



# Coca-Cola Company. History, SWOT analysis, maketing strategies

By Carol Nganga

GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 212x149x9 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Economic and Social History, grade: B, The University of Liverpool, language: English, abstract: Coca-Cola Company has a long history dating back to 1886, when John Pemberton made Coca Cola syrup at his back yard and carried them to Jacob s pharmacy for sale. In the year 1887, the founder of the Coca-Cola, John Pemberton sold the enterprise to another chemist, Asa Chandelier. Asa Chandelier, through his efforts, turned the Coca-Cola Company in an international path through aggressive advertisements and marketing. At the time, the company manufactured only one brand: the Coca-Cola. However, over the years, it now manufactures about 400 brands in over 200 countries. During the early years of production, the company sold the beverages in glasses, from a fountain in the Jacobs pharmacy. However, in late 19th century, two lawyers obtained permission from Chandelier to sell the beverage in bottles. This was the beginning of the Coca-Cola bottled beverage, which is now carried anywhere all over the world. Around this time, the...



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