

1. The Coca Cola Company



Products

Competitors

Recognition

Negative

Offering

Increase

Difficulty

<p>Strengths</p> <ul style="list-style-type: none">• Variety of [redacted] across different categories;• A 43% market share in the soft drink industry;• Powerful brand [redacted] on a global scale;• Secret recipes for their soft drink products;	<p>Weaknesses</p> <ul style="list-style-type: none">• [redacted] to keep up with the health industry;• Unable to find a better substitute for sugar;• Difficulty to change current positioning and customer attitude towards the company;
<p>Opportunities</p> <ul style="list-style-type: none">• The company can [redacted] their market share if they listen and adapt to current health trends;• Relatively few actual [redacted] on the market;	<p>Threats</p> <ul style="list-style-type: none">• Companies that are [redacted] healthy alternatives to Coca Cola & other soft drinks;• [redacted] press and media coverage can harm the brand in the long run;