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The Coca Cola Company is one of the most recognizable brands in the world. It is a global leader in the beverage industry, with a presence in over 200 countries. As such, the company has an extensive and complex supply chain that is responsible for the production, distribution, and sale of its products. This guide provides an overview of the Coca
Cola supply chain, including its structure, processes, and key players. It also examines the company's sustainability initiatives and how they are impacting the supply chain faces in the future. Coca-Cola is a global leader in the beverage industry, with a vast network
of suppliers and distributors that span the globe. As such, the company has developed a comprehensive supply chain is its global network of suppliers. The company works closely with its suppliers to
ensure that they are able to meet the company's high standards for quality and consistency. Coca-Cola also works with its suppliers, Coca-Cola also has a vast network of distributors that are responsible for delivering the company's
products to customers. The company works closely with its distributors to ensure that they are able to meet the company's delivery timelines and that the products are delivered in the best possible condition. Coca-Cola also utilizes advanced software solutions to track
the movement of its products from suppliers to distributors and customers. This allows the company to monitor the progress of its products and ensure that its supply chain is as efficient and
environmentally friendly as possible. The company has implemented a number of initiatives to reduce its carbon footprint, such as using renewable energy sources and reducing its reliance on single-use plastics. By utilizing a comprehensive supply chain management system, Coca-Cola is able to ensure that its products are delivered to customers in a
timely and efficient manner. The company's commitment to sustainability also ensures that its supply chain is a powerful tool that provides numerous benefits to the company. By automating the supply chain, Coca Cola's automated supply chain is a powerful tool that provides numerous benefits to the company.
reduce costs, and improve customer service. First, automating the supply chain, Coca Cola to reduce to manage the supply chain, resulting in lower labor costs. Additionally, automating the supply chain can reduce the
amount of time and resources needed to manage the supply chain, resulting in further cost savings. Second, automating the supply chain allows Coca Cola to quickly and accurately track orders, ensuring that customers receive their orders in a timely manner. Additionally
automating the supply chain allows Coca Cola to quickly identify and address any issues that may arise, ensuring that customers receive the best possible service. Finally, automating the supply chain allows Coca Cola to quickly and accurately track orders, ensuring that
orders are fulfilled in a timely manner. Additionally, automating the supply chain allows Coca Cola is able to reduce any issues that may arise, ensuring that orders are fulfilled correctly. Overall, Coca Cola is able to reduce
costs, improve customer service, and streamline its operations. Coca Cola is a global leader in the beverage industry, and its commitment to sustainable supply chain practices that have had a positive impact on its operations and the environment. Coca
Cola has implemented a number of initiatives to reduce its environmental footprint. These include reducing water usage, increasing the use of renewable energy sources, and improving the efficiency of its packaging. The company has also invested in sustainable agriculture practices, such as using sustainable farming methods and investing in local
communities. These initiatives have helped to reduce the company's carbon footprint and have improved the quality of its products. Coca Cola's sustainable supply chain practices have also had a positive impact on its employees. The company has implemented a number of initiatives to improve working conditions, such as providing better wages and
benefits, and improving safety standards. These initiatives have helped to create a more positive work environment, which has resulted in increased employee satisfaction and productivity. Finally, Coca Cola's sustainable supply chain practices have had a positive impact on its customers. The company has implemented a number of initiatives to
reduce its environmental impact, such as using recycled materials in its packaging and reducing the amount of waste it produces. These initiatives have helped to create a more sustainable product, which has resulted in increased customer satisfaction. Overall, Coca Cola's sustainable supply chain practices have had a positive impact on its
operations, employees, and customers. The company's commitment to sustainability has helped to reduce its environmental footprint, improve working conditions, and create a more sustainable product. As a result, Coca Cola has been able to remain a leader in the beverage industry. The global supply chain of Coca Cola is a complex and intricate
system that requires careful management and oversight. As the world's largest beverage company, Coca Cola has a vast network of suppliers, distributors, and customers that span the globe. This presents a number of challenges for the company in terms of managing its supply chain. One of the biggest challenges is managing the complexity of the
global supply chain. With suppliers, distributors, and customers located in different countries, Coca Cola must ensure that all of the supply chain are working together in harmony. This requires a great deal of coordination and communication between all of the parties involved. Another challenge is managing the cost of the global
supply chain. As the company expands its operations into new markets, it must ensure that its supply chain is cost-effective and efficient. This requires careful planning and analysis to ensure that its supply chain is cost-effective and efficient.
risks associated with its global supply chain. With suppliers and customers located in different countries, the company must be aware of potential political, economic, and social risks that could affect its operations. This requires the company must be aware of potential
risks. Overall, managing the global supply chain of Coca Cola is a complex and challenging task. The company must be able to effectively manage the complexity of the supply chain, control costs, and mitigate risks in order to ensure that it is able to provide quality products and
services to its customers around the world. Coca-Cola is a global leader in the beverage industry, and its success is largely due to its efficient supply chain. The company has implemented a variety of technologies to streamline its supply chain. The company has implemented a variety of technologies to streamline its supply chain.
technologies that Coca-Cola uses to streamline its supply chain is its proprietary Enterprise Resource Planning (ERP) system. This system is used to manage the company's inventory, products from the factory to the customer, ensuring that the right
products are delivered to the right locations at the right location at the right 
understocking its products, which can lead to costly delays or lost sales. Finally, Coca-Cola has implemented a variety of digital technologies to improve the efficiency of its supply chain. For example, the company uses radio-frequency identification (RFID) tags to track the movement of its products throughout the supply chain. This allows the
company to quickly identify any issues that may arise, such as delays or product shortages. By leveraging these technologies, Coca-Cola has been able to meet customer demand in a timely and cost-effective manner. This has enabled the company to remain competitive in the global beverage market
Logistics plays a critical role in Coca Cola's supply chain management. Logistics is the process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from the point of consumption for the purpose of meeting customer requirements. Logistics is a key
component of Coca Cola's supply chain management, as it ensures that the company's products are delivered to customers in a timely and cost-effective manner possible. The company utilizes a variety of
transportation methods, including air, rail, truck, and ocean freight, to ensure that its products are delivered to customers in a timely manner. Additionally, Coca Cola has implemented a number of technologies
enable the company to monitor the progress of its shipments and ensure that its products are delivered on time and in the most cost-effective manner possible. In addition to transportation, Coca Cola also utilizes a variety of warehousing and distribution solutions to ensure that its products are delivered to customers in a timely and cost-effective
manner. The company utilizes a network of strategically located warehouses to store and distribute its products. Additionally, Coca Cola has implemented a number of technological solutions to streamline its warehousing and distribute its products. Additionally, Coca Cola has implemented a number of technological solutions to streamline its warehousing and distribute its products.
the company to monitor the progress of its shipments and ensure that its products are delivered on time and in the most cost-effective manner possible. Overall, logistics plays a critical role in Coca Cola's supply chain management. The company utilizes a variety of transportation, warehousing, and distribution solutions to ensure that its products are
delivered to customers in a timely and cost-effective manner. Additionally, Coca Cola has implemented a number of technological solutions to streamline its logistics operations, such as GPS tracking and automated inventory management systems. These technologies enable the company to monitor the progress of its shipments and ensure that its
products are delivered on time and in the most cost-effective manner possible. The Coca Cola supply chain is a complex and intricate system that is essential to the success of the company's products are delivered to customers in a timely and efficient manner. By understanding the different
components of the supply chain, companies can better manage their resources and ensure that their products are delivered to customers in the most cost-effective and efficient way possible. The Coca Cola supply chain is an example of how a well-managed supply chain can be beneficial to a company's success. 85%(33)85% found this document useful
(33 votes)17K viewsThe document provides an overview of supply chain management (SCM), including its definition, origin, key concepts, and components. Some main points: - A supply chain management (SCM), including its definition, origin, key concepts, and components.
document useful (33 votes) 17K viewsThe document provides an overview of supply chain management (SCM), including its definition, origin, key concepts, and components. Some main points: - A supply chain is defined as a network... 2. CHANNEL MANAGEMENT COCACOLA GROUPS MEMBERS FURQAN KULSOOM ROZINA SIDRAH TOPICS
Introduction of Coke Suppliers Purchase Manufacturing process Transportation Warehouse Distribution Retailer & Customer 3. CHANNEL MANAGEMENT COCACOLA INTRODUCTION The Coca-Cola supply chain is responsible for delivering more than 1.8 billion servings a day to customers all over the globe. While the recipe for the soft drink
remains the same no matter where it's served up, Coca-Cola actually uses multiple formulations to ensure supply chain success. Its multi-pronged methodology has been carefully measured to deliver fresh products, stocked shelves and happy customers whether a sale is made at a mom-and-pop store in the United States or a retailer in Singapore
Taking GlobalLocal The Coca-Cola supply chain is technically global, but meeting the demand is a distinctly local proposition. Serving some 16 million retail outlets around the world, 10 million of those requiring direct delivery, the company has found meeting demand is best left in local hands. That's why it operates locally in each market it serves
with local bottling plants serving the needs of the specific market. Coke products typically aren't shipped more than a few hundred miles as a result, enabling the company to be responsive to local market needs and the tastes of local consumers. Coca-Cola calls its local approach to international business a customer-driven supply chain. While the
formulas for drink products are the same everywhere, the responsibility for production and supply fulfillment is flexible enough to satisfy the tastes in each unique market. There Isn't Just One Coca-ColaSupply Chain 4. CHANNEL MANAGEMENT COCACOLA While consumers can count on a Coke tasting like a Coke no matter where they buy it, the
method for supply delivery is often quite different. Coke uses segmentation in its supply chain structure to ensure fulfillment to meet local needs. Some areas, for example, require refrigerated distribution, but others want an ambient product. The company modifies its supply chain structure to meet the varying needs its clients. That means some
customers are served directly by Coca-Cola, but others might rely on their own distribution channels or third-party distribution side of the Coca-Cola supply chain isn't the only
area where this soft drink giant has innovated. The company also takes a unique approach to creating its supply forecasts by using technology to assist in its demand input. Rather than solely relying on incoming retail orders and historical sales data to determine supply needs, Coca-Cola uses a data warehouse to increase its intelligence about
customer behavior and market needs in nearly real time, cutting the time to generate reports from weeks to days. The end result is a demand-driven supply chain that takes production cues more closely from the source, reducing the whipsaw effect so common in manufacturing. Coca-Cola's data track not only historical sales data, but also point-of-
sale data at retail locations when possible. The end result is cleaner, more accurate data that can be used faster to predict production needs in real time, enabling the company to focus on forecasting and demand planning. It's paying off with increased sales and reduced out-of- stocks. Serving nearly 2 billion Cokes a day calls for innovation in the
supply chain. While Coca- Cola's drink recipe works globally, the company has discovered that the best formulation for supply chain success is diversification. 5. CHANNEL MANAGEMENT COCACOLA Coca-Cola today committed to take steps to stop land grabs from happening in its supply chain after more than 225,000 people signed petitions and
took action as part of Oxfam's campaign to urge food and beverage community land rights. The company committed its bottlers to do the same. Coca-Cola also said it will do sweeping social and environmental assessments across its supply chains beginning with Colombia, Guatemala and Brazil, then moving on to India, South
Africa and other countries, and that it will publicly reveal its biggest sugToday one of the biggest companies in the world stood up to take greater responsibility for the impacts of its operations," said Judy Beals, campaign manager for Oxfam's Behind the Brands Campaign. "Coca-Cola has taken an important step to show its consumers and the
communities it relies upon that it aims to be a part of the solution to land grabs. This will resonate throughout the industry." "The public response to the campaign has been tremendous. This commitment is further evidence that no company is too big to listen to its consumers. The biggest food giants in the world are changing how they operate
because consumers are demanding it. While some leading companies have made progress in taking greater responsibility for what happens throughout their supply chains, there has been little discussion about the threat that climate change poses to the livelihoods of small-scale producers and the role that companies can play in helping them to
adapt. Through interviews with three companies: Starbucks, Marks & Spencer, and The Body Shop, the paper examines how smallholders involved in coffee production in Colombia, sesame in Nicaragua, and cotton in Pakistan have been affected by climate change and what it means for the companies' businesses. A sustainable cocoa economy is
where each person investing time or money into the supply chain would be able to earn a decent income for themselves and their family, work in good conditions, and in a manner which did not harm the environment. This report provides an overview of the various stakeholders in the cocoa and the wider chocolate 6. CHANNEL MANAGEMENT
COCACOLA supply chain. It identifies the concentration and purchasing power of companies as well as the trends in the supply chain. The Coca-Cola Company is selected for this project because it has one of the largest supply chain systems in the world. The
Coca-Cola Company is a beverage retailer, manufacturer and marketer of non-alcoholic beverage concentrates and serves 1.6 billion servings each day. The company is best known for its flagship product Coca-Cola Company headquartered
in Atlanta, Georgia is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including Diet and light beverages, waters, juices and juice
drinks, teas, coffees, energy and sports drinks. Coca- Cola is the best-selling soft drink in most countries. The Middle East is one of the only regions in the world where Coca-Cola is not the number one soda drink. SUPPLY CHAIN GRAPHIC The generic supply chain graphic of the beverage industry is generally the same as any other industry with
manufacturers, distributors, retailers and end consumers playing their respective roles. We will further delve into Coca-Cola's customized and somewhat complex supply chain model in the proceeding diagrams. SUPPLY CHAIN MANAGEMENT Due to the vast nature of the company's operations and its several product lines spread throughout the
world, we shall restrict the scope of this project towards the most important brand produced by the company, its flagship brand Coca-Cola. This section will entail a brief overview of the company's supply chain. 7. CHANNEL MANAGEMENT COCACOLA The Coca-Cola Company follows a unique supply chain management system where the company
only produces syrup concentrate which is then sold to various bottlers throughout the world who hold an exclusive territory. The Coca-Cola Refreshments. Other Coca-Cola Company owns its anchor bottler in North America by the name of Coca-Cola Refreshments.
cans and bottles from the concentrate in combination with filtered water and sweeteners. The bottlers then sell, distributors. The Supply Chain of the company is divided into different levels. This report will mainly be focusing
on the downstream activities of the product which entails partnerships with different bottlers, distributors and channels used to reach different retailers. Upstream activities are limited to the manufacturing of the concentrate only. The actual formula Coca-Cola uses to manufacture the syrup is a very tightly held trade secret so
there is little information regarding the exact ingredients and thus little information on the costs of their supplies. The original copy of the formula is held in SunTrust Bank's main vault in Atlanta. The company's 2009 income statement revealed that the cost of goods sold was in excess of $10M and the operating margin was around 25%. Sugar
(sucrose or high-fructose corn syrup depending on country of origin) may be the largest known ingredient used in the manufacturing of the systems to 8. CHANNEL MANAGEMENT COCACOLA track the daily variation in the global price of this ingredient. Some of the systems that the company uses will be
discussed later in the report. In addition to sugar, some of the other ingredients used in the manufacturing of the syrup are Carbonated water, sucrose, high-fructose corn syrup, caffeine, phosphoric acid v. Caramel (E150d) and Natural flavorings. Coca-Cola has different supplier partnerships to procure these ingredients and these partnerships are
out of the scope of this project. Downstream activities The downstream activities of The Coca-Cola Company focuses on the franchised distribution system where The Coca-Cola Company only produces syrup concentrate which is then sold to various bottlers throughout the world who hold an exclusive territory. Apart from owning its anchor bottler in
North America (Coca-Cola Refreshments), it has minority shares in some of its largest franchises, like Coca-Cola Enterprises, Coca-Cola E
drink according to local tastes. The Coca-Cola Company develops products, products, products, products, products, products, products, products, coca-Cola Company follows an intensive distributing system whereby it partners up with local bottlers operating in
works. The Coca-Cola Company headquartered in Atlanta manufactures the syrup and sells it to one of its bottling partners like Coca-Cola Enterprises combines the product concentrate with other ingredients to manufacture and package the
beverage and then markets its products to retail customers and consumers. The Coca-Cola Export Corporation (TCCEC) is the entity responsible for selling the concentrate to other bottlers who manufacture the beverage
using the syrup provided by Coca-Cola Company and then distribute it to their respective markets. One notable exception to this general relationship between TCCC bypasses bottlers and is responsible for the manufacture and sale of fountain syrups directly to authorized fountain
wholesalers and some fountain retailers. Operations In this section, we will describe the bottling operations used by different bottlers in manufacturing and then distributing the Coca-Cola brand in their respective markets. The Coca-Cola brand in their respective markets. The Coca-Cola brand in their respective markets.
operations are standardized and there is a certain degree of centralization to most of their strategic decisions. Each bottling partner services the assigned geographical area through a head office which controls most of the operations and it serves as the hub for different entities in the supply 10. CHANNEL MANAGEMENT COCACOLA chain. The
bottler's head office is working in close collaboration with a regional office which is under the direct supervision of The Coca-Cola Export Corporation. The bottler's head office links the production plant with different distribution and sales centers and multiple trade zones together to form a complete supply chain. After receiving the concentrate from
The Coca-Cola Company (Atlanta) through one of the regional offices under the supervision of The Coca-Cola Export Corporation, the bottler ships it to one of its manufacturing facilities. The facility produces the final drink by mixing the syrup with filtered water and sweeteners, and then carbonating it before putting it in cans and bottles, which the
bottlers then sell and distribute to retail stores, vending machines, restaurants and food service distributors. The bottling production information including forecasting measures, the capacity management, multiple vendor management and other sales figures
are kept at the production plant as well as the head office. Enterprise Resource Management Software used by the Coca-Cola Company Coca-Cola Company uses proprietary software performs the functions of the entire ERP for the company
and its worldwide operations. Information related to geographical sales, per capita consumption trends, response from new product introduction, sales forecasting, seasonal variations, customer relationship management data and all other related information is managed using this software. All entities affiliated with or doing
business with the Coca-Cola Company use this software to communicate with the company. All query management and customer problems are handled using this software is described as under as an example to further facilitates the understanding of
the sales process at Coca-Cola's bottling partners. Distribution: From the production plant, the beverages (in the form of cans or bottles) are shipped to distribution centers using the inventory comprising of different SKU and
dispatching them off to the market to different retailers. The distribution and sales centers have multiple predefined zones and divisions of areas to capture all the retailers and contact points in the market. Generally this distribution and sales centers have the following departments. Sales and Dispatch. Customer Service and Query
Management. Logistics Dept. or Fleet Management. Storage or Warehousing. IT Dept. Each distribution channel has a zone head who is responsible for the performance of his zone and to increase the per capita consumption of his zone
Each zone is further divided into different routes and each route has different territories assigned to each vehicle. In addition to the Coca-Cola beverage, the bottlers also provide other complementary merchandise as an incentive to key accounts like free chillers and coolers for beverages, pop materials and relaxed credit lines. The bottlers execute
several competitive strategies to maximize sales like inter-zone competitions and give generous incentives to top performers. The sales data from each zone is calculated on a regular basis and it helps to form sales reports which in turn help develop short term quarterly sales 12. CHANNEL MANAGEMENT COCACOLA strategies and forecasts by the
regional office and also helps The Coca-Cola Export Company identify market gaps for new product development and to help them becomes development strategies. The distribution and sales centers are in close contact with the retailers through the zone managers who give them constant feedback about the changing market trends and to help them becomes
more responsive to the needs of the end consumers and their purchase patters. The retailers can place orders with their respective zone managers or they payment process from the retailers is shown below as it appears in the BASES software of
the Coca-Cola Bottlers. Service Outputs The following are the service outputs that The Coca-Cola Company provides throughout its supply chain management systems in the world and due to its volume there are certain problems and improvement areas that need
to be rectified. TCCC is taking necessary steps to constantly improve its ever growing supply chain by partnering with different suppliers and bottlers. Several integration efficiency. TCCC made considerable changes to their supply chain in 2004 by combining its three business units in North
America in an attempt to consolidate them into one more efficiently integrated unit. An evidence of TCCC's continued efforts can be seen by their 2006 decision when TCCC decided to bypass most of its bottling partners and to deliver its products directly to Wal-Mart to reduce lead times. By making this change and delivering directly to the
warehouses, TCCC changed a 100 year old operational practice. 13. CHANNEL MANAGEMENT COCACOLA Another recommendation that TCCC could use is that it could try and create some transparency in its bottling partners. Requiring transparency from its bottling partners could remove domain conflict problems that arise when one bottler tries
to sell its merchandise it another bottler's territory to meet its sales quotas (this problem has been seen in Coca-Cola's Asia Pacific market). SUPPLIERS Building and maintaining long-term, sustainable relationships with our suppliers are critical partners for our
business. SUPPLIERS AND SUSTAINABILITY: We want to inspire and drive sustainable change with those we work with, as well as through our own organization. We have been working to embed sustainablity criteria into all our procurement processes, from sourcing new suppliers to tendering. CCE has a set of Supplier Guiding Principles to which
we expect all of our suppliers to adhere. These are integrated into our supplier contracts. These are minimum requirements and are part of all agreements between Coca-Cola Enterprises and our direct and authorized suppliers to make
progress toward achieving their carbon management goals. If they are a low impact suppliers are encouraged to measure and reduce their carbon footprint, while high impact suppliers are 14. CHANNEL MANAGEMENT COCACOLA encouraged to not
only measure and reduce, but also to share their carbon footprint information by product or commodity. Where the score is low, we work with the suppliers moved into the 'high' impact category - a major step forward for CCE and our suppliers. PROCUREMENT
DEPARTMENT: Our Procurement department sits within CCE's Supply Chain function and is responsible for managing the majority of the company's external spend. It is organized into key areas of expertise: direct and indirect procurement, commodity risk management and business process. We work with a network of over 13,000 suppliers across process.
our territories, covering commodities and services, sales and MARKETING SERVICES and IT and telecoms, general administration and professional services. Our suppliers are critical partners for our business. BUILDING
SUCCESSFULPARTNERSHIPS: We believe collaboration and innovation across our suppliers, we are committed to engaging and working with suppliers. SUPPLIER RELATIONSHIP MANAGEMENT PROGRAMME: Our
Supplier Relationship Management (SRM) process, helps to build collaboration and provide management focus. We use a framework to evaluate each supplier's performance based 15. CHANNEL MANAGEMENT COCACOLA on quality, cost and value, service and innovation, and corporate responsibility and sustainability (CRS). SUPPLIER AWARDS
Annually, we recognize outstanding performance through our 'Supplier of the Year' awards, across 3 categories: Supplier of the Year. Our winners for 2014 are: Best Supplier of the Year: SUIKER UNIE, one of our sugar suppliers. CRS Supplier of the Year: BRAMMER, one of our sugar suppliers.
mechanical spare parts provider. Most improve our business processes. This is why we have implemented new tools and processes to improve our overall invoicing process. Here is an overview of
our invoicing processes for suppliers in each of our territories, including: INFORMATION WE REQUIRE ON YOUR INVOICE To enable the most efficient processing of your invoice, either via post or e-mail. To allow us to process invoices
more efficiently and in line with agreed payment terms, we strongly recommend invoices are submitted by email taking the following into consideration: 16. CHANNEL MANAGEMENT COCACOLA The documents only One invoice per PDF file You
are allowed to attach multiple PDF files to one email message. There is no obligation to send hard copies of invoices submitted by email HELPDESKCONTACT INFORMATION: For any questions regarding invoices, please follow up via e-mail or telephone. ABOUT OUR SUPPLIER: Our suppliers and business partners are vital to our continued success.
They help us refresh the world, more than 1.7 billion times every day, by delivering necessary products and services for our business. Our suppliers provide our system with materials, including ingredients, packaging and machinery, as well as goods and services for our business. Our suppliers and bottling partners and bottling partners and bottling partners and services for our business.
to standards no less than those required by applicable law. Suppliers for the Coca-Cola system are expected to operate their businesses according to the highest standards of business conduct, labor rights, quality and service. SUPPLIER BASE SHOULD REPRESENTOUR DIVERSE CUSTOMER AND CONSUMER BASE: For the past three decades, The
annual targets and goals in subsequent years. Our Company has set an aggressive goal to increase MWBE 1st tier spend to $1 billion by 2020. SUPPLIER GUIDING PRINCIPLES: Our Supplier Guiding Principles (SGP) communicate our values and expectations of suppliers and emphasize the importance of responsible workplace practices that respect
human rights and comply, at a minimum, with applicable environmental and local labor laws and core international conventions. The Supplier Guiding Principles is aligned with our Human Rights Policy and reflects our commitment to respecting human rights across our business system and 18. CHANNEL MANAGEMENT COCACOLA global supply
chain. The Supplier Guiding Principles are a part of all contractual agreements between The Coca-Cola business along our entire value cycle and partner with our customers to address areas of
concern and add value beyond our beverage products. Our customers include large international chains of retailers and small independent businesses. We work with them equally to create mutual benefit. Together with our bottling partners, we serve our customers through account management teams, providing services and support
.Our customers are continually looking for ways to reduce costs, improve sales and profits, and deliver better-quality, more diverse products to consumers. We have the same expectations of our suppliers. Our code of business conduct sets the basic
standards for employee conduct. this code of business conduct for suppliers establishes related requirements for our suppliers. Working together, we can achieve great success by doing the right thing. BUSINESS AND FINANCIAL RECORDS: Both the supplier and The Coca-Cola Company must keep accurate records of all matters related to the
supplier's business with The Coca-Cola Company. This includes the proper recording of all expenses and payments. If The Coca-Cola Company is being charged for a supplier employee's time, time records must be complete and accurate. Suppliers should not 19. CHANNEL MANAGEMENT COCACOLA delay sending an invoice or otherwise enable the
shifting of an expense to a different accounting period. BRIBERY: Suppliers acting on behalf of The Coca-Cola Company must comply with the U.S. Foreign Corrupt Practices Act, as well as all local laws dealing with bribery of government officials. In connection with any transaction as a supplier to The Coca-Cola Company, or that otherwise involves
The Coca-Cola Company, the supplier must not transfer anything of value, directly or indirectly, to any government official, employee of a government official, employee of a government official payments. PROTECTING INFORMATION: Suppliers should
protect the confidential information of The Coca-Cola Company. Suppliers who have been given access to confidential information as part of the business relationship should not share this information with anyone unless authorized to do so, based on
confidential information received from The Coca-Cola Company. CONFLICT MINERALS: The Coca-Cola company expects that suppliers throughout the Democratic 20. CHANNEL MANAGEMENT COCACOLA Republic of Congo and/or its
adjoining countries unless the supplier can certify that the source of the minerals is 'DRC conflict free' as defined by U.S. securities laws. ARTWORK, LABELING AND INTELLECTUAL PROPERTY: The Coca-Cola Company places a high value on its Intellectual Property and the Intellectual Property rights of others. The "Artwork, Labeling and
Intellectual Property" policy acknowledges and protects the rights of its suppliers in their IP, while also protecting The Coca- Cola Company's rights in its own IP. Additionally, the "Artwork Assignment Agreement) for assigning any IP that suppliers and/or their subcontractors.
develop for, or on behalf of, The Coca-Cola Company places a high value on Intellectual Property, whether its own or a third party's. From time to time The Coca-Cola Company utilizes suppliers to manufacture and/or sell products that read on, or that were manufactured through
a process that reads on, a Patent of The Coca-Cola Company. The "Patent License Terms for Suppliers to judge their employees and contractors based upon their ability to do their jobs and not upon their physical and/or
personal characteristics or beliefs, affirming the principle of no discrimination based on race, color, gender, religion, political opinion, national origin or sexual orientation. 21. CHANNEL MANAGEMENT COCACOLA HEALTH AND SAFETY: We expect our suppliers to provide a safe workplace with policies and practices in place to minimize the risk of
accidents, injury, and exposure to health risks. CHILD AND FORCED LABOR; ABUSE OF LABOR: We expect our suppliers neither to employ anyone under the legal working age nor to condone physical or other unlawful abuse or harassment, or the use of forced or other compulsory labor in any of their operations. ENVIRONMENTAL PRACTICES: We
expect our suppliers to conduct business in ways that protect and preserve the environment. At a minimum, we expect our suppliers to meet applicable environmental laws, rules and regulations in their operations in the countries in which they do business. CONFLICTS OF INTEREST: Coca-Cola Hellenic employees are expected to always select and
deal with suppliers who are doing, or seeking to do, business with the Company in a completely straightforward, honest manner, based upon the merits of such persons and their products and services and without any special considerations given back to them or their friends or families. REPORTING POTENTIAL MISCONDUCT: Suppliers who believe
Epsilon recognizes that raw materials are not inexhaustible. Following the principle Reduce-Reuse-Recycle, it aims to the most efficient use of limited natural resources available, while at the same time aims to reduce the solid waste by product
constitutes mainly of two categories: Waste of products or use of ingredients). Waste of packaging aser consumption (e.g. used packaging aser consumption (e.g. used packaging aser consumption). Although our company recycles a number of raw materials, at the moment we do not use recycled raw materials (such as imported plastic), a practice which we
intend to consider in the future. MAIN SUPPLIERS OF RAW MATERIALS: The main ingredients of our products are water, concentrate and sugar. We use local water in our products; it undergoes a five-stage treatment, including additional disinfection, and its hardness is reduced by 2-2.5 times. The concentrates for our soft drinks such as Coca-Cola
Fanta and Sprite come from France. We buy sugar from local manufacturers; the requirements imposed by Coca-Cola are very strict so we use only top quality sugar for our beverages. REDUCTION OF RESIN: In order to minimize impact of production
and processes, for example by using lighter weight packaging. The related environmental benefits are multifaceted, since simultaneously the 23. CHANNEL MANAGEMENT COCACOLA use of energy for the manufacturing and distribution of these raw materials is reduced. WE RECYCLE SOLID WASTE OF OUR PRODUCTION: Coca-Cola Enterprise
aims to decrease the solid waste it produces and at the same time to recycle as much as feasible waste it produces. In order to achieve this objective, our company collaborates with licensed recycling organizations and governmental institutions. Although our long-term objective is the reduction of solid waste, at the same time we have achieved a
considerable reduction of solid waste sent for disposal 24. CHANNEL MANAGEMENT COCACOLA PURCHASES: INTRODUCTION: Purchases are the main Part of every Company because Purchases so our product cost. If we made wrong purchases so our product cost will be rise that is not a good thing so the activity of acquiring goods or
services to accomplish the goals of an organization is known as Purchases. The major objectives of purchasing are to (1) Maintain the flow of inputs to maintain the flow of outputs, and (4) Strengthen the organization's competitive position. Purchasing
may also involve (a) Development and review of the product specifications, (b) Receipt and processing of requisitions, (c) Advertising for bids, (d) Bid evaluation, 25. CHANNEL MANAGEMENT COCACOLA (e) Award of supply contracts, (f) Inspection of good received, and (g) Their appropriate storage and release. PURCHASING ROLE IN BUSINESS
Purchasing is one of the basic functions common to all types of business enterprises. Business involves coordinating and integrating the six functions listed here, which all fall under the basic plan, source, make, deliver supply chain model made popular in the late 1990s. 1. Creation—The idea or design function 2. Finance—The capital acquisition,
financial planning, and control function 3. Personnel—The human resources and labor relations function 4. Supply—The acquisition of required materials, services 6. Distribution—The marketing and selling of goods and services produced A number of
organizational units are responsible for executing the six functions. For example, research and design are typically engineering functions and most likely involved in the creation aspect. There are finance and accounting department is
responsible for supply—however; other functions are involved as well, such as marketing in the purchase of advertising services. 26. CHANNEL MANAGEMENT COCACOLA Supply management has many interfaces with the different organizational units responsible for executing the primary business functions represents many of the internal
the company's external spend. It is organized into key areas of expertise: direct and indirect procurement, commodity risk management and business process. We work with a network of over 13,000 suppliers across our territories, covering commodities and services such as ingredients, packaging, energy, capital equipment, building and facilities,
fleet and logistics services, sales and marketing services and IT and telecoms, general administration and professional services. Our suppliers are critical partners for our business. We are creating long-term value for CCE by managing risk and providing stability while operating in a sustainable way. We believe "collaboration" and "innovation" and "innovation"
"collaboration" and "innovation". PURCHASE ORDER FORMAT OF COCA-COLA. Functional Group ID=PO This Draft Standard for Use contains the format and establishes the data contents of the Purchase Order Transaction set can be used to provide
for customary and established business and industry practice relative to the placement of purchase order changes or purchase order acknowledgment information. Heading: Pos. Seg. Reg. Loop Notes and 28. CHANNEL MANAGEMENT COCACOLA No. ID
Name Des. Max.Use Repeat Comments Must Use 010 ST Transaction Set Header M 1 Must Use 020 BEG Beginning Segment for Purchase Order M 1 150 DTM Date/Time Reference O 10 LOOP ID - N1 200 310 N1 Name O 1 330 N3 Address Information O 2 340 N4 Geographic Location O > 1 Detail: Pos. Seg. Req. Loop Notes and No. ID Name Des
Max. Use Repeat Comments LOOP ID - PO1 100000 Must Use 010 PO1 Baseline Item Data M 1 n1 050 PID Product/Item Description O 1 1000 Summary: Pos. Seg. Req. Loop Notes and No. ID Name Des. Max. Use Repeat Comments LOOP ID - CTT 1 010 CTT Transaction Totals O 1 n2 Must Use 030 SE Transaction Set Trailer M 1 Transaction Set
 Notes 29. CHANNEL MANAGEMENT COCACOLA 1. PO102 is required. 2. The number of line items (CTT01) is the accumulation of the number of PO1 segment. PURCHASING TERMS AND CONDITIONS FOR ALL SUPPLIERS' COCA-COLA LTD
COMPANY. These Purchase Order Terms and Conditions are incorporated into each purchase order issued by Coca-Cola Company Ltd, Inc. one of its subsidiaries or affiliates, or any entity for which a subsidiary or affiliate provides management or other services (the issuing company being referred to as "Buyer"). All documents attached to the
Purchase Order are also incorporated into the Purchase Order, solely on the terms and conditions of the Purchase Order, the goods and/or services described in the Purchase Order. Seller will deliver to Buyer a prompt written acknowledgment of the
Purchase Order. Seller will be deemed to have accepted the Purchase Order within five days after it receives the Purchase Order will be automatically deemed to incorporate these terms and conditions of purchase, regardless of whether the Purchase Order.
references these Terms. To the extent the terms and conditions expressly stated in the Purchase Order conflict with these Terms, the terms and conditions expressly stated in the Purchase Order will become part of the contract between the parties or
bind Buyer. Buyer's 30. CHANNEL MANAGEMENT COCACOLA purchase of the applicable Purchase Order, including these Terms. Buyer objects to and rejects all different and additional terms and conditions in Seller's order confirmation and
other documents. DELIVERY: LABELING. The goods, articles, materials, supplies and equipment specified or described in the Purchase Order or to such other place which Buyer will designate in writing to Seller prior to shipment, all at Seller's expense unless the Purchase
Order expressly states otherwise. Seller will mark Buyer's order number, Seller will comply with all other reasonable labeling requirements for the Goods and on each package and box containing Goods. Seller will comply with all other reasonable labeling requirements for the Goods that Buyer may specify. Time is of the essence with respect
the delivery of the Goods. If the Goods are not delivered within the time specified in the Purchase Order, Buyer will have the right to either (a) Cancel the Purchase Order or any unfulfilled part thereof, and charge Seller with all of Buyer's
expenses, losses or damages resulting from such delay. QUANTITY. 31. CHANNEL MANAGEMENT COCACOLA Delivery of the Goods will be in the Purchase Order unless otherwise specified in the Purchase Order unless otherwise specified in the Purchase Order unless otherwise specified in the Purchase Order.
quantities. WARRANTIES. Seller represents and warrants to Buyer that: (a) Seller will deliver to Buyer good, exclusive and marketable title to the Goods free and clear of all liens, security interests, claims and encumbrances; (b) For a period of 18 months after delivery, all Goods will be: (I) Merchantable as defined in Article 2 of the Uniform
Commercial Code and; (II) Safe and appropriate for the purpose for which Goods of that kind are normally used; (c) For a period of 18 months after acceptance, the Goods will be free from defects in materials and workmanship and will comply fully with all final written descriptions, specifications, drawings and presentations Seller provides to Buyer,
including those specified in the Purchase Order; (d) No federal, state or local statute, law, rule, regulation or order will be violated in the manufacturing, packaging, selling or delivering of the Goods, including those relating to basic human rights; and 32. CHANNEL MANAGEMENT COCACOLA (e) If Seller has been informed that Buyer intends to use
the Goods supplied under the Purchase Order for a particular purpose, then Seller warrants that the Goods are fit for the particular purpose of Buyer. Seller will promptly repair or replace, at Buyer's election, all Goods that do not comply fully with the warranties in the Purchase Order and/or these TERMS. If Seller fails to repair or replace any non-
conforming Goods promptly, Buyer may elect to remedy any defects, and Seller will promptly reimburse Buyer for all costs Buyer incurs in doing so. Any affirmation of the Goods shown by Seller are irrefutably presumed
to be part of the basis of the basis of the bargain, regardless of the time at which such words of description or affirmation are made or samples are shown. RISK OF LOSS; INSPECTION; TITLE. All risk of loss and damage to the Goods will remain with Seller until receipt and acceptance of the Goods by Buyer. Buyer will have the right to inspect the Goods before
accepting them. Buver will have a reasonable period of time after it discovers a defect or nonconformity to reject the Goods or revoking its acceptance of Goods. If Buyer rejects the Goods, all risk of loss and damage will shift to Seller, and Buyer may ship
the Goods to Seller at Seller's expense or require Seller to pick up the Goods promptly. DELIVERABLES. 33. CHANNEL MANAGEMENT COCACOLA All documentation and other deliverables, and all copyright, trade secret and other intellectual property rights therein, including all renewals, extensions and continuations, Seller prepares or delivers
pursuant to the Purchase Order, or which Buyer requires Seller to supply pursuant to the Purchase Order, will be the property of Buyer and Seller will have no rights in them. All Deliverables will be deemed to be "works made for hire" for Buyer. Seller will have no rights in them. All Deliverables will be deemed to be "works made for hire" for Buyer. Seller will have no rights in them. All Deliverables will be deemed to be "works made for hire" for Buyer. Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer. Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer. Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer. Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer. Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for Buyer and Seller will be deemed to be "works made for hire" for buyer and seller will be deemed to be "works made for hire" for buyer and seller will be deemed to be "works made for hire" for buyer an
deliver to Buyer all such further assignments and assurances confirming Seller's ownership of all Deliverables as Buyer may request from time to time. PAYMENT. The prices stated in the Purchase Order
expressly states otherwise, Buyer will pay Seller for the Goods and Services within 30 days after the delivery of all of Goods or the performance of all of the Services. Buyer may withhold payment, and may set off against any amount it owes Seller under the Purchase Order or any other purchase order, all amounts Seller owes Buyer under the
Purchase Order and all amounts necessary to secure Buyer from potential losses based on a reasonable belief that (a) The Goods or Services will be filed by third parties against the Goods or Services or against
Buyer based on the Goods or Services, or (c) Seller is in breach of any provision of the Purchase Order. INSURANCE REQUIREMENTS. 34. CHANNEL MANAGEMENT COCACOLA The insurance policy will name Buyer and their respective subsidiaries and affiliates as certificate holders and additional insured's and will clarify that said insurance is
primary and non-contributory to any insurance of the Buyer. Within five days after it receives the Purchase Order, and before it begins any work on any of Buyer's sites, Seller will deliver to Buyer and its subsidiaries as an additional
insured on the insurance policy. If any such insurance policy is cancelled, modified or not renewed before the expiration date listed in the policy, notice will be delivered within thirty (30) days of the change. TERMINATION. Buyer may at any time by giving Seller written notice, terminate the Purchase Order or suspend, delay or interrupt all or any
part of Seller's performance under the Purchase Order. (a) Termination for Breach. If Buyer terminates the Purchase Order for its convenience
Buyer will pay Seller the direct costs Seller previously incurred in good faith in performing its obligations under the Purchase Order up to and not exceeding the remaining purchase order up to and not exceeding the remaining purchase order up to and not exceeding the remaining purchase order. (c) REMEDIES UPON BREACH. 35. CHANNEL MANAGEMENT COCACOLA Notwithstanding the provisions of Section 17, if Seller
breaches the Purchase Order, Buyer will be entitled, in addition to any other remedy at law or equity, to recover its reasonable attorney's fees and expenses and other costs resulting from that breach from Seller. If Buyer commits a material breach of the Purchase Order and does not cure that breach within 30 days after receive particular breach,
Seller's exclusive remedy will be to terminate the Purchase Order by giving Buyer written notice and to recover from Buyer the direct costs Seller previously incurred in good faith in performing its obligations under the Purchase Order. CHOICE OF LAW AND
VENUE. The Purchase Order has been negotiated, executed and delivered in, and will be deemed to have been made in, the State of Alabama and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it, will be determined under, governed by and construction, interpretation and enforcement, and the rights of the parties under it.
internal laws of the Company. Buyer and Seller agree that all actions or proceedings arising in connection with this Agreement will be commenced and heard only in the Alabama state courts. The parties consent and submit to the jurisdiction and Venue of those courts. 36. CHANNEL MANAGEMENT COCACOLA Manufacturing Process Most soft
drinks are made at local bottling and canning companies. Brand name franchise companies grant licenses to bottlers to mix the soft drinks in strict accordance to their secret formulas and their required manufacturing procedures. Clarifying the water The quality of water is crucial to the success of a soft drink. Impurities, such as suspended particles,
organic matter, and bacteria, may degrade taste and color. They are generally removed through the traditional process of a series of coagulation, filtration, 37. CHANNEL MANAGEMENT COCACOLA and chlorination. Coagulation involves mixing a gelatinous precipitate, or floc (ferric sulphate or aluminum sulphate), into the water. The floc absorbs
suspended particles, making them larger and more easily trapped by filters. During the clarification process, alkalinity must be adjusted with an addition of lime to reach the desired pH level. Impurities in the water are removed through a process of coagulation, filtration, and chlorination. Coagulation involves mixing floc into the water to absorb
suspended particles. The water is then poured through a sand filter to remove fine particles of Roc. To sterilizing, and DE chlorinatingthe water is poured through a sand filter to remove fine particles of floc. The water passes through a
layer of sand and courser beds of gravel to capture the particles. 38. CHANNEL MANAGEMENT COCACOLA Sterilization is necessary to destroy bacteria and organic compounds that might spoil the water remains in the
storage tank for about two hours until the reaction is complete. Next, an activated carbon filter. A vacuum pump de-aerates the water before it passes into a dosing station. Mixing the ingredients The dissolved sugar and flavor concentrates are pumped into the
dosing station in a predetermined sequence according to their compatibility. The ingredients are conveyed 39. CHANNEL MANAGEMENT COCACOLA into batch tanks, using ultraviolet radiation or flash pasteurization,
which involves quickly heating and cooling the mixture. Fruit based syrups generally must be pasteurized. The water and syrup are carefully combined by sophisticated machines, called proportioners, which regulate the flow rates and ratios of the liquids. The vessels are pressurized with carbon dioxide to prevent aeration of the mixture.
Carbonatingthe beverage Carbonation is generally added to the finished product, though it may be mixed into the water at an earlier stage. The temperature decreases. Many carbonators are equipped with their own cooling systems. The
amount of carbon dioxide pressure used depends on the type of soft drink. For instance, fruit drinks require far less carbonation than mixer drinks, such as tonics, which are meant to be diluted with other liquids. The beverage is slightly over-pressured with carbon dioxide to facilitate the movement into storage tanks and ultimately to the filler
machine. 40. CHANNEL MANAGEMENT COCACOLA Filling and packaging The finished product is transferred into bottles or cans at extremely high flow rates. The containers are immediately sealed with pressure-resistant closures, either tinplate or steel crowns with corrugated edges, twist off, or pull tabs. Because soft drinks are generally cooled
during the manufacturing process, they must be brought to room temperature before labeling to prevent condensation from ruining the labels. This is usually achieved by spraying the containers with warm water and drying them. Labels are then affixed to bottles to provide information about the brought to room temperature before labeling to prevent condensation from ruining the labels.
product. Most labels are made of paper though some are made of a plastic film. Cans are generally pre-printed with product information before the filling stage. Finally, containers are packed into cartons or trays which are then shipped in larger pallets or crates to distributors. Quality Control Soft drink manufacturers adhere to strict water quality
standards for allowable dissolved solids, alkalinity, chlorides, sulfates, iron, and aluminum. Not only is it in the interest of public health, but clean water also facilitates the production process and maintains consistency in flavor, color, and body. Microbiological and other testing occur regularly. The National Soft Drink Association and other agencies
set standards for regulating the quality of sugar and other ingredients. If soft drinks are produced with low-quality 41. CHANNEL MANAGEMENT COCACOLA sugar, particles in the beverage will spoil it, creating floc. To prevent such spoilage, sugar must be carefully handled in dry, sanitized environments. It is crucial for soft drinks manufacturers to
inspect raw materials before they are mixed with other ingredients, because preservatives may not kill all bacteria. All tanks, pumps, and containers are thoroughly sterilized and continuously monitored. Cans, make of aluminum alloy or tin-coated low-carbon steel, are lacquered internally to seal the metal and prevent corrosion from contact with the
beverage. Soft drink manufacturers also recommend specific storage conditions to retailers to insure that the beverages do not spoil. The shelf life of soft drinks is generally at least one year. Recycling The $27 billion dollar soft drink industry generated about 110 billion containers each year in the early 1990s. About half of soft drink containers were
aluminum cans and the other half, about 35 billion, were PET plastic bottles. Nearly 60% of all soft drink containers were recycled, the highest rate for any packaging in the United States. Environmental concerns continued to lead to improvements and innovations in packaging technology, including the development of refillable and reusable
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containers The Future In the 1990s there were more than 450 types of soft drinks on the market and new flavors and sweeteners are developed all the time to meet market demands. In the future, advanced technology will lead to greater efficiency of soft drink production at 42. CHANNEL MANAGEMENT COCACOLA all stages. New methods of water clarification, sterilization, and pasteurization will improve production and minimize the need for preservatives in soft drinks. Concerns with consumer health, safety, and the environment will continue to have a positive impact on trends in the soft drink industry. The objective of this research is to analyze the supply chain of the coca coal company and determine whether there are nay deficiencies in the system as implemented. The analysis process requires the theory, incentive theory, and constraints theory, and vision. The

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research methodologies employed are both quantitative and qualitative. The paper provides a topic sentence that helps in identifying the context of the research and thus the general process of the supply chain. The results emanating from the methodologies section provide one with a set of ideas and strategies to address the issue identified. A
discussion of the aforementioned issues should enhance the feasibility of the strategies identified as the solution to the determined issues. Applying these strategies ensures that the final objective of resolving the issues associated with the supply chain is achievable and thus improves the effectiveness of the system. Supply chain management refers
to the process through which businesses manage linkages of networks; concerning the supply of goods and provision of services to their established customer bases, and also their potential business inputs from suppliers (Haag et al., 2006). Get your customized and 100% plagiarism-free paper done in as little as 1 hour On this basis, therefore, supply
chain management is a complex process involving strategic plans geared towards maintaining and monitoring the supply of goods and services; which a certain company may be offering or purchasing from another. The Coca-Cola Company is a multinational corporation whose supply links have to be maintained in its operational countries, so as to
ensure that it accomplishes its production and supply targets. Examples of supplies include the supply of raw materials the company uses in its products to its established customers (Bosanko and Braeutigam, 2000). Findings on the impacts of the
six rights to the Coca Cola Company The Coca-Cola Company is one of the largest multinational corporations in the world; operates in approximately one hundred and twenty countries. This diversity of the company's operational bases makes its supply chain of distribution complex; requiring a strategic plan on how it can be maintained. The
management of the company's chain of distribution must thus involve the six rights of purchasing and supply chain of distribution; so as to be effective in its operational activities. Various impacts of these six rights have been experienced in various companies, making them prosper in their business activities. In a worldwide context, supply chain
management is a very crucial tool to enhance efficiency in the supply of goods and provision of services among businesses (Garrison et al., 2007). The six rights of supply chain management have impacted the supply of goods in the Coca-Cola Company in various ways (Haag et al., 2006). First, the distribution network configuration has to be
effectively managed so as to maintain a well-established supply base. In this aspect, the company's production level. The Coca-Cola Company, for example
has to ensure that its supply for fruits, water, and food colorings as well as the labor force among others; are managed well so that the company does not fall short of supplies in its production process towards achieving the target of supplying its commodities to the
desired and the planned markets (Garrison et al., 2007). The company also has to ensure that, it maintains its distribution centers for its commodities which must not be interrupted by any new supply base. For instance, the Coca-Cola company must maintain its original supply of commodities to its customers; despite contracting to supply its
commodities to the Olympic Games. In this aspect, therefore, this right has to be put into consideration so as not to affect the original permanent supply trend, as the business paves the way to broadening its supply base even though it is within the short run. Generally, the Coca-Cola Company should ensure that the contract with the Olympics Games.
does not interfere with its existing supply bases (Garrison et al., 2007). Secondly, their distribution strategies on how operations will be controlled are instituted such that, the company decides whether to be located at a central point or to be located at various stations. Also,
the mode of delivering the services and the distribution of the goods and services are considered, which will enhance effective enough, so as to enhance its external efficiency (Garrison et al., 2007). Our expertsence that the distribution of its commodities to the Olympic Games is effective enough, so as to enhance its external efficiency (Garrison et al., 2007).
can deliver a custom Purchasing and Supply Chain Management of the Coca-Cola Company paper according to your requirements More so, the process of transported through land ways, waterways or airways. The mode of transport to be
chosen will depend on the urgency of the commodities, and the type of the commodities among others. It is thus the role of the commodities among others are also another important aspect to consider, so as to determine
appropriately how to maintain the supply chain appropriately (Haag et al., 2006). Thirdly, the right to information concerning various factors affecting the company has to be considered. Factors like demand levels, speculations on supply of related
commodities and services and technological inventions among others have to be considered. The company should therefore employ appropriate modes of communication, which will keep the company should be well linked with an efficient communication network; so
as to ensure that market information is received on time so as not to interfere with its supply channels (Haag et al., 2006). Fourthly the management of inventions in the company should also be considered; where the company should ensure that it strives at acquiring the raw materials which will enhance both quality and quantity production. In-
service programs should also be introduced to the employees, so as to increase their efficiency in production which will help maintain the level of production; hence maintaining the company's supply channels. More so, finished goods should also be packed in a manner that will enhance their distribution to markets; enhancing the speed and also
maintaining the buyers who in the long run lead to the management of the supply channels (Bosanko and Braeutigam, 2000). Based on this argument, the Coca-Cola company should apply inventory management so as to ensure that it beats the level of production as it contracts to supply extra commodities; to the Olympic Games on top of its already
existing supply level (Bosanko and Braeutigam, 2000). Logistical costs should also be reduced to the minimum by application of trade-off techniques; which means that the company should manage its truckload appropriately. The Coca-Cola Company should, for instance, ensure that, during low market orders the company manages its production
level, so as not to incur losses in case the market coverage contracts. The company should thus keep a watch on the trend of its supply levels; so as to ensure that the level of production goes hand in hand with the supply commodities to the Olympic Games
on top of its prevailing supply levels; the company is supposed to expand its production level; is to maintain the aspects of its commodities so as not to lead to the production of
inferior commodities, leading to market shrinkage (Haag et al., 2006). Cut 15% OFF your first order We'll deliver a custom Company should ensure that; as it contracts to supply its commodities to the Olympic Games, its cash flows are still maintained.
Maintenance of cash flows means that all its payment terms, as well as receipt terms, are well aligned within the supply chain. More precisely the company should ensure that its financial dealings with its supply bases are well organized; in a way capable of avoiding the inability to meet internal expenses in the short run. The supply of raw materials
information and human resources among other production inputs; should be closely monitored in terms of their prices and their terms of payments so as not to lead to inconveniences in the company, as it prepares to expand its production following the new supply base of its commodities at the Olympic Games (Garrison et al., 2007). The cash inflow
of the company should also be put into consideration before contracting to supply its commodities to the Olympic Games (Bosanko and Braeutigam, 2000). Conclusion The Coca-Cola
Company is one of the largest multinational corporations should ensure that it incorporates the above six rights of supply channel management; so as to ensure that it management of the company towards achieving its targets, by employing
these six rights of supply channel management. Reference list Bosanko, D. and Braeutigam R., 2000. Managing Business Supplies. 2nd Edition. New York: Wiley Publishers. Garrison J., Noreen, E. and Braeutigam R., 2007. Supply Management Strategies for a Prosperous Business. 5th edition. New York: McGraw-Hill/Irwin Press. Haag, S., Cummings, M.
& McCubbrey, D., 2006. Management Information Systems for the Information Age. (3rd Edition). Canada: McGraw Hill Ryerson Press. 0 ratings0% found this document useful (0 votes)843 viewsThe document summarizes Coca-Cola's global supply chain. It begins with an overview of the key participants - syrup producers, bottlers, distributors, and
merchandisers. It then discusses Co...AI-enhanced title and descriptionSaveSave The global supply chain of coca cola For Later0%0% found this document useful, undefined 1 Course Title & Course ID Operation Management (OPN501) Section - 2 Project Term Paper On Supply Chain Management Process of Cola-Cola in Bangladesh Prepared By Syed
Raihan Monjur (152 640 22) Md. Ariful Islam Sajid (152 640 32) Kazi Md. Wahiduzzaman (152 640 32) Kazi Md. Wahiduzzaman (152 640 32) Kazi Md. Wahiduzzaman (152 640 32) Prepared For Mr. Tamzidul Islam Assistant Professor BRAC School of Business BRAC University Date of Submission 1 April 2017 2 Table of
contents No 0 1 2 3 4 4.1 4.2 4.3 4.4 4.5 4.6 4.7 4.8 4.9 Topic Introduction Industry Background Coca-cola company Background Description of Supply Chain Management Supply Ch
product to customers Recycling Supply chain risk management Limitations & of SCM Process of Coca-cola Conclusion Reference page 4 6 10 13 15 15 16 17 18 19 20 21 23 24 25 3 List of figures Supply chain management ....
                                                                                                                                                                                                   ... 20 4 Introduction Introduction of the Report It is a Term paper on 'Supply Chain Management Process of Coca-cola', which has been prepared for the
prerequisite course - Operation Management of Masters of Business Administration of BRAC University. Objectives of the report Broad Objective To evaluate and present the supply chain management process of Coca-Cola Company in Bangladesh. To accomplish this broad objective, following specific objectives have been covered: Specific Objectives
To explain the existing scenario of Coca-Cola Company in Bangladesh To enhance our knowledge and skills. To identify and analyze the supply chain management process, supply chain management process.
of supply chain management. The study has mainly concentrated on the of Coca-Cola Company Bangladesh. Data available in the internet on the beverage industry; and markets in different countries has also been studied to prepare this report. Methodology of the study This report is mainly based on literature study and analysis of the issues of supply
chain management process of Coca-Cola Company Bangladesh in the area on beverage industry. Secondary sources of information have been used. In addition, materials such as YouTube videos have also been
used. Other websites and books have been searched for information regarding the study The study has suffered from certain limitation noted below: There was a little scope for research on this crucial subject as all the data was secondary and no way to collect primary data was available. Lack of
a wider coverage due to time constraint. Only secondary data was used, but there is no alternative of primary data to ensure the accuracy and effectiveness of the study. 6 1. INDUSTRY BACKGROUND After independence the food habit of Bangladesh like to take
western food also after 1980s. As a result of global marketing this was not too hard for the consumers. Different foreign food companies were established in Bangladesh. Beverage industries are one of them. But more interestingly we don't know beverage is also our cultural food because beverage doesn't mean only carbonated drinks. Yoghurt, soup
and lacchi are also beverage of our own tradition which consumed for last 100 years in Bangladesh. But carbonated beverage is new in Bangladesh and today our research is on carbonated beverage market in Bangladesh and consumer reaction to it. Carbonated beverage entered into our market in the later part of 1980. At that time there were only
few companies in Bangladesh. But by the change of time and western culture influences it's become very popular in Bangladesh and most of them are foreign companies. This work is based on both secondary sources. The secondary sources of data include
internet articles, some foreign and local websites on beverages. Most of the data required for the study were collected from primary source through structured questionnaire. The study was confined to Dhaka. This area has been selected because those areas are close to Dhaka city and main center of beverage companies. Time and cost were other
important considerations for such decision. All the data were edited, coded and classified by our group members before making the final analysis. Average, per centage and ranking wer e used for analyzing the data. In 1767, the first drinkable man-made glass of carbonated water wascreatedby Englishmen Doctor Joseph Priestley. Thr ee years later,
Swedish chemi st Torbern Bergman invented a generating apparatus that made carbonated water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating apparatus allowed imitation mineral water from chalk by the use of sulfuric acid. Bergman invented a generating a generating a generating and a generating a generating a generating a generatin
to be thirstier. So they prefer to take soft drinks most of the time. Beverage took the market of Bangladesh in the first half of 1980. In that time two orthree availableinthe market. Some of them are popular and some are not so popular. Total six products are
found in category of beverage for all age groups in Bangladesh. At present there are 19 companies operating there business in Bangladesh. They are Transom Beverage Limited, Sanowara Drinks and Beverage, Md. Limited, Asia
Business Limited, Desh Beverage Limited, Sanowara Drinks and Beverage Limited, National Beverage Industries Ltd, Dhaka Beverage Limited, Sanowara Drinks and Beverage Co. Ltd. The beverage industry
consists of two major categories and eight sub-groups. The nonalcoholic category is comprised of soft drink syrup manufacture; soft drink and water bottling and canning; fruit juices bottling, canning and brewing. Euro monitor
International identifies Bangladesh as one of the 20 Markets of the future that will offer the most opportunities for consumer goods companies globally. Public sector's contribution in beverage industry is 38 percent. The production process is commonly used all over the world. But it may vary according to country's consumer demand. The making of the future that will offer the most opportunities for consumer goods companies globally.
the concentrate is the first step in the production of a carbonated soft drink. Operations in a concentrate manufacturing plant can be divided into five basic processes. The major and so on but the most commonly used raw materials in production
process of beverage items are physical appearance, color, taste, aroma, acidity, brix, PH, viscosity, arsenic, lead, cooper, zinc, tin, sulfur dioxide, caliform and so on. POP materials like stickers would have to be used to remind the target customers at the point of purchase. The market structure of the beverage industry in Bangladesh is oligopolistic
with few firms dominating the market. They are Transcom Beverage Limited, Partex Beverage Ltd, Akij Food & 8 Beverage Ltd, Agricultural Marketing Company Ltd (AMCL), Globe Soft Drinks Ltd. The beverage Elmited by Transcom Beverage Ltd, Agricultural Market share.
is being held by Akij Food & Beverage Ltd as per data obtained from Nielsen Report dated February 2015. The market share in Bangladesh is about 60.30% while for Pepsi it is 13.10% and for Mojo it is 23.60%. At present Bangladesh has
a very competitive market of beverage. Substitutes for soft drink beverage products are bottled water and sports drinks are increasingly popular with the trend to be a more health conscious consumer. There are progressively more varieties in the water and sports drinks that appeal to different consumers.
tastes, but also appear healthier than soft drinks. In addition, coffee and tea are competitive substitutes because they provide caffeine and lose the sugar and carbonation. Specialty blend coffees are also becoming more popular with the increasing
number of coffee shops that offer many different flavors to appeal to all consumers to switch to these substitutes making the threat of substitute products very strong. Worldwide soft drinks continue to face major challenges. One of them is moving away to healthier drinks, which may put some pressure on
yearly growth in sales of carbonated soft drinks. The push to diet beverages have been well covered by the major producers - with sales of diet Coke and diet Pepsi still strong. A recent trend is the rise in popularity of sports drinks. Bottled water has also experienced very strong growth. Finally the quality of water used in the manufacture of soft
drinks poses serious issues for the industry. As mentioned earlier, the expanding workforce and middle aged group form the majority of the demand for this industry which redefines how companies grow, operate, and manage risk
Rapidly advancing technology is driving much of the transformation, providing opportunities to explore new ways of doing business, and to better understand and engage with consumers. Food and beverage executives are confronting the cost and impact of the many risk and regulatory issues that government and other regulatory bodies are putting
into place. The contribution of beverages in our economy is great and it creates employment for local people and the product itself gives a taste to our consumer. 10 2. Company Background The Coca-cola is the world's largest beverage company and is the leading producer and marketer of soft drinks today. Coca-cola is consumed through the world
at the rate of more than 600 million times per day and this figure is continuously seeks new market and ways of increasing its market share in the area where it has a strong pressure. Coca-cola sells more
than one billion serving a day. It has been found that more than 10500 beverages are consumed every second. Coca-cola uses numerous technology Coca-Cola perfected Coke as a beverage and spred it throughout the world. Even today US soft-drinks industry organizes on
the principle. The Coca-Cola company is serving more than 200 nations in the world. Each year 800000000 serving of just Coca-Cola are sold in the USA alone. Organization Profile Coca-cola system. Yet each of its franchises has strong heritage in the tradition of Coca-cola system.
Cola. The Coca-Cola Company first traced its beginning to 1886, when an Atlanta pharmacist, Dr. John Pemberton began to produce Coca-Cola syrup for sale in fountain drinks. However the bottling business began in 1899 when 2 Chattanooga business men, Benjamin F Thomas and Jeseph B whitehead, secured the exclusive right to bottle and sell
Coca-cola throughout the US from their company. 11 The Coca-Cola bottling system continued to operate as independent, local businesses until the early 1980 when bottling franchise began to consolidate. In 1986 The Coca cola company merged to some of its company owned operation with 2 large ownership group that were for sale, the John
Lupton franchises and BCI Holding Corporation bottling Group Inc. The concerns offered their stock to the public on November 21 1986, at price of $5.5. In December 1991, merger taken place between Coca-Cola enterprises and the Coca-Cola bottling Group Inc and created a larger company. Coca-Cola in Bangladesh
Coca-Cola is another oldest brand in Bangladesh. From the last 50 year Coca-Cola under the authority of the Coca-Cola company, USA (trademark owner). Abdul Monem Limited is the distributor
of Coca-Cola, Sprite and Fanta in Bangladesh. Soft drink's brand Coca-Cola last year announced plans to start its own sales and distribution operations in Bangladesh. The Company earlier submitted a proposal to the government for setting up a manufacturing plant in the country. Coca-Cola products have been prepared, packaged and sold in
Bangladesh for around 50 years. However, it has been marketing its products through local representatives. Now the company wills directly market its flagship products Coca-Cola was expecting appositive response shortly to its proposal for setting up the plant jointly with the government. The operations will be launched
soon in Dhaka and Rajshahi, said a statement of the company. International Beverages Private Limited, a division of The Coca-Cola Company's $74 million 12 investment in the country. The event was presided over by Bangladesh Finance Minister A.M.A. Muhith
and the United States Ambassador to Bangladesh, Marcia Bernicat attended by a number of guests consisting of local authorities, key partners, customers and employees. CocaCola investment in the country include $60 million for the new plant and other investment in the country include $60 million for the new plant and other investment in the country include $60 million for the new plant and other investments in infrastructure, route to market and marketing initiatives. This new facility in
Bhaluka represents the Company's continued commitment to long-term business development as well as the sustainable development of local societies in Bangladesh. The plant, which commenced operations in December 2016, will initially run two lines, producing Coca-Cola, Fanta, Sprite and Kinley water. More than 150 people will be employed at
the plant and approximately 1,000 more indirect jobs through industries involved in the entire value chain management (SCM) is the active streamlining of a business' supply-side activities to maximize customer
value and gain a competitive advantage in the marketplace. SCM represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Supply chains cover everything from production, to product development, to the information systems needed to direct these undertakings. In other words supply
chain management is a process that used by companies to make sure that their supply chain is efficient and cost-effective. A supply chain is the collection of steps that a company initiate to transform raw materials into a final product. The five basic components of supply chain management are discussed below - - Planning stage The first stage of the
supply chain process is the planning stage. Company need to develop a plan or strategy in order to address how the products and services will meet the demands and necessities of the customers. In this stage, the planning should mainly focus on designing a strategy that yields maximum profit. - Develop (Source) After planning, the next step I supply
to identify suppliers to deliver the items and services they require to develop their product. Thus in this stage, the supply chain managers need to construct a set of pricing, delivery and payment processes with suppliers and also create the metrics for controlling and improving the relationships. 14 - Make/ Manufacture The third step in the supply
chain management is the manufacturing or making of products that were demanded by the customer. In this stage, the products are designed, products are designed,
delivery. Thus this stage is considered as the most metric-intensive unit of the supply chain, where firms can gauge the quality levels, production output and worker products are delivered to the customer at the destined location by the supplier
like retailers or wholesalers. This stage is generally called the logistics phase, where customer orders are accepted and delivery of the goods is planned. This stage is referred as logistics, where firms collaborate for the receipt of orders and set
up an invoicing system to receive payment 15 4. Supply Chain Management Process of Coca-Cola 4.1 Supply chain Metwork This picture is showing CocaCola's overall supply chain management process. 16 Before starting their
main supply chain process Coca-Cola starts with the planning stage. Planning stage includes Coca-Cola starts with the planning stage includes Coca-Cola are concentrate and syrup. 1st tier suppliers (known as
3rd party supplier) are responsible for supplying these ingredients. Syrup is made of caramel, phosphoric acid, natural flavoring and caffeine and carbon dioxide for fizz. These ingredients are provided by 2nd tier suppliers (3rd party supplier) of Coca-Cola make its own flavor for differentiate their product. Coca-Cola also source
its other component of manufacturing like water, sugar from nearest location or other company. 17 4.3 Manufacturer/ Bottle plant. Actually battling plants buy the concentrates and syrup from the franchise company and then they
bottle the product. Coca-Cola has 2 type of battling company. First is owned by Coca-Cola has new battling company who are responsible for manufacturing finished drinks. Coca-Cola has new battling company who are responsible for manufacturing finished drinks.
releases right proportion of syrup to filtered water for creating the final soft drinks. Then drinks are travelled to pressurized tank which is called the carbonate where carbon dioxide is injected to the drinks are bottled in the
battling plant 18 The key difference between Plant-Bottle packaging and traditional PET plastic bottles is that instead of using petroleum and other fossil fuels to produce a key ingredient in the plastic, PlantBottle packaging uses material without
sacrificing performance or recycledility. In some markets, battling plant use both recycled content as well as plant-based material in their PlantBottle packaging. For bottles that use recycled content plus plantbased material in their PlantBottle packaging. For bottles that use recycled content as well as plant-based material in their PlantBottle packaging. For bottles that use recycled content plus plantbased material in their PlantBottle packaging by further reducing the
use of virgin petroleum-based material in producing that package. 4.4 Warehouse and Distribution Coca-Cola is comprised of large system of a franchise company and battling companies/ plants. After delivering the bottled drinks to warehouse, they bill the stock of Coca-Cola to distributor. In Bangladesh, there are more than 10 distributor of Coca-Cola is comprised of large system of a franchise company and battling companies/ plants.
Cola company. Akij Corporation Al Amin marketing and Distribution ltd. Aquamarine Distribution ltd. Aquamarine Distribution ltd. RahimAfroz distribution process smooth and flexible, Coca-Cola uses a software which is called 'I das' which is used
to look after and automate the distribution process. The software has also contained all the information of wholesalers and retailers. After being placed order for the stock of Coca-Cola, distributor are require to deliver the right quantity of product, right quantity of product and right quality at right time and for the right value. 4.5 Retailers/
Wholesalers Distributor then caters its stocks to the retailers and wholesalers of different place of the country by bulk delivery. There is some sub-distributor Coca-Cola has who are responsible for delivering stock of Coca-Cola to
those places and areas where tracks cannot afford to travel. For that, distributors assign some wholesalers whom are called sub-distributor. Sometimes retailer. Distributor 4.6 Final goods to final customers Final customers can be mentioned as 2nd tier
customers who get the drinks from different retailers or any glossaries shop to consume. 20 Coca-Cola in more developed nation Distributor center of Coca-Cola in more developed nation delivers their final good, for example, to airline companies and restaurants. They deliver stocks of can for the airline and packaging product, can and bottle are
delivered to restaurants. Sometime there might be 3rd party distributors who get the stock of goods from distributor center and deliver to airline companies and restaurants/night clubs. Coca-Cola in less developed nation After manufacturing and bottle facilities, bottle company delivers its stock nearest Coca-Cola distributor center. The distributor
center take 2 initiatives to deliver the stocks of Coca-Cola to customers. First initiative they take to deliver stocks of Coca-Cola by tracks to those area where truck can reach. Second initiative is that the distribute center delivers its stocks of coke to manual distribution
center (MDC) - the 3rd party, when bulk delivery is not possible. That is why MDC hire some sub distribution. 4.7 Recycling Coca-Cola recycles its bottles and cans by sending those back to battling company for making usable for further distribution. 2.1 Diagram- shows recycling process of Coca-Cola. 4.8
Supply Chain Risk Management While supply chain management process, there is risk of demand risk, supply risk, inventory, process risk and so on. To manage these risks, Coca-Cola maintains good relationship with distributors, wholesalers, retailers. Unless they are not satisfied or happy, Coca-Cola cannot
afford to maintain smooth and flexible supply chain management, especially in Bangladesh. Forecasting, warehouse's responsibility to find the best method for forecasting, warehouse determine the economic order quantity, stock level, safety
stocks as well as select the proper system of ordering for inventories. Coca-Cola use such 22 computer software, where all information of stocks and information of stocks and information flow takes place. Information technology plays a
vital role for increasing collaboration among supply chain members. From the information point a view, the effective supply chain management must provide the amount of relevant information to the right person at right time. 23 4.9 Limitations: a. Changing weather is the first limitation here for the coca cola especially various disasters took place
here different times all over the year. b. No room for crafting brand level strategies concerning the beverage Coca Cola. c. The ever rising number of new entrants in the business. d. Dominance of substitute beverage products like fruit juice. e. Major Rivals: Coca cola has faced flak in the past due to its water management issues. Several groups have
raised lawsuits in the name of Coca cola because of their vast consumption of water even in water scarce regions. At the same time, people have also blamed Coca cola for mixing pesticides in the water to clear contaminants. Thus water management needs to be better for Coca cola for mixing pesticides in the water to clear contaminants. Thus water management needs to be better for Coca cola for mixing pesticides in the water to clear contaminants.
international Coca Cola authority h. Beyond the havoc nature can impose on global supply chains; there are a number of other risks. Companies that have shifted from local suppliers in favor of lower costs from overseas sources may face an increased risk from lapses in quality control, failure to meet rules for working conditions or environmental
regulations in other countries. 24 CONCLUSION Coca Cola Company is now serving over 200 nations in the world and become the number one beverage company. Still they have some limitations to do business in Bangladesh. So there higher management has to do more work on this area. They have to make their manufacturing plant in every division
in this country to do their supply chain management more effective. They have to increase their distributor all over the country for better supply. Competitors like Pepsi and Mojo are coming strongly in the beverage market so they have to increase their distributor all over the country for better supply.
smooth business in this subcontinent. To produce the world's best known product, The Coca-Cola Company has to employ the highest quality processes and establish standards which guarantee the product of a standardized product which meets consumers' high expectations each and every time they drink a bottle or can of Coca-Cola. The
Company has had to develop a close relationship with its franchisees based on a mutual concern for quality. Total Quality Management lies at the heart of this process involving a continuous emphasis on getting quality standards right every time and on continually seeking new ways to improve performance. Supply chain management strategies
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