

# STRATEGIC COCA COLA IN CHINA ESSAY

*The coca-cola company took two decades to invest fully in china. Through its various entry mode strategies, the company was able to.*

It continued its development in the Middle Kingdom until Shanghai became, by , the first market, beside the United States, to reach more than one million cases of Coca-Cola on a per year basis. This gives coca Cola the opportunity to position themselves as an admired and loved brand. Furthermore, Coca-Cola could cooperate with or invest in research and development centres, such as university laboratories and environmental organisations to develop new technology for water purification. To capture the Chinese market and to gain an upper hand over other market competitors, Coca Cola has devised separate methods for entering the market. This may be due to the fact of the diverse market trends across different regions. However, the media and consumers seem to focus on criticising Coca-Cola for not being healthy, which is based on the perception that consumers have. FT Press.! This strategy will also help to balance between its globalisation and localisation by preventing excessive investments in either the global market or the regional market. The basis of a strong Marketing Strategy consists of a proper analysis researching all relevant factors. With that strategy, Coke Company can gain the customer loyalty especially from local customers. The responsibilities of the owner were not clearly marked and hence no accountability was in place. It is obvious that outsourcing, which is one of the core competences of Coca-Cola, has further built up the business in terms of both product developments and marketing communications at different regions. This is further proved by the long term success and stability the strategy provided; currently The Coca Cola System encapsulates 43 production facilities, predicted to rapidly increase in the next decade. As a result, the amount of water that is available for irrigation purpose is dramatically reduced The Corporation Health issues have also arisen towards Coca Cola. To counter this, Coca Cola in their earlier stages in the Chinese market, concentrated their set up and sales in the coastal areas where the consumers possessed greater ability of consumption owing to their exposure to the liberalization going around the world Krishna, It is possible for consumers to associate Pepsi with going to a sports game, and drinking Coca-Cola at a picnic. Current stage “ present : In these years, Coca Cola collaborated with two bottling giants, namely Kerry group and the Swire group. Coca Cola Pushes into China [Online]. Coke vs Pepsi in EMS: different strategies, same gloom [Online]. But initially the market in China was highly divided and fragile. Chinese market will be examined as a case study. The second part focuses on the current issues, core competence and future plans of Coca-Cola.