

Financial information!!!

2.3

State how profitable different brands are within the company? Based on the information in the chart below:

- ❑ Which product makes the most money?
- ❑ Explain that the different products and services all bring in money
- ❑ Explain that the difference products and services contribute to the brand image
- ❑ What is the brand image of the company?
- ❑ Explain that the company has created a strong brand image in the customers mind and this leads the customer to consider their products to be 'better' than the competition, i.e. the branding 'adds value'

CCE Market Overview*

	GREAT BRITAIN	FRANCE	BELGIUM	THE NETHERLANDS	NORWAY	SWEDEN
 2013 CCE Net Sales Mix	33%	30%	15%	8%	8%	6%
 Population	63M	64M	11M	17M	5M	10M
 Per Capita Consumption	207	140	324	137	254	173
 NARTD** Valued Share Position <small>**nonalcoholic ready-to-drink</small>	Ranked #1 with 31% share	Ranked #1 with 22% share	Ranked #1 with 39% share	Ranked #1 with 22% share	Ranked #1 with 34% share	Ranked #1 with 29% share
 Volume Mix	61% Coca-Cola™ 26% Sparkling Flavors & Energy 12% Stills 1% Water	84% Coca-Cola™ 8% Sparkling Flavors & Energy 8% Stills 0% Water	63% Coca-Cola™ 12% Sparkling Flavors & Energy 11% Stills 14% Water	62% Coca-Cola™ 22% Sparkling Flavors & Energy 11% Stills 5% Water	70% Coca-Cola™ 20% Sparkling Flavors & Energy 5% Stills 5% Water	71% Coca-Cola™ 18% Sparkling Flavors & Energy 8% Stills 3% Water
 Production Facilities	6	5	3	1	1	1
 Top 5 Brands	Coca-Cola Diet Coke Schweppes Capri-Sun Fanta	Coca-Cola Coca-Cola Zero Coca-Cola Light Fanta Capri-Sun	Coca-Cola Coca-Cola Zero Coca-Cola Light Chaudfontaine Fanta	Coca-Cola Fanta Coca-Cola Light Coca-Cola Zero Capri-Sun	Coca-Cola Coca-Cola Zero Fanta Bonaqua Sprite	Coca-Cola Fanta Coca-Cola Zero Mer Coca-Cola Light

*Sources: CCE internal reports and AC Nielsen 2013 data.

