1. The Coca Cola Company

Products

Recognition

Offering

Difficulty

Competitors

Negative

Increase

Strengths

- Variety of ____ across different categories;
- A 43% market share in the soft drink industry;
- Powerful brand ____ on a global scale;
- Secret recipes for their soft drink products;

Weaknesses

- ____ 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;

Opportunities

- The company can ____ their market share if they listen and adapt to current health trends;
- Relatively few actual ____ on the market;

Threats

- Companies that are ____ healthy alternatives to Coca Cola & other soft drinks;
- ____ press and media coverage can harm the brand in the long run;