Selecting an Organization

Name

Institution

Date

The Coca Cola Company

The company I have selected to work with throughout the course is the Coca Cola Company. The company is a manufacturer, marketer, and retailer of nonalcoholic beverages, and it is best known for its flag-ship product line Coca-Cola. The reason I selected this company is that it is the global leader in nonalcoholic beverages, thus would like to know how it has maintained a competitive advantage over the other players in the industry for such a long period. Additionally, my brother has worked for this company for more than ten years in their headquarters in Atlanta, Georgia. I believe he would provide me with some essential information I need to know about his employers.

The theme of choice

The Coca Cola brand and formula were bought by John Stith Pemberton in 1886 in Columbus, Georgia. However, the brand is still popular across the world two centuries later despite people’s ever changing needs. The major reason why the Coca Cola brand has remained popular since the 19th century is because of the company’s innovation and creativity. Over the years, the company has changed its operational strategies so as to meet customers’ ever changing expectations and needs. The company’s ability to embrace change is what has enabled it to remain competitive throughout its history. Therefore, the theme I intend to evaluate during this course is Coca Cola’s **organizational change process**. Here, I intend to comprehensively evaluate the technological, strategic, and operational changes the company has had to undergo to stay alive in the various uncertain economic, political, and social environments it has had to face.

Research methods to use to study my theme

To get a deeper insight on how the Coca Cola has been able to implement the changes that have enabled it to remain competitive throughout its history, I will have to use different research methods. One of the research methods I intend to use is the case study design. Here, I will evaluate thoroughly the various case studies involving Coca Cola. While assessing the cases, I will focus mainly on the areas the company implemented changes, and the impact they had on its operations. I intend to get these cases from various sources such as, the company’s website and journals.

The other research method I intend to use to study Coca Cola’s change program is observation. Here, I plan to visit the company’s manufacturing plants, distribution and marketing departments to observe how the employees carry out their activities. Observation will allow me to get first hand information on what the company does to ensure its products are in the market in the right time. Also, I will be in a position to know the various factors the company takes into consideration while creating its advertisements and other marketing strategies. To get to the company’s premises for observation purposes, I intend to use my brother’s help. Having worked for the company for more than ten years, he knows the company’s procedures regarding visitors. Thus, he will connect me with the company’s officials that will guide me as I observe the manner in which employees’ and other officials carry out their duties.

Reasons for selecting the Case Studies and Observation research methods

There are several reasons why I have decided to use the case study and observation research methods for conducting analysis of Coca Cola’s change process. One of the reasons I selected the case study method is because it is likely to lead to reliable and credible findings. Case studies are mostly produced using formal research studies. For this reason, the case studies appear in formal research channels such as, professional conferences and journals, instead of popular works. Therefore, information contained in the cases is credible as it is based on previous studies, rather than people’s views and opinions (Burns, 2000). Additionally, using case studies to study Coca Cola’s change management process will enable me to acquire sufficient information on the subject. This is because there are a lot of case studies discussing the Coca Cola Company. A comprehensive analysis of these studies will equip me with the information I need to know.

While contemplating the other ideal research method to use during this course, I chose the observation research method. One of the reasons I selected this method is that it would enable be collect reliable data. This is because I will derive information directly from my subjects. This implies that the data I collected will not be biased as it has not undergone any analysis. Thus, the information is still raw, thereby credible (Kara, 2015). The other reason why I have selected this method is that it is easier to implement. Using this method, I will not be required to come up with questionnaires or interview questions to administer to my respondents. The only thing I will have to carry is a pen, paper, and a camera to take pictures of things I cannot write down on paper. With the above-mentioned instruments, I will be in a position to record the crucial information I observe in the company.

References

Burns, R. B. (2000). *Introduction to research methods*. London: SAGE.

Kara, H. (2015). *Creative research methods in the social sciences: A practical guide*. Bristol: Policy Press.