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HOW COCA COLA SPREAD THROUGHOUT THE WORLD?

The Coca-Cola Company, which is headquartered in Atlanta, Georgia, is an American multinational beverage corporation and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia. The Coca-Cola formula and brand were bought in 1889 by Asa Griggs Candler (December 30, 1851 – March 12, 1929), who incorporated The Coca-Cola Company in 1892. The company has operated a

franchised distribution system since 1889, wherein The Coca-Cola Company only produces syrup concentrate, which is then sold to various bottlers throughout the world who hold exclusive territories. The Coca-Cola Company owns its anchor bottler in North America, Coca-Cola Refreshments.

For the past 117 years —through its ads that brought the world together, packaging innovations, and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing – Coca-Cola has become a part of the lives of people around the world.

Seven strategies Coca-Cola used to become one of the world's most recognizable brands

1. It started with a unique, market-tested formula.
2. Its logo uses a timeless font.
3. It was distributed in a proprietary bottle.
4. It held retailers responsible for maintaining its high standard.
5. It kept its consumer price fixed for 70 years.
6. It guided word-of-mouth advertising and developed a voice.
7. It adopted a franchise model.