

# COCA-COLA

The Coca-Cola Company is a globally renowned beverage industry leader, known for its iconic Coca-cola brand and a wide range of other beverages. Established in 1886, Coca-Cola has grown to become one of the most recognized and valuable brands in the world. With operations in over 200 countries and territories, Coca-Cola offers a diverse portfolio of beverages that includes soft drinks, teas, juices, sports drinks, and bottled water.



**No. of Students Participated:** 27- I M.H.R.M

**Visit Date:** 10/9/2018

## **Outcomes:**

- Understanding the beverage manufacturing process
- Insights into supply chain management
- Environment sustainability initiatives
- Marketing and branding strategies