

## MARKETING

a) The organisation selected for this task is Coca Cola. One of the relevant marketing factors for the company is the changing preference of consumers towards more healthy drinks. This potentially has adverse consequences for the Coca Cola as it is likely that consumers in the near future would reduce their intake of soft drinks in particular the cola drinks primarily because of their adverse health implications in the long run (Taylor, 2016). As people become more conscious about healthy lifestyle, it also provides an exciting new opportunity for the company to exploit. This is in the form of new healthy line of products which focus on tapping this segment and leveraging the strong brand name that the company has built over the years (Sengupta, 2005).

Thus, in order to ensure that the business remains sustainable, the company can launch products such as Coca Cola Life and efforts should be put on highlighting the health aspects of the same which would help in attracting this health conscious consumer segment. Besides, the company may also launch flavoured waters so as to gain a first move advantage in wake of this general trend noticed globally across consumers (AFN, 2015).

The changing preferences of the consumers is a macro factor from the marketing perspective as this change is linked to a social and demographic change as the young consumers are more conscious about their lifestyle. Additionally, it is not limited to Coca Cola but is a factor which is influencing the whole beverage industry and the various related companies (Kotler, & Keller, 2014).

b) The best response for a company like Coca Cola would be to leverage this trend to enhance the business by enhancing the products offerings and altering the marketing focus. It is pivotal that the company needs to offer healthy drinks which are at the same time tasty also. A humble beginning in this regard has already been made by the company through the launch of Coca Cola Life (Taylor, 2016). Additional products on the same line need to be launched by the company so as to offer a wide gamut of healthy drinks. The company can also offer various ranges of flavoured water which is a segment which is expected to take off in the near future (AFN, 2015).

Thus, one aspect is the innovation in product and the second key aspect is marketing. It is essential the company in the promotional campaign and the various elements of marketing mix must highlight the health benefits of these products so as to enhance the consumer

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awareness further and also project the product offerings as healthy drinks. This would enable the company to gain a competitive edge and also a first mover advantage which can be sustained in the future also (Sengupta, 2005). Besides, in this manner, the company can leverage its iconic brand in order to generate sustained sales growth in the future also as this would primarily depend on the new product offerings as the coca drinks sales are expected to witness a decline (Kotler, & Keller, 2014).

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### References

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Taylor, K. (2016, March 30), *Coke and Pepsi are facing a terrifying reality*, Business Insider, Retrieved March 17, 2017 from <http://www.businessinsider.in/Coke-and-Pepsi-are-facing-a-terrifying-reality/articleshow/51608115.cms>