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Week 7: Final Concept Course Project

Strategy and Evaluation

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Introduction

In the world of business everyone sets out to be the best, to dominate the market to make a name for yourself. The old saying of money makes the world go round or from Titus Maccius Plautus he stated, “You have to spend money to make money.” Both of these statements hold weight as everyone knows that it is nearly impossible to make a fortune from nothing someone has to be in your corner supporting you, uplifting you and even evaluating you. Making sure that you are doing what is necessary for those investing in you to get a return on their investment. The purpose of this final concept paper is to focus on Coca-Cola’s strategy of staffing with the new business unit that the corporation plans to implement, it will be a cross between soda, energy and coffee a flare on previous successful products. Coca-Cola has previously made energy drinks and flopped in the market but this new business unit will be above anything else.

Managing and Evaluating New Business

The corporation has seen growth year over year and is confident in this matter that it too will be fruitful. However, Coca-Cola does not have tunnel vision, the company still has other divisions and countries that they operate in that require managing staffing needs outside of this new venture. Coca-Cola manages its staffing needs through a combination of global strategy, international service programs, and a focus on employee development and inclusivity. They prioritize hiring local nationals in their international operations, while also developing a core group of international employees through programs like the International Service Program. They also invest heavily in employee development, offering online courses, mentorships, and leadership workshops, and promoting a culture of diversity, equity, and inclusion. “The Coca-Cola Co. sees itself not as a global organization, but as a multi-local enterprise. That’s because its global strategy is to allow its businesses in more than 200 countries to act according to local