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THE IMPACT OF IT & FINANCE ON SCM ON MODERN ERA FOR COCA – COLA COMPANY PVT. LTD

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ABSTRACT

The Coca Cola Company is involved in the distribution, manufacture, and marketing of the non-alcoholic concentrates of beverages and syrups worldwide. It is also offering the still and sparkling beverages. Its sparkling beverages include the ready-to-drink beverages with the carbonation of the carbonated waters and energy drinks with the flavored waters also. For its still beverages, its covers the non-alcoholic beverages without the carbonation, the flavored waters, the enhanced waters, and the non-carbonated beverages.

Understanding the financial management of Coca Cola Company can give the overview for the processes and component that had been involved in the financial administration of the company. This has also the aims of determining the process of managing the money and the income of the flows that are associated with the side of business. This can also justified the assurance for the company and its sufficient funds that are availably needed, used in acquisition for resources, and its maintenance. This can also have to determine the Coca Cola Company and its economic productivity and efficiency. This can also be sued by the investors by the investors as a guide for the possible investment in the company and for the future reference for the financial aspect of Coca Cola Company.

Supply chain management encompasses the pre-emptive managing of the progression of goods, services, data, and money between the raw materials stage to the end user, the customer (Trent, 2004, p. 55, para. 5). Successful organizations resorted to thinking outside the box by looking at the entire business strategic picture. Realizing that decisions made by one party in the supply chain directly affected others in the supply chain, organizations began developing strategies to best use the resources at hand.

Based on the aforementioned finding and figure, it cannot be denied that Coca Cola Company is considered to be one of the strongest multinational companies worldwide. It also determined that the international business had been once again led the way with the sparkling and still beverage which contributes in the ample results

Coca-Cola recently added SharePoint Online, which is a virtual database that allows for communication between employees around the world. "Through the use of SharePoint Online, we're able to educate our team so that they can find information and establish interdependencies across the different projects. SharePoint allows us to code and manage information so that we can get it very quickly" (Flowers, 2012). SharePoint has collaboration and messaging tools that allow for instant communication around the world.

I. INTRODUCTION

The Coca-Cola Company is an American historical multinational beverage corporation and manufacturer, retailer, and marketer of non-alcoholic beverage concentrates and syrups, which is headquartered in Atlanta,

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Georgia. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia. The Coca-Cola formula and brand was bought in 1889 by Asa Griggs Candler (December 30, 1851 – March 12, 1929), who incorporated The Coca-Cola Company in 1892. The company operates a franchised distribution system dating from 1889 where The Coca-Cola Company only produces syrup concentrate which is then sold to various bottlers throughout the world who hold an exclusive territory. The Coca-Cola Company owns its anchor bottler in North America, **Coca-Cola Refreshments**.

When it comes to the world's most powerful brands, Coca-Cola is still number one. The iconic beverage maker, which has dominated the global soft drink market for more than a century, continued its 12-year reign at the top in 2011, according to Inter brand's latest global rankings.

For Coca-Cola, achievements like this are by products of a vision and an operating framework that is built on excellence. At Coca-Cola Enterprises (CCE), the exclusive Coca-Cola bottler for its territories in Western Europe, the company's goal is to be the number 1 or strong number 2 choice in every category it competes in.

But on the road to long-term, sustainable growth, CCE faces similar challenges to many other manufacturing and logistics businesses. A top priority is replacing dated systems with a modernized platform across markets to create a cohesive view of metrics and streamlined processes.

The Coca-Cola Company is the leading owner and marketer of non-alcoholic beverage brands. CocaCola either owns or licenses 500 of the world's non-alcoholic beverage brands. Coca-Cola is recognized as the world's most valuable brand. There are approximately 54 billion beverages of all kinds served worldwide, of the 54 billion Coca-Cola accounts for approximately 1.6 billion of those beverages. Coca-Cola sells syrups, concentrates, and sodas to bottling companies and retailers

1.1.1 Coca Cola - The Evolution of Supply Chain Management

Manufacturers of goods and services often struggle with finding the right mix of identifying their particular product or service with the right customer base along with the appropriate price and quantity to satisfy demand. Supply chain management provides valuable insight and assistance by providing organization's information identifying core competencies and competitive advantages. When used to develop a strategic plan supply chain

management can identify areas of improvement resulting in improved processes and increased profitability through cost reductions and improved customer responsiveness.

Coca Cola began as a small organization with a limited supply chain in a small local market. However, as Coca Cola grew and expanded, its supply chain grew with it. This paper discusses Coca Cola's supply chain changes throughout its life cycle from traditional mass merchandising, inventory management and cost containment, supplier and customer alliances, relationship formation, and the future capabilities of its supply chain.

The Coca Cola Company is involved in the distribution, manufacture, and marketing of the non-alcoholic concentrates of beverages and syrups worldwide. It is also offering the still and sparkling beverages. Its sparkling beverages include the ready-to-drink beverages with the carbonation of the carbonated waters and energy drinks with the flavored waters also. For its still beverages, its covers the non-alcoholic beverages without the carbonation, the flavored waters, the enhanced waters, and the non-carbonated beverages. The Coca-Cola Company also offers the different fountain syrups and concentrates syrups. It brand names marketing includes the Coca-Cola, Diet Coke, Sprite and Fanta. The company was founded in the year 1886 which had headquartered on Atlanta Georgia (Coca Cola Company Corporate Website, 2008).

The company's finished beverages products that bear its trademark can be sold into more than 200 countries with the eight segments in the whole world. The company had also been completed the acquisition of the Energy Brands, Inc., and the numerous range of water products. For the past performance of the Coke, it can be determined that it is indeed an excellent firm for having the outstanding products, management, earning, and marketing. In order to have the better overview on this company, it is important to determine and analyze its financial management to see its development (Modern Graham, 2008).

1.1.2 Supply Chain Definition

Supply chain management encompasses the pre-emptive managing of the progression of goods, services, data, and money between the raw materials stage to the end user, the customer (Trent, 2004, p. 55, para. 5). Successful organizations resorted to thinking outside the box by looking at the entire business strategic picture. Realizing that decisions made by one party in the supply chain directly affected others in the supply chain, organizations began developing strategies to best use the resources at hand. As a result, supply chain management seeks solutions or methods benefiting the entire supply chain. As Trent (2004) comments "Supply chain management involves proactively managing the two-way movement and coordination (that is, the flows) of goods, services, information, and funds from raw material through end user" (p. 54, para. 3).

1.1.3 Traditional Mass Merchandising

Organizations like Coca Cola started out as local or regional manufacturers that eventually employed large scale manufacturing techniques. However, these traditional mass manufacturing techniques prevented quick product design, research and development. During this timeframe, Coca Cola focused on producing Coke by keeping equipment operating and maintaining a steady stream of supplies that resulted in excess work-in-process inventory (Wisner, Leong, & Tan, 2005, p. 10, para. 4). In this scenario, because information, design, production, and distribution are conducted in house, outside collaboration is not a viable option.

1.1.4 Inventory Management and Cost Containment

As Coca Cola expanded nationally and internationally by adding licensed bottlers and distributors, the company recognized the need to control inventory and its related cost to the company. The advent of material

requirements planning (MRP) systems and manufacturing resource planning (MRPII) systems along with improved computer capabilities provided organizations like Coca Cola the ability to track inventory accurately. As a result, reduction of inventories such as new and used bottles, sugar, syrup, and other ingredients occurs along with improvements in communication indicating when further acquisitions are necessary. While not implemented, Coca Cola realizes the importance of radio frequency identification as a benefit for the future.

1.1.5 Supplier and Customer Alliances

Coca Cola along with many other companies found itself in fierce global competition. Coke found itself competing globally with other soft drink manufacturers, most notably Pepsi Cola. Manufacturers investigated ways to provide low cost and high quality products while maintaining high customer service levels. To accomplish these goals, Coca Cola implemented "just-in-time (JIT) and total quality management (TQM) strategies to improve quality, manufacturing efficiency, and delivery times" (Wisner, Leong, & Tan, 2005, p. 11, para. 1). To minimize disruptions to manufacturing because of schedule or production problems related to safety stock, organizations began to see the value in strategic and cooperative supplier-buyer customer relations through the use of JIT and TQM.

Developing strategic cooperative supplier-buyer customer relationships allows organizations such as Coca Cola to select suppliers that provide the highest quality service. Coca Cola identifies those suppliers and gives the majority of its business to those that assist in generating additional sales through improved delivery, quality, and product design as well as provide cost savings, improvements in processes, materials, and components used in the manufacturing of their products.

Organizations, facing increased competition and uncertain economic conditions, use business process reengineering (BPR) that is a business process designed to reduce waste and increase performance. To accomplish this, organizations focus on cost reductions and emphasis placed on organizational core competencies leading to long-term competitive advantage. For example, Coca Cola has installed SAP software to assist improving processes, execution, and store deliveries.

1.1.6 Bottling Iconic Brands in Europe

CCE is one of the world's largest marketers, producers and distributors of Coca-Cola products. CCE buys concentrate from The Coca-Cola Company and combines it with other ingredients to create some of the most popular beverages in Belgium, Great Britain, France, Luxembourg, the Netherlands, Norway and Sweden.

In 2010, CCE completed a significant transaction with The Coca-Cola Company, selling its North American operations, while retaining its European territories and acquired new bottling rights for Sweden and Norway.

CCE's executives recognized that establishing a uniform IT program across all of its business units would be critical for expanding CCE's footprint in Europe.

"It is very important for us to have a set of consistent standards and processes, so that when we acquire and integrate new territories into our business we can easily put those practices in place in a short time," says Kemal Cetin, vice president of European deployment at CCE.

1.1.7 Driving Regional Expansion with IT

As part of its Genesys program, CCE set out to deploy a new supply chain management solution at all 17 of its European plants. The new system would replace and automate many of CCE's supply chain processes and required new skill sets to ensure the required speed of deployment.

CCE needed a partner to help deliver this new SAP-enabled business transformation. This would involve not only delivering a technology solution, but also training users on the new processes to ensure the full benefits were realized.

CSC was selected because it has combined a strong 'front office' business transformation and change management consulting capability with a 'back office' technology delivery capability for CCE since 2008. Prior to Genesys, CSC had already been supporting CCE's applications with SAP, including order processing, manufacturing, financial transactions, human resources, procurement and other related processes.

"We started Project Genesys not as an IT project, but as a business transformation project to enable CCE's day-to-day business to work in a harmonized way," says Cetin. "Since CSC knew our processes, people and solutions, we thought that would carry over very well into the deployment process, and especially from an acceleration perspective, because the learning curve would be relatively short."

"Beyond that," Cetin adds, "CSC has very experienced and capable people from an implementation perspective. And, we needed to make sure the cost-quality equation worked for us. CSC met our criteria and satisfied us from that perspective as well."

II A MODERN SUPPLY CHAIN FOR A CLASSIC BEVERAGE

When it comes to the world's most powerful brands, Coca-Cola is still number one. The iconic beverage maker, which has dominated the global soft drink market for more than a century, continued its 12-year reign at the top in 2011, according to Interbrand's latest global rankings.

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But on the road to long-term, sustainable growth, CCE faces similar challenges to many other manufacturing and logistics businesses. A top priority is replacing dated systems with a modernized platform across markets to create a cohesive view of metrics and streamlined processes.

2.1.1 Filling a Gap between Supply and Demand

The Genesys program is an integrated SAP Enterprise Resource Planning (ERP) solution that will replace CCE's legacy systems in the processes of "order to cash," "requisition to payment," and "record to report."

Genesys will allow CCE to shorten cycle time in these processes and be more productive. It will also help bring more visibility into the business and improve decision making.

"We are a shelf-replenishment company, a supply chain company, a sales and customer services company," says Esat Sezer, senior vice president and chief information officer of CCE. "It is very important for us to integrate our manufacturing plants all the way up to the replenishment of shelves in the retail outlets. Through the information side of the equation, we are basically tying those two ends of the business process together: the manufacturing side, which drives the supply of our product, and the shelf-replenishment side, which drives the demand part of our product."

CSC is playing a major role in expediting the delivery of Genesys across CCE's operations, allowing CCE to deploy Genesys at multiple-country locations at a much faster pace than if CCE had forged ahead alone.

"There are a lot of technology areas that require some capacity that we might not have or some technology areas that we might not have the knowledge about," says Sezer. "So whenever we have those knowledge gaps, we turn to our strategic partner CSC to fill in. Whenever an accelerated deployment need arises, we leverage CSC, and we can generate value much more quickly."

III. INFORMATION TECHNOLOGY IN CO-CA COLA

3.1.1 Technologies Currently Used

Coca-Cola recently added SharePoint Online, which is a virtual database that allows for communication between employees around the world. "Through the use of SharePoint Online, we're able to educate our team so that they can find information and establish interdependencies across the different projects. SharePoint allows us to code and manage information so that we can get it very quickly" (Flowers, 2012). SharePoint has collaboration and messaging tools that allow for instant communication around the world. They also have "desk-less" workers portals. These are internet applications that are installed on phones or Ipads to give employees' access to SharePoint where ever they are. (Frank, 2012)

3.1.2 How Coca-Cola Manages these Learning Technology Tools

Coca-Cola manages its technologies by remaining current. The company has the ability to "continually harness new technology in a variety of ways to further the brand" (Ireland, 2011 p.2). Coca-Cola maintains an active presence on social networking sites such as Facebook, Twitter, LinkedIn, and others. Coca-Cola's use of campaigns, such as the Facebook face recognition technology campaign launched in Israel is another example of how effective this company is in its use of technology (Simply Zesty, 2011). Coca-Cola's management of innovative technology will further its position as a leader in the area of branding.

3.1.3 Compatibility of Implementing 2.0 Tools

The Coca-Cola Company has continuously kept up with the times when it comes to technology. The use of web 2.0 tools in their marketing continues to grow as technology changes. From their own social network (mycoke.com) to various Facebook applications, Coca-Cola stays current with today's technological trends. Coca-Cola uses Web 2.0 tools for interactive games and applications for their customers and employees. (Woyke, 2006)

Through their various research teams, Coca-Cola is able to reach out to both the customer and the employee and see what is needed on a consumer level and a training level. Coca-Cola Company has a virtual, global University to train employees with various skill levels. Podcasts and PowerPoint presentations are some examples of Web 2.0 tools for Coca-Cola University. Coca-Cola is also a part of the IGA Coca- Cola Institute. This institute uses online training programs such as webcasts and tutorials to train food retail workers in various tasks. (100 BEST GLOBAL BRANDS, 2009)

IV. UPGRADES AND CHANGES THAT CAN LEAD TO BETTER TECHNOLOGY INTEGRATION

Mobile devices have become a great way for companies to keep their employees informed. The Coca-Cola Company must continue to integrate mobile learning into its other training and development goals. Its decision to join forces with Kelley Executive Partners, as a way to help employees understand how young consumers use

Web 2.0 was an effective strategy in this regard (Hollon, 2011). Coca-Cola needs to continually "connect employees to the knowledge and expertise they need, when and where they need it" (p. 1). This is done through maintaining active engagement about technological needs, and upgrading to the most current tools.

While it's mainly thought of as a simple soft drink company, other businesses could take a page from the Coca-Cola handbook when it comes to using technology for innovation. As a company, Coca-Cola constantly changes, rebrands, advertises for and presents their products in order to keep sales consistently high. Since the dawn of social networking, the green movement and the ability to stay constant connected to the Internet, Coca-Cola has continually harnessed new technology in a variety of ways to further the brand.

4.1.1 Greener Bottles

Coca-Cola introduced greener bottles and packaging in 2009, producing 2.5 billion of their products using less petroleum. The practice has been so successful that other companies, such as Heinz, have harnessed this technology to create greener packaging as well. While the 2009 production represents only three percent of Coca-Cola's packaging, the movement continues to grow, as billions of cases of Coca-Cola products are shipped globally each year.

4.1.2 Social Networking

Coca-Cola maintains a visible appearance on Facebook and other social networking sites such as Twitter. With over 34 million fans as of 2011, Coca-Cola harnesses the power of social networking to spread the word concerning new products, test advertorial campaigns, invite users to play games and associate Coca-Cola products with positive feelings. Using social networking technology enables a brand to stay young, fresh and current.

4.1.3 Freestyle Dispensers

Coca-Cola began rolling out its freestyle dispensers in late 2010 and early 2011. Unlike typical soda fountains, the freestyle dispenser allows you to create your own beverage by choosing from over 100 drinks in various combinations. Not only does freestyle technology allow a greater variety of drinks through its computer-like interface, but the dispenser records information concerning consumers' drink choices, then sends the data back to Coca-Cola as market research.

4.1.4 Online Advertising

Coca-Cola uses subtle yet effective online advertising to make you feel like you want its products. Targeted advertisements on websites mean that Coca-Cola has greater control over who sees their ads and when they see them. For instance, when you're perusing the online menu of a local eatery, Coke ads may appear, making you associate that restaurant with a tall, icy glass. Or, when you're researching local beaches, you may see an ad for Coca-Cola products, thereby associating heat with the refreshment of Coke.

V. FINANCE MANAGEMENT IN CO-CA COLA

Understanding the financial management of Coca Cola Company can give the overview for the processes and component that had been involved in the financial administration of the company. This has also the aims of determining the process of managing the money and the income of the flows that are associated with the side of business. This can also justified the assurance for the company and its sufficient funds that are availably needed, used in acquisition for resources, and its maintenance. This can also have to determine the Coca Cola Company

and its economic productivity and efficiency. This can also be sued by the investors by the investors as a guide for the possible investment in the company and for the future reference for the financial aspect of Coca Cola Company.

5.1.1 Revenue Generated by Co-ca Cola

According to the 2005 Annual Report,[19] the company sells beverage products in more than 200 countries. The report further states that of the more than 50 billion beverage servings of all types consumed worldwide every day, beverages bearing the trademarks owned by or licensed to Coca-Cola account for approximately 1.5 billion (the latest figure in 2010 shows that now they serve 1.6 billion drinks every day). Of these, beverages bearing the trademark "Coca-Cola" or "Coke" accounted for approximately 78% of the company's total gallon sales.

Also according to the 2007 Annual Report, Coca-Cola had gallon sales distributed as follows:

- 43% in the United States
- 37% in Mexico, India, Pakistan, Brazil, Japan and the People's Republic of China
- 20% spread throughout the rest of the world

In 2010, it was announced that Coca-Cola had become the first brand to top £1 billion in annual UK grocery sales.

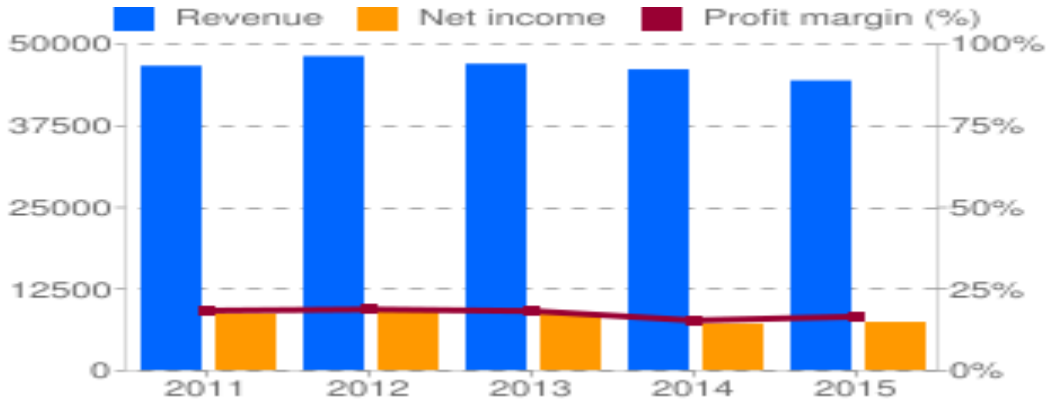
Coca-Cola follows the accounting principles that are generally accepted in the United States (GAAP). When making decisions, the company executives always consider the impact on stakeholders of the company and are care full to behave ethically and follow the policies of Coca-Cola. The company only records revenue when collectability is assured and delivery of all products has occurred. The company attempts to be very realistic when recording information that is not set in stone. Also, Coca-Cola takes potential market risks into account on their financial statements in order to more accurately display the state of their company.

Over the past three fiscal years for Coca-Cola, 2007-2009, the company's stock has reached a high of $63.81 and a low of $39.10.The fact that the company has stayed in the same approximate $20 range means that the company's sales have stayed somewhat consistent. In the current year of 2010, the company's stock has reached a high of $64.69 and a low of $49.47.In 2009, it reached a low of $39.10 and a high of $59.11. In 2008, it reached a low of $41.50 and a high of $63.77. In 2007, it reached a low of $45.89 and a high of $63.81. The drop of stock prices was due to a dispute with the company Costco who, in November 2009, stopped purchasing Coca-Cola and Diet Coke products in 2007, the Coca-Cola Company had an immensely high Price Earnings Ratio of $61.78, meaning that investors were optimistic about the future prospects of the company. However, in 2008, the Price Earnings Ratio fell heavily down to $48.21, meaning that investors were beginning to question the future prospects of the company. Once 2009 came around, the ratio rose to $53.56, showing that the company is beginning to bounce back and is showing more of a promising future. Over the years, the Coca-Cola Company has steadily grown in stock price. Over the past few years, even when they were having difficulties in 2008, they showed that they were still able to surpass their competition more and more each year.

The profit margin ratios are indicating that the company was receiving more profit from sales in 2009 than in 2008 and received less profit in 2008 than in2007.The gross margin ratio is indicating that the percentage of total revenue that the company retains. This has very slightly decreased from 2008 to 2009but the change is very minimal and most likely does not have much to do with the operation of the company. It increased slightly between 2007 and2008. The changes in gross margin are very small.

A decrease in gross margin ratio may be caused by an increase in the cost of goods sold. The more expensive it is to produce an item, the less profit the company will retain. An increase in cost of goods sold may be related to scarcity of resources and inflation. An increase in the gross margin ratio is most likely due to a decrease in the cost of goods sold. Also, a decrease or increase in revenue may also affect this ratio Profit margin ratio may be affected by several factors. An increase may be a result of an increase in net income from net sales or a decrease in net sales compared to the net income. The opposite is true of a decrease.

Income statement of Co-ca cola



Stocks of Co-ca cola

Since 1920, Coca-Cola has been a publicly traded company. One share of stock purchased in 1919 for $40, with all dividends reinvested, would be worth $9.8 million in 2012, a 10.7% annual increase, adjusted for inflation. In 1987, Coca-Cola once again became one of the 30 stocks which makes up the Dow, the Dow Jones Industrial Average, which is commonly referenced as the performance of the stock market. It had previously been a Dow stock from 1932 to 1935. Coca-Cola has paid a dividend, increasing each year for 49 years.[25][26] Stock is available from a direct purchase program, through Computershare Trust Company, but unlike many programs, has investment fees.

VI. RESEARCH INVESTIGATIONS

The analysis for the financial statement of Coca Cola had been starting the year 2000. Based on the financial analysis made, it showed that that there is a declination for the total asset for the year 2000 which is 3.65% as compared in the year 1999. The asset structure and the governing segment has only decreased by 1.69% in the in the investment as well the in the tangible and intangible assets. The current ratio has the increase for about the six percent starting and currently contributing for the extension in the 30 percent of the total assets. The receivables and inventories declines for having the non-significant fraction while the equivalent and cash rise for 2.2 percent. Due to the stated dilemmas in the declination of the asset, there were adjustments that can cause the diminutive effects of the company's structure. In the same year, the increase in the ratio had also increase about 0.7 percent because of the equity reduction or the income loss. The long term debt and the total capital have also improved 0.5 percent due to the impact of high increase in the short-term liabilities. For the company's liquidity, the current ratio that measures the ability of the company has the increase of 4.3% in the year 2000. There is also the other important factor to consider as the decrease in the dynamic liquidity of 1.2. For its profitability and efficiency, the sales revenues also increased by 3.3 percent which is moderate decrease in operating profit

and to the profit before tax which is 1.1%. The inventory turnover increase for 4.3% while the ROA and ROE had decrease for 7.9 and 9 percent for the order within the inventory efficiency. For its EPS, it fell for 10.2 percent in the same year and suggesting the likelihood for the gaining profit by the shares of investment and most likely will increase in the short-term liabilities with the slow growth pace. With regards to the cash flow of the company, it can be known that during this year, have no experience in the restructuring for the past year. This only shows that it has the stable figures and is presented in the cash flow chart. Although the figures are having almost the same, they still have the tendencies that it was most likely the interest and intentions of the company. In general, for the year 2000, the Coca Cola Company has no experience of extreme changes apart from short-term liabilities which has considerable increase. To be on market for the past decades, these changes cannot affect for the short-term run due to the fact that it already built the good reputation. Additionally, it also lived up to the expectations on showing off for the good results every year. Nevertheless, it is also obvious these are for the time of changes whereas the different strategies need to consider and implemented. Currently, the company is looking for the right direction by improving the different segments (Echeat, 2007).

After 8 years of business production, the first quarter of the report of Coca Cola Company can be analysed. For the first quarter of the year 2008, EPS had increased of 20 percent or $0.64 as compared to the previous year right after the consideration of the impact of the comparability. For the worldwide volume of the case had reach for 6 percent for this first quarter and into the international unit case volume which had reached for about 7 percent. There had also recorded the strong cash generation with the operational increase of 18 percent. The company had begun the year with success which has the solid quarter for the consistent and overriding objective for the creation of long-term sustainable growth. The success of the system of company is the execution of the strategies from the beverage innovation for the effective execution for the sale point and to continue growth drive. Additionally, there is also a balance growth that proves the ability in managing the time and geographies for delivering the results (Coca Cola Company Corporate Website, 2008).

The net operating revenue of the Coca Cola for the forts quarter of this year had increase by 21 percent. The company's revenue growth only reflects for the 5 percent in the increase for the concentrate sales and the 5 percent for the increase in the structural change due to the relations of bottlers' acquisition as well as the 9 percent and 2 percent of the currency and pricing mix, respectively. There was also 18 percent in the increase for cash for operation as compared to the previous year which records $1.1 billion. The company also repurchased its stocks for $309 million in the said quarter and expected to repurchase it for $1.5 to $2.0 billion in the stocks for the full year for about $1.5 and up to $2.0 billion. There are also the approved annual increased of the dividends that can rise for 12 percent starting 2007.

VII. CONCLUSION

Based on the aforementioned finding and figure, it cannot be denied that Coca Cola Company is considered to be one of the strongest multinational companies worldwide. It also determined that the international business had been once again led the way with the sparkling and still beverage which contributes in the ample results. This only recognized that there are still more workings that need to be done for the continuing success of the company which is the North America as special mention for its challenging economic environment. This only

proves that the company is still optimistic regarding its progress and it can continue to remain to be committed for the development and improvement of the execution of the strategies.

VIII. RECOMMENDATION

For recommendations to the Coca Cola Company, albeit the facing of the difficult macroeconomic circumstances, the success can be continually gain and achieved if there is a continuous collaboration with the bottling partners. Aside from that, it can also maintain if there is maintenance for the unrelenting focus in the integrated consumer marketing, franchise and commercial leadership. It is also important to leverage the strategic acquisition and leading brands for building the innovation for its pipeline through the productivity driving. There should also be more excellent management financially for the company with existing cultures of the foods.

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