

My Coke Rewards Page

mycoke rewards **FTD** Flowers, Plants and Gifts Starting at 200 Points* GET THIS REWARD

Enter Your Code
 Sign in or Register
 Enter Multiple Codes | Where to find codes

Sign In:
 Enter email address
 Enter password
 Register now | Login | Forgot password? | Remember me

How it works | Rewards Catalog | Offers & Promotions | Explore Brands | Schools | Search Catalog

Cha-ching!
 You could win a \$5,000 VISA® Gift Card.
 How would you spend \$5,000? Spend just 3 points and you'll be entered for a chance to win it. Whether it's for a trip, home remodeling or a new wardrobe, this prize is so money.
 ▶ ENTER & SEE DETAILS

No purchase necessary. Ends 3/31/14. See Official Rules for free method of entry, odds, prize descriptions and complete details. Void where prohibited.

Ways to spend points >
 To make it even easier, see what we've picked just for you.

Rewards Mittens
 500 Points
 ▶ See All

Sweepstakes Royal Caribbean International® 7-Night Cruise Vacation for Four
 3 Points
 Rules
 ▶ See All

Instant Win Coca-Cola Sochi 2014 Olympic Winter Games Sweepstakes and...
 3 Points
 Rules
 ▶ See All

Win a Disney vacation
 Earn 2X points on the NEW Sixer
 Win a Royal Caribbean cruise

QUESTION 4

VISIT COCA COLA'S FACEBOOK PAGE. CAN YOU BUY COKE PRODUCTS THERE? WHAT SOCIAL MEDIA TOOLS ARE PRESENT TO ALLOW YOU TO COMMUNICATE WITH COCA COLA?

COCA COLA FB PAGE

Coca-Cola ✓
79,568,266 likes · 853,679 talking about this

Like Follow Message

Food/Beverages
The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.

About · Suggest an Edit

Photos Likes Trophy Tour 2013 ... Videos

Highlights

Post Photo / Video

Write something on Coca-Cola's Page...

19 Friends
Like Coca-Cola

www.facebook.com/coca-cola/photos/a.10150567797523306.402510.40796308305/10152973789558306/?type=1

CAN YOU BUY COCA COLA VIA COCA COLA FB PAGE ?



Social Media Landscape



COCA COLA @ PINTEREST




COCA COLA BLOG

Coca-Cola CONVERSATIONS

To evaluate your collectibles [Click Here](#)

July 15, 2013

Celebrate Harry Potter with a Coke!




Earlier in the week, I was combing through the archives, looking for commemorative bottles to include in an exhibit we're helping to put together for the Ghent Museum of Design in Belgium. We have lots of interesting bottles, but this one in particular caught my eye. It's a commemorative bottle made in 2002 for the release of the film *Harry Potter and the Chamber of Secrets*. How fortunate of a find, seeing as today is the opening day of the final movie, *Harry Potter and the Deathly Hallows - Part Two* -- or *HP-Do* to all your fellow...

About this Coca-Cola Blog

Welcome to the Coca-Cola Conversations blog! We'll share information on a wide variety of topics, ranging from our role in history to Coke collectibles. However, the blog only works if there is a two-way dialogue. We look forward to chatting with you!

Our Team



Phil Mooney is The Coca-Cola Company's Archivist and historian and has led the group for 30 years. While he has seen just about every Coke item, there are still members out there...

COCA COLA INSTAGRAM

6:53 PM

welcome to **Happy Places** BY *Coca-Cola*

Connect →

the best birthday gift! #girlfriends

rolling weekend

I still remember that day #joy

jamming! #music

What makes you happy?

photo album

take a picture

COCA COLA @ TWITTER

COCA COLA @ TWITTER

Coca-Cola @CocaCola Atlanta, GA
Official tweets of Coke & The Coca-Cola Company.
<http://www.coca-cola.com>

34,636 Tweets 66,281 Following 336,610 Followers 11,037 Lists

Tweets Favorites Following Followers Lists

Coca-Cola @Coca-Cola
@leajuli Juliana, lamentamos lo sucedido. Por favor envia mas detalles a traves de: <http://CokeURL.com/usa> *5D
17 minutes ago

Coca-Cola @Coca-Cola
@vapo15 Hi Victor! Thank you for following Coca-Cola! *5S
25 minutes ago

Coca-Cola @Coca-Cola
@CookiesTheJew Thanks for sharing happiness! :) *5S
32 minutes ago

Coca-Cola @Coca-Cola
@sierracuse Yay! Coca-Cola is the perfect way to refresh, Sierra! *5S
33 minutes ago

COCA COLA @ LINKEDIN

LinkedIn Account Type: Basic | Upgrade Farina Broadley Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

[It's a True Story! - 2 ex-homeless guys helped normal people earn over \\$5.1M online. See how!](#)

Companies > The Coca-Cola Company

Overview Careers Products Employee Insights

The Coca-Cola Company
The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola ... more

Follow
121,707 Followers
Add a Follow Company button to your web site
Follow Get it now
Thomas, Chris, and 9 others connect you to The Coca-Cola Company.

11 Second-Degree Connections
17,688 Employees on LinkedIn
View all connections >

Company Updates

The Coca-Cola Company has a new IT Risk Validation Analyst
Tyler McCamant is now IT Risk Validation Analyst, was Technology Assistant I at Kennesaw State University
Like - Careers at The Coca-Cola Company - 6 hours ago

The Coca-Cola Company has a new Worldwide Agency Operations Intern
Samiah Iqbal is now Worldwide Agency Operations Intern, was Student Assistant at Georgia Tech Alumni Association
Like (1) - Careers at The Coca-Cola Company - 7 hours ago

The Coca-Cola Company has a new Principal Scientist
Ron Williams is now Principal Scientist, was Stewardship Manager at Syngenta Crop Protection
Like - Careers at The Coca-Cola Company - 11 hours ago

The Coca-Cola Company New on Unbottled: All the buzz around our Calories Count Vending Machine and Coca-Cola's Wellness Challenge. <http://www.coca-colablog.com/featured-stories/coca-cola-places-bet-on-wellness-challenge/>

Grow Your Career by Following: The Coca-Cola Company
Farina Broadley The Coca-Cola Company
Farina, get the latest on The Coca-Cola Company Jobs, News & more!
Follow Company

QUESTION 5

NOW VISIT PEPSI'S FACEBOOK PAGE. COMPARE AND CONTRAST IT TO COCA COLA'S FACEBOOK PAGE. WHICH HAS MORE EYE APPEAL? WHICH SEEMS TO HAVE MORE ACTIVITY? WHY DO YOU THINK THIS IS TRUE?





- COKE IS OUTGUNNING PEPSI MASSIVELY WITH 70 MILLION FACEBOOK LIKES COMPARED TO PEPSI'S 17 MILLION FACEBOOK LIKES.
- COCA COLA HAS THE BIGGEST COMPANY FACEBOOK PAGE IN THE WORLD, BESTING OTHER HIGHLY RECOGNIZABLE BRANDS SUCH AS WALMART, DISNEY, MTV, HP, AND HYUNDAI.
- FOR EXAMPLE, ONE OF THE TABS ON COKE'S PAGE IS FOR THE "AHH GIVER," AN APP THAT ENABLES USERS TO SEND A SORT OF COCA-COLA BRANDED E-CARD TO FRIENDS. PLUS, A FRIEND WHO RECEIVES ONE OF THOSE CARDS GETS A FREE COKE AND ANOTHER INTERESTING ACTIVITY ON THE PAGE IS THAT CONSUMER/ FAN'S COMMENTS ARE ANSWERED IN THE LANGUAGE IT IS POSTED

- AS FOR PEPSI'S FACEBOOK , FEWER OF ITS FANS VISIT THE PAGE. PEPSI'S FACEBOOK PAGE IS BACKED BY A SOLID ENGAGEMENT STRATEGY THAT KEEPS ITS FANS LIKING, COMMENTING AND SHARING. IT'S COMMON FOR THE PAGE TO GARNER 2,000 OR MORE "LIKES" AND SEVERAL HUNDRED COMMENTS ON A POST, BUT IT'S BEEN KNOWN TO PULL OUT THE CUTE CARD TO GARNER ATTENTION.
- PEPSI'S MARKETING MESSAGE ALSO START TO GETS REPETITIVE AND FOLLOWERS ARE LIKELY TO START TUNING THE BRAND OUT WHEN THEY SEE POSTS POP UP ON THEIR TIMELINE. IN COMPARISON, COKE KEEPS THINGS FRESH WITH NEW CAMPAIGNS, CHARITY INITIATIVES AND LOCAL EVENTS THAT ENCOURAGE USERS TO SHARE POSTS WITH THEIR FRIENDS. MORE GENERALIZED MARKETING CAMPAIGNS THAT ENCOURAGE FACEBOOK USERS TO GET INVOLVED AND SHARE THE PAGE ARE ALWAYS A GOOD IDEA.

THANK YOU