Coca Cola’s senior managers have set the objective of increasing returns to the owners of the company. It has millions of shareholders, however than managers believe that this can only be achieved if Coca-Cola meets three other objectives.

* Remain the world’s largest soft drinks company by value of sales.
* Continue to satisfy consumers with a top-value and clearly branded product.
* Protect the environment of the local communities where Coca-Cola drinks are made.

1. Why do you think the senior managers believe that ‘increasing returns to owners’ is important?

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1. Explain why Coca-Cola has set three other objectives as well as ‘returns to owners’?

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1. By referring to the market in your own country, explain how you think Coca-Cola might achieve its aim of remaining the world’s largest soft drinks company.

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**Increase returns to shareholders**

Satisfy customers with top-value branded product

Protect the environment

Remain largest soft drinks company