



# MINI CASE ASSIGNMENT

Coca Cola Company

## ABSTRACT

Consumers have been enjoying Coca Cola since the late 1800's. Starting with the original cola flavored soda, the company has branched off to include many flavors and variations of the Coca Cola Product such as Diet, Zero, and now the variation of flavors such as Orange Vanilla, Fiesty Cherry and more. To imagine that this company, whose bottling rights was sold for \$1 is now a multi-billion dollar corporation is mind staggering. With this mini case, we will be looking at the growth of Coca Cola Company (KO).

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