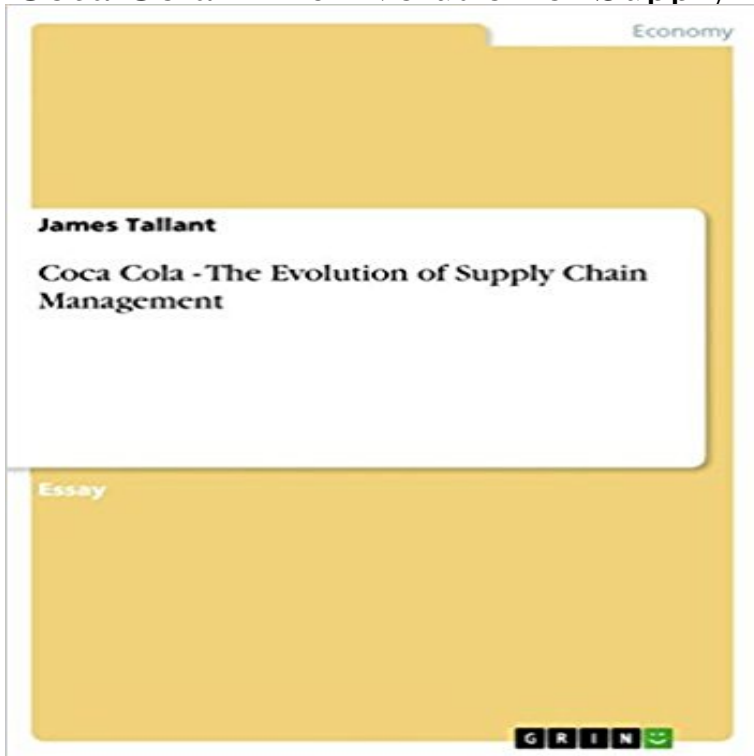


Coca Cola - The Evolution of Supply Chain Management



Essay from the year 2010 in the subject Business economics - Supply, Production, Logistics, grade: 100.00, University of Phoenix, course: ISCOM 370 Strategic Supply Chain Management, language: English, abstract: Coca Cola - The Evolution of Supply Chain Management Manufacturers of goods and services often struggle with finding the right mix of identifying their particular product or service with the right customer base along with the appropriate price and quantity to satisfy demand. Supply chain management provides valuable insight and assistance by providing organizations information identifying core competencies and competitive advantages. When used to develop a strategic plan supply chain management can identify areas of improvement resulting in improved processes and increased profitability through cost reductions and improved customer responsiveness. Coca Cola began as a small organization with a limited supply chain in a small local market. However, as Coca Cola grew and expanded, its supply chain grew with it. This paper discusses Coca Colas supply chain changes throughout its life cycle from traditional mass merchandising, inventory management and cost containment, supplier and customer alliances, relationship formation, and the future capabilities of its supply chain.

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