Case Study: Coca-Cola

The Coca-Cola Company has operations in over 200 countries worldwide. As such, the company must be aware of the latest economic trends and political movements in each country so as to formulate corporate strategy and manage day-to-day operations. Operating in such a vast geographical area means there are often some regions which lack readily available information that can be used by executives to formulate said strategy. Coca-Cola’s Central America and Caribbean Business Unit has been subscribed to FocusEconomics Consensus Forecast reports since 2010, which have provided them with significant time-savings as well as reliable, consistent macroeconomic intelligence.

**Coca-Cola Overview**

The Coca-Cola Company was founded in 1886 and over 130 years later it is currently the world's largest beverage company. The company operates over 500 different sparkling and still brands and over 3,900 beverage choices, including its flagship product, Coca-Cola. The company has been operating with a franchised distribution system since 1889 and currently has its products sold in over 200 countries. More than 1.9 billion servings of Coca-Cola products are consumed all over the world per day.

**Problems Coca-Cola Was Facing**

Dennys Rodriguez is Coca-Cola’s Strategic Planning Manager for Central America and the Caribbean, part of the larger Latin Center Business Unit. Among Mr. Rodriguez’s many responsibilities, he is in charge of all of the planning processes, such as the annual business plan for the region, and also works in several strategic initiatives involving the entire Latin America business unit. Before Mr. Rodriguez and his team became subscribers to FocusEconomics Consensus Forecast reports, planning was problematic due to some key issues with regard to available macroeconomic intelligence on the region.

**Time constraints**

Working in a geographical area with many smaller emerging markets means that availability of macroeconomic information is often lacking. Information on macroeconomic indicators is scattered in various public sources such as government communications and central bank reports. However, collecting and compiling this information from various sources proved to be quite a time consuming and inefficient task for Mr. Rodriguez and the Strategic Planning Department.

**Depth of coverage**

Another pain point for Mr. Rodriguez prior to subscribing to FocusEconomics’ reports was the depth of coverage provided by the aforementioned public sources. The first issue related to this was that there was not enough information for all of the countries for which he was responsible. The second issue was that of the available information, such as written analysis, data and forecasts, much of this was not reliable and was inconsistent across sources.

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“I recommend FocusEconomics’ reports because they have all the relevant economic information needed for business decisions, with a sound, short and focused analysis for each country.”

Dennys Rodriguez, Strategic Planning Manager responsible for the entire Central America and the Caribbean Business Unit.

COCA-COLA FINDS THE SOLUTION WITH FOCUSECONOMICS

After some time with these pain points, Mr. Rodriguez’s team subscribed to the FocusEconomics Consensus Forecast reports for Central America & the Caribbean.

The methodology by which FocusEconomics produces its reports guarantees the reliability and consistency of the information contained in the reports. FocusEconomics partners with over 900 prominent private and public firms to produce its monthly reports. This includes the Consensus Forecast, which studies have shown to be consistently more accurate than the single-source forecast.

Along with the reliability that FocusEconomics Consensus Forecast reports provide, the depth of coverage of the reports was also a key aspect that delivered a solution for Mr. Rodriguez’s pain points. Although FocusEconomics covers all of the largest developed economies with its reports, we also cover many frequently underreported countries throughout the world, especially in emerging markets such as Central America and the Caribbean. Despite the dearth of information available for these countries compared to some of the larger more developed regions, FocusEconomics covers them extensively and presents them in the reports with the same amount of data and breadth of coverage as the larger developed countries.

RESULTS

Without having to gather information from multiple government communications and central bank reports, the FocusEconomics Consensus Forecast reports successfully provide Mr. Rodriguez and Coca-Cola with valuable time savings, as all of the analysis, data and forecasts that they need are available in one place. This allows the strategic planning team to significantly reduce the time needed for research, preparation and analysis that they used to spend on the raw data from the public sources, and allot more time to determining the implications for Coca-Cola and planning their strategy based on those implications.

Secondly, the reliability and the depth of coverage of the reports allows Coca-Cola to analyze the data, such as economic growth and inflation, to determine business risk scenarios, with a high degree of peace of mind. With the breadth of information from FocusEconomics Consensus Forecast reports, Coca-Cola can reliably create internal business plans, but also external country-level plans in conjunction with their bottling partners.

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CONCLUSION

With its depth and consistency of coverage, FocusEconomics Consensus Forecast reports have provided Coca-Cola with reliable macroeconomic intelligence. Having all of the relevant and necessary information in one place has also afforded the company time savings, which has provided them with more time to focus on making vital business decisions.

Given the massive geographical area in which companies like Coca-Cola operate, executives in other multinational enterprises will have no doubt felt the same pain points as Mr. Rodriguez and his Strategic Planning team. And much like Coca-Cola’s success story, FocusEconomics can be a boon to those companies by providing similar results.

To learn more about FocusEconomics, email info@focus-economics.com.