**Student Name**

**Marketing Mix**

**Faculty**

**University**

**Abstract**

Marketing mix management is critical for the survival and development of company products. Coke which is owned by Coca Cola Company has also been adhering to the main ideas marketing mix while it reaches consumers across the world. The main processes and systems which allow them to reach the consumers on massive scale are through proper management of the entire marketing mix. This paper looks into the various decision-making process and factors that influence the four marketing mix.

**Product Introduction**

The product under consideration would be Coke. It is widely known product which has been use in the marker for long. This product is interesting to evaluate because of the manner in which the product has evolved and the manner in which is almost represents the American lifestyle. Coke is a part of the American society in a deeply entrenched manner. As such the product would be a suitable for evaluation of the characteristics of marketing mix. Such evaluation of the marketing mix of Coke would focus on the various features associated with the product.

**Price**

The pricing of the product has been on the basis of the market demand and to a certain extent also influenced by the availability of the pricing of its products. What is important to evaluate in this case is that since Coke has an invincible control of the Cola market at least as far as the American market is concerned; it is likely to have its own pricing policies. The pricing policy which is one of the most important marketing mix is likely to be decided by the Coke on the basis of its own systems and corporate schemes. In the American market where the company enjoys larger market share, it might have greater liberty in pricing its products, however, in the terms of pricing in the international markets, it would have to take into consideration other factors too. It could then be considered that pricing for the company in the American market could be primarily of the basis of its own policies which are linked to the overall demand for the products by the consumers. However, in the international market where it might have significant competition from international brands like Pepsi or some other local brands, it would have to price its products in line with the available competition. Thus, three main factors which are likely to drive the pricing mix of Coke would be demand of the actual and potential consumers, policies of the company and the presence and pricing of competitors. (Vrontis, 2004)

**Promotion Mix**

In terms of promoting a cola product, the company would have to ensure that the product is seen as an item of aspiration which would push its demand within the eyes of the consumer. In order to make the product an object of aspiration, the company has been adopting the policy of using known celebrities and other popular and influential figures across all its market that function as brand ambassadors of the product. Such brand endorsements by the known celebrities allows the company to influence the demand of the consumers and makes it positively inclined in its favor. The promotion mix of the company has also incorporated popular media as well. In its bid to remain seen across all media, the company has been able to promote its product offerings across newspapers, televisions, and digital media through internet. The wide variety of media channels are used by the company in order to reach out to larger number of consumers and ensure that the company’s products are always within the mind space of the consumers. Another aspect of the promotional strategy of the firm has been influenced by the trends in the society. It has been seen that with the increase in the awareness of the consumers and the general society, the company had to adopt a line of promotion which catered to such changing trends. Further, it also had to actively promote the fact that its operations are also environmentally friendly. Promotion mix is therefore, likely to be influenced by the requirements and scale of operations of the company, aspirations of consumers and trends within the society that are likely to influence the pattern of consumption of the company’s products. (Head, 2007)

**Product Mix**

The overall product mix of the company has been focused on the development of quality product that are developed according to the tastes and preferences of the consumers. In order to have a wider range of products, the company has been tweaking its product features in terms of the product and packaging to allow consumers wider choices. The company’s changes in the product offerings have largely been influenced by the changes that have been seen in the consumer preferences. As such product changes have to incorporate the choices of the consumers. The company had to make substantial changes in its product mix in the recent past. One of the changes in the product mix related to the introduction of products which have low sugar and calorie content. Diet Coke which is a variant of product was largely developed by the growing consciousness among the consumers to have products which are healthy and to counter the notion that had been gaining ground that cola products including that of Coke are likely to increase health concerns in terms obesity and other disorders. Another change that the company worked upon in terms of its product mix has been related to the packaging of its products. The company has been incorporating changes in its packaging of the products to give it fresh approach. It had launched Coke in tin can and then also plastic bottle which allowed the consumers to consume coke even while they are in motion. Such changes in the packaging were aimed at making the product mix be in line with the needs and preferences of the consumers. (Anders, 2013)

**Place and distribution Mix**

Having a wide geographical presence, the company has had to ensure that it is able to manage it place and distribution mix in an efficient and cost-effective manner. The company has managed its place mix in a way that allows the company to reach out end consumers in farthest corners of the markets in which it operates by judicious use of distributors who spread out with the network of sub-distributors and retailers who ensure that its producers reach to the end-consumers. In order to have wide reach for its products the company has been pursuing the policy of employing large network of distributors in all market territories. Having a large distribution network is paramount for the company as the product category in which it operates requires the presence of products in the immediate vicinity of the consumer. The consumer is unlikely to travel a long distance in order to buy Coke as therefore, it would have to have large distribution of its products to reach every nook and corner of the market which it caters to. Such wide distribution of its products would be critical for ensuring that the company would be able to market its product widely. Operating in consumer goods industry, it would have to provide convenience to the consumer while they buy products from its retailers. This level of convenience is dependent of wide distribution channels. These factors are likely to impact the place and distribution mix of the company. (Slywotzky, Morrison & Andelman, 1997)

**Conclusion**

Coca Cola Company has been developing its plans for the marketing mix of its Coke brand on the basis of key factors like consumer demand and preferences, market patterns, competitor’s decisions, etc. These factors are important to take into considerations while developing the marketing mix.

**References**

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