



The Coca-Cola Company's Strategic Analysis and Objective

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Introduction

Coca-Cola Company is the leader in the market for soft drinks. It was founded in 1886 and became a manufacturer of iconic glass and other products ("Our company," n.d.). To examine its current situation, SWOT analysis can be applied. It is a strategic tool for identifying strengths, weaknesses, opportunities, and threats for guiding enterprises (Parsons, 2021). Therefore, this paper aims to analyze the company's position to propose a SMART objective.

SWOT Analysis: Future Development

The situation of Coca-Cola Company is defined by numerous factors. Its strengths are a strong brand and a significant market share ("Coca-Cola's growth potential & market share," 2017). The weaknesses include low diversification and competition with Pepsi (MacMillan and McGraith, 1997; Gutierrez, 2021). The opportunities are the capacity to introduce new products alongside soft drinks and remain competitive ("Brands," 2021). The threats are posed by non-compliance with sustainability goals concerning water consumption (MacDonald, 2018). Thus, the new market opportunity is developing offers for differentiation based on the identified strength because the company has a favorable image for this initiative.

Strengths, Mission, Goals, and SMART Objective

The specified direction correlates with Coca-Cola Company's mission and goals. It strives to create products corresponding to varying

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