

## **Company Brief: The Coca-Cola Company**

### ***FACT SHEET***

*Founded:*

1886

Atlanta, GA

*Headquarters:*

One Coca-Cola Plaza NW

Atlanta, GA 30313

Telephone: 404-676-2121

*Core business:*

Manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups

*Principal stock exchange:*

NYSE

*Trading symbol:*

KO

*Independent auditors:*

Ernst & Young LLP

### ***TEAM ASSIGNMENT***

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
  - a. What did you learn about this company as a result of your research?
  - b. Would you recommend investing in this company? Why or why not?
  - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.