







#	STRENGTHS (+)	
1	Strong brand portfolio	
2	Global presence and distribution network	
3	Focus on innovation and product diversification	
4	Strong marketing and advertising	
5	Strategic partnerships and acquisitions	
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#	OPPORTUNITIES (+)	
1	Expansion into healthier options	
2	Growth in emerging markets	
3	Partnerships with non-traditional channels	
4	Innovation in packaging and sustainability	
5	Expansion into new beverage categories	
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#	WEAKNESSES (-)	
1	Dependence on carbonated soft drinks	
2	Negative health perception	
3	Relatively high operating costs	
4	Limited presence in certain markets	
5	Environmental impact	
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#	THREATS (-)	
1	Intense competition	
2	Health-conscious consumer trends	
3	Regulatory challenges	
4	Economic volatility	
5	Supply chain disruptions	
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