



#	STRENGTHS (+)	
1	Strong brand recognition and global presence	
2	Wide product portfolio	
3	Effective marketing and advertising	
4	Strong bottling and distribution system	
5	Strong financial performance	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Diversification into healthier beverages	
3	Growing demand for non-carbonated beverages	
4	Expansion into the non-alcoholic beverage market	
5	Increasing focus on sustainability	
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#	WEAKNESSES (-)	
1	Negative health perception	
2	Dependence on carbonated soft drinks	
3	Vulnerability to regulatory changes	
4	Reputation risks	
5	Foreign exchange risks	
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#	THREATS (-)	
1	Intense competition	
2	Changing consumer preferences and health concerns	
3	Shifts in regulatory environment	
4	Economic downturns	
5	Water scarcity and environmental risks	
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