

the most recognized brand



Brand: Mehta Solutions

Product Code: case244

Weight: 0.00kg

Price: Rs500

Short Description

the most recognized brand

Description

the most recognized brand CAST STUDY solution

Read the following text and answer the questions given at the end :

One of the most recognized brand names in the world - Coca-Cola - got its start in U.S.A. in an Atlanta Pharmacy. The name Coca-Cola registered as a trademark in the year 1893. The drink soon became a national phenomenon. Coca-Cola expanded beyond the American borders in the early 1900s into numerous countries. It pursued aggressive global branding and its popularity throughout the world was fuelled by colourful and persuasive advertising, Coke's moves into formerly restricted markets such as China in 1978 and the then U.S.S.R. in 1979, bolstered its image as a global company. However, during the same period it moved out of India due to the prevailing political and legal environment. By 1988, Coca-Cola was voted the best known and most admired brand in the world. One advertising agency executive said "There are about two products that lend themselves to global marketing and one of them is Coca-Cola." Still in 1964 Coca Cola didn't institute a uniform marketing programme in each of its global markets. Rather the company often tailored the flavour, packaging, price and advertising to match the tastes in specific markets. The local managers were assigned responsibility for sales and distribution programmes of Coke products to reflect the market differences in consumer behaviour across countries. The company used the phrase "Think global, act local" to describe its marketing strategy. In response to the depressed sales brought by international recession later on, the company pursued a restructuring plan that would recast the beverage giant as a 'collection of smaller, locally run businesses.' When the new Chairman and CEO took over in 2000 he expressed his desire for Coca-Cola managers to adopt a new mantra "Think locally and act locally".

Questions :

- (a) Why is it important for Coke to analyze the political, cultural and economic environment of the markets it is operating in/it wishes to enter ?
- (b) What is the meaning of "Think locally and act locally" ? Can and should this marketing philosophy always work ? Why ? Discuss with the help of examples.
- (c) If Coke wants to conduct a market research to find out consumer attitude towards its products in Gulf countries, can it adopt the same methods/techniques as it uses in, say, Western markets ? Discuss with the help of examples

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers