**Marketing Plan Analysis and Presentation: Part 2 – Research Template**

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| **Information to be Researched** | **Research Findings** | **Resource Citation Information** |
| Describe the customer segments and target markets. | Coca-Cola segments its markets based on consumer needs and geographical locations. It targets consumers across age groups, populations groups, and regions. | The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Describe characteristics of the target markets that will affect product/service and pricing decisions. | Coca-Cola’s consumer markets are spread worldwide, with some in low-income regions and others in middle-income regions, indicating their varying price sensitivity. They also have different taste preferences; some prefer sugary drinks, while others prefer non-sugary or sugarless drinks. | The Coca-Cola Company. (2020). *A*nnual reports. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Describe how the company differentiates its product and positions its brand. | It differentiates by offering product variety, meeting various market needs, and premium and competitive pricing. In addition, the company positions itself as a market leader in the production and marketing of soft drinks. | The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf>  The Coca-Cola Company. (n.d. b). *About the Coca-Cola Company*. <https://investors.coca-colacompany.com/> |
| Describe a consumer buying behavior model for this company and brand. | Coca-Cola consumers reflect Hawkins Stern's impulse buying model because the company's products are fast-moving consumer goods that are subject to impulse buying and not essential. | Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, *5*(3), 149. <https://www.researchgate.net/profile/Ravi-Bhakat/publication/280298147_A_Review_of_Impulse_Buying_Behavior/links/55ef157108aedecb68fd96b9/A-Review-of-Impulse-Buying-Behavior.pdf>  The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Describe the product mix. | Its product mix includes carbonated and non-carbonated, nonalcoholic drinks | The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Describe the product lines. | It deals with sodas, juices, dairy products, water, and enhanced water and sports drinks. | The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Describe the service processes. | Its service portfolio includes marketing services on behalf of bottlers, distribution of ingredients on behalf of bottlers, and franchising of independent bottlers. | The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Discuss physical evidence of service, service scope, and ambiance. | Liberty Coca-Cola Beverages and Reyes Coca-Cola Bottling are examples of its independent bottling franchisees, media promotions are examples of its promotion services, while its worldwide bottlers and distribution networks are examples of its distribution services. | Liberty Coca-Cola Beverages. (n.d.). *About*. <https://www.libertycoke.com/About/>  Reyes Coca-Cola. (n.d.). *Locations*. <https://www.reyescocacola.com/locations>  The Coca-Cola Company. (2020). *Annual report*. <https://investors.coca-colacompany.com/filings-reports/annual-filings-10-k/content/0000021344-20-000006/0000021344-20-000006.pdf> |
| Discuss the roles of company employees in service delivery. | Its employees provide leadership, strategic direction, execution, and management of its services. | The Coca-Cola Company. (n.d. c). *Leadership*. <https://www.coca-colacompany.com/company/leadership/manuel-arroyo> |
| Define the company’s pricing objectives and discuss whether the objectives are profit- or sales-oriented | It uses pricing to attain profitability and sales volume. Its premium pricing in some markets aims at generating higher markup and margins hence indicating its profit orientation. On the other hand, it is competitive pricing in other markets that aims at attracting sales volumes and thus also sales oriented. | Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, *5*(3), 149. https://www.researchgate.net/profile/Ravi-Bhakat/publication/280298147\_A\_Review\_of\_Impulse\_Buying\_Behavior/links/55ef157108aedecb68fd96b9/A-Review-of-Impulse-Buying-Behavior.pdf |
| Provide an example of current company pricing strategies. | The company employs a competitive pricing strategy by selling its products at lower prices, mainly in emerging markets, to meet the price sensitivity of these markets. | Kayabas, T. D., Boyraz, G., & Derdiyok, R. (2018). Examining Coca-Cola and Pepsi brands under the basis of globalization and multinational companies. *International Journal of Academic Research in Business and Social Sciences*, *7*(12). <https://doi.org/10.6007/ijarbss/v7-i12/3617> |
| Describe pricing tactics (discounts, etc.) that are used to drive short-term demand | The company issue discounts and free drinks through codes entry and redemption. Discounts stimulate high demand due to the expectation of a rise in prices in the foreseeable future. | The Coca-Cola Company. (n.d. d). *A million ways to say thanks*. <https://investors.coca-colacompany.com/news-events/press-releases/detail/133/a-million-ways-to-say-thanks> |

**Research Summary:**

These findings provide an audit of how the company has exploited its marketing opportunities against its marketing objectives. First, Coca-Cola's marketing objectives are explicit. They include achieving profitable diversification and expansion through creating a wide product range and market segments and dominating the global soft beverage market. By understanding how its product mix and marketing strategies, such as the pricing strategy, service processes, and personnel, have impacted its marketing objectives, it becomes possible to identify any gaps that can be addressed in the development of the marketing plan. Secondly, the findings reflect the dynamics of consumers and their behavior in the global soft drinks industry. For instance, consumers in different regions exhibit unique characteristics which influence the consumption behavior of the vast company's products. For example, in Europe, given the characteristic of a developed economy, most consumers originate from middle to high-income households, contrary to regions such as South Asia, where many consumers originate from low-income households due to the emerging economy characteristic of the region. Such being the case, there is variance in price sensitivity between the two markets, with the latter region being the most sensitive. Understanding these dynamics and diversities can help to develop a meaningful and comprehensive marketing plan, one that addresses the pertinent marketing issues. Mainly, these findings provide a reasonable basis for assessing the degree to which the target markets have been effectively responsive to the laid down strategies. In formulating the marketing plan, these research findings are essential as they provide insights into which strategies are appropriate.