**Company Description**

 The Coca Cola Company is one of the world’s largest soft drinks companies. This company has grown in lips and bound over the years. The very able management and the strategic management skills used in the organization can be attributed to the growth of this company. The company not only produces soft drinks but also takes part in the distribution of the same in almost all countries in the world (Hays, 2004). This company has beaten all odds to become the world’s largest soft drink producers.

**Reputation of the Company**

 The Coca Cola Company has built a large empire over a long period of time. Other than being the world’s largest soft drink distributor, the Coca Cola Company has also invested in supporting social activities. In the recent past, this company has sponsored several social and economic events including football matches and other similar events. This company is not only interested in making profits but is also interested in growing talents by supporting members of the society. The story behind the growth of the Coca Cola Company is that of resilience and consistency and it is for this reason that many companies have borrowed a leaf from the organization.

**Reasons for Selecting the Company**

 There are a number of reasons I have selected this company but most importantly it is due to the story behind the success of this giant company. The story of Coca Cola’s success not only inspires other organizations but also individuals. The code of ethics that is observed by the Coca Cola management is also another reason I selected this company. This goes to say that ethics is a core value in the organization and this have eventually led to the growth of this company. Developing a strategic management plan for this company would be easy given the history of this company.

Reference

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Hays, C. L. (2004). *The real thing: Truth and power at the Coca-Cola Company*. New York: Random House.

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