

**SWOT ANALYSIS Strength (Strength):** There are 7 potential strengths of Coca Cola Highest brand equity: Coca Cola has the highest brand equity, and during 2018 they were among the 7 most mentioned brands worldwide (Badenhausen, 2018). Additionally, they can take advantage of the humid climate to enjoy Coca Cola drinks as a means to calm themselves.

**THREAT Direct And Indirect Competition:** Although Pepsi is a direct competitor to fizzy drinks, they have also many other brands which are indirect competitors of Coca-Cola such as Starbucks, Costa Coffee, Lipton Juice, Tropicana And Nescafe which can also threaten the market of Coca-Cola.

**Product diversification:** Because Coca Cola has low product diversification, this becomes influential, where they lag behind Pepsi which launched several snack products such as Kurkure and Lay (Anik et al., 2020).

**Scarce sources of raw materials:** Scarcity of water sources is now increasing, this is one thing that Coca Cola will face, because its raw material is water and it will be difficult to manage its raw materials at cheaper prices (Anik et al., 2020).

**OPPORTUNITY**

**Introducing new products and diversifying its segments:** Coca-Cola has a potential opportunity to diversify its new products through the food and health segments, similar to what Pepsi has done, this could add opportunities to revenue.

**Strong distribution channels:** Coca-Cola's quality products reach all its markets including Asia, Europe, Africa etc., they have strong and proficient distribution channels (Anik et al., 2020).

**CONCLUSION** In the author's opinion, the marketing mix concept and Coca-Cola's partnership strategy are the most representative examples of the implementation of certain strategies with the greatest achievements.

**Expanded global reach:** Coca Cola is sold in over 200 countries worldwide allocating sales of 9 billion per day to their products. To date, it has introduced more than 230 types of product variants throughout the world, most of them variations of Coca Cola drinks, such as Cherry Coca-Cola and Coca Cola Vanilla.

**Economic Factors (Economical),** Coca Cola products are distributed to hundreds of countries. Coca Cola has changed and updated the way it handles its products by creating new flavors to accommodate these customers.

**Absence in health drinks:** Because Coca Cola is not included in any healthy product, so this is a weakness for their product, it is always known as an unhealthy drink that can lead to obesity.

**Packaging controversy:** Because Coca Cola uses plastic for its packaging, they were criticized by green peace organizations in their report published in 2017.

**Social factors (Social),** Coca Cola distributes most of its products in cultural countries. Coca Cola needed to respond to this need by creating a product that the healthy American public could respond to.

**Technological factors (Technological),** Machines have helped Coca Cola produce products in better and greater quantities.

**Legal Factors (Law)** Coca Cola retains all rights related to its business, including past and future products developed using patented processes.

**Strong marketing and advertising strategies:** Coca Cola has a very talented marketing team creating unique strategies to market their brand. Coca-Cola has sponsored global sports such as the Olympics, FIFA World Cup, etc. For example, during 2007 there were rumors spreading about the pesticide content in Coca Cola soft drinks.

**Bottled drinking water:** Apart from carbonated soda, Coca Cola also has drinking water brands, for example Kinley.

**Political Factors (Politic),** Coca Cola products are under the authority of the FDA. Accounting, taxes, internal marketing, and changes in employment laws may affect Coca Cola in this way. Coca Cola has a factory in the UK with the best machinery to ensure fast delivery times and quality product development. These photos trend on social media sites like Facebook, providing social proof and driving Coca Cola

sales. Environmental Factors (Environmental), Coca Cola is influenced by water accessibility. This works well in developing countries where Coca Cola has little "premium" competition (Frue, 2016). Aggressive competition with Pepsi: Coca Cola's biggest rival is pepsi.