

A Study on Evolution of COCA COLA Company

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Abstract: *The Coca-Cola Company, founded in 1886 by John S. Pemberton, has grown to become one of the world's most iconic and successful multinational corporations. This research paper explores the history, business strategies, marketing, environmental sustainability, and global impact of The Coca-Cola Company, shedding light on its remarkable journey from a modest soda fountain creation to a global beverage giant. The Coca-Cola Company, a global beverage giant with over a century of history, stands as an iconic symbol of American business success and global consumer culture. This abstract provides a concise overview of Coca-Cola, highlighting its historical roots, diversified product portfolio, innovative marketing strategies, corporate sustainability initiatives, and enduring global influence. As a brand that transcends borders and generations, Coca-Cola exemplifies the power of branding, adaptability, and responsible corporate citizenship in the modern world. The Coca-Cola Company, a globally recognized beverage industry leader, has left an indelible mark on consumer culture. This abstract offers a brief glimpse into the key elements of the Coca-Cola brand, including its historical origins, business strategies, iconic marketing, sustainability initiatives, and far-reaching global influence. The Coca-Cola Company's journey from a humble soda fountain invention to an enduring symbol of refreshment and happiness has made it an essential case study in corporate success and cultural impact.*

Keywords: Environmental, Sustainability, Marketing, Branding, Business, Strategies