The Coca-Cola Company

Institution Affiliation

Date

Coca-Cola is facing a public issue in this case it is that they are finishing the water resources that are available in the communities that they operate from. This means that their factories are using too much water compared to the amount that is available in these different communities that are found in the area. It is notable that the increase in the consumption of the water often leaves the communities with very little water that they can make use of in their day to day activities. This is a negative effect as it causes problems with the immediate communities where the company has operations.

The main performance expectation gap in this case is that the company is unable to meet provide the communities with resources that are necessary to them. This is because they are using too much water while at the same time they are not replenishing them for their day to day uses. The shareholders expect that the company is able to operate its factories while at the same time making sure that they do not use all the resources that are available to the community (Dauvergne and Lister, 2013). In this case, water is a large component because it determines the way their product is made while at the same time becoming a determinant of the way the community is able to access the commodity.

 The most significant environment is the social and the geo-physical environment on the strategic radar screen model. It is notable that the issue affecting the people that live around the factories and this makes it fall under the geo-physical category. It is also notable that the most affected are the people that live next to the factories and this means that they are likely to affect the society. This makes it necessary to make sure they are solved with respect to addressing the issues that are caused to the society as well as the negative effects that they may be experiencing in the society.

This case is most likely in the monitoring stage as well as the optimization stage. This means that the business is at a level where it has already been established and is well functioning. So the main thin currently is to make sure that they are able to run activities are expected so as to ensure long term functioning of the business. It is notable that the Coca-Cola Company is already among the largest brands in the whole world and so it is an established beverage company (Isdell and Beasley, 2012). This case is just something that has come up as a result of the continued operations of the manufacturing and so it is just a problem that needs to be solved to allow for continued operations.

The company was able to make sure that I involved all the relevant people in the process of solving the problem. Distinctive partners were involved in the process of making sure that the solutions that were developed were long lasting and enabled for the company to have long term solution. The government agencies that are involved were consulted and there was also the issue of the different organizations that cater for water in the different parts of the world. This helped make sure the company was able to provide solutions that worked for the whole world so as to cater for its global operations.

In my opinion, the Coca-Cola Company was able to handle the issue in a manner that was most appropriate to make sure that the society and the company both benefited from the use of the water resources that were available. The company was also able to come up with solutions that could be taken to be long term and this means that they could continue with their business for long time without the issue coming up again. This makes the steps that they took to be justified and it ensures that the company can continue to operate successfully in the long term.

References

Dauvergne, P., & Lister, J. (2013). *Eco-Business: A Big-Brand Takeover of Sustainability*.

Isdell, E. N., & Beasley, D. (2012). *Inside Coca-Cola: A CEO's life story of building the world's most popular brand*. NewYork: St. martin's Griffin.