Part 2

**A Brief History of the Organization**

The Coca Cola Company was birthed in 1886 and like was expected, it flourished. The success of this company can be attributed to the demand for soft drinks and the minimal competition in the business environment at the time. With time, however, several soft drinks companies like the Pepsi Company entered the market and posed a lot of competition for the Company. The Coca Cola Company has however devised ways to overcome the challenge of competition including intensifying its public relations (Hays, 2004). In carrying out campaigns to promote Coca Cola products financial constraints have poses a challenge. This company has however been able to overcome these obstacles and this has resulted in the gradual growth in the company over the last 15 years.

**Information on the Top Executives**

Several top executives have been instrumental in the growth of this company. Some of them include chief executive officers, presidents and operational leaders who have been instrumental in the growth of the company. Muhtar Kent who is the company’s CEO has been instrumental in advocating for change and ensuring that the company overcomes its challenges and achieves its objectives.

**The Mission Statement in the Organization**

In the past, Coca Cola’s mission statement was to refresh the world. With the changes in the market environment and the forward looking nature of the company, the mission statement changed to providing convenient and high quality products to the society. The Coca Cola Company is built upon ethics and this has been made explicit to the members of the public through carrying out vigorous campaigns that are aimed at promoting Coca Cola products and at the same time promoting organizational ethical practices in society.

**Areas of Ethical Concern in the Company**

There have been several ethical concerns in the Coca Cola Company. Some of these concerns include health and governance implications. Some of the health implications have been identified in cases where the consumption of Coca Cola products has had adverse health implications to consumers. The prices of Coca Cola products over time have also raised a question of ethics in governance.

Coca Cola’s mission statement is to provide high quality and convenient products at the same time ensuring that ethics is observed. In order to achieve this mission statement, there are several adjustments that need to be made in the company. Introducing the extensive use of technology will help in maximizing profits. Ensuring that officials who take part in unethical business practices are exposed will also help in maintaining high ethical standards in the organization (Hays, 2004).

Reference

Hays, C. L. (2004). *The real thing: Truth and power at the Coca-Cola Company*. New York: Random House.

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