

Week 3: Course Project

Select An Organization

Student Name

Keller University

Due Date

Introduction: Selected organization background

Throughout history there has been many companies that helped define and develop this country some of those being just a memory and some still going strong today the purpose of this paper is to choose an area or an industry of interest potential one of those businesses that I mentioned and launch an additional strategic business unit to market appropriate goods or services to the area of opportunity. I will create a strategic staffing plan that is crucial because it will outline the roles and responsibilities of the staff needed to operate this new unit, I will further consider how many positions will be needed and what skills and qualifications these positions will require. For this organization I choose Coca Cola as I have always loved this product, it is a company that has been around a long time, and I personally own stock in. Allow me to provide some details on Coca-Cola's beginning Founded in 1886, Coca-Cola has a history that spans more than a century. This longevity has allowed the brand to become ingrained in the collective consciousness and associated with tradition and nostalgia in many parts of the world. The company has demonstrated a remarkable ability to adapt and evolve over time. Over the years, it diversified its product line to include a wide range of beverages, from juices, waters and teas. This ability to innovate and respond to changing consumer preferences has been key to its continued relevance. The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Dr. John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once "Delicious and Refreshing," a theme that continues to echo today wherever Coca-Cola is enjoyed. (News & Articles, 2025). Now that I have given some background to the business let's