Have a Coke and a Smile
Distribution Channel Management and Marketing for I&R
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Which of the following most qualifies the speaker for this lecture?

a) As a student at Emory, I interned for Coca Cola
b) Avid consumer of Diet Coke since 1988
c) Expert in Distribution Channel Management since 1995
d) Coca Cola policies prevented speaker from presenting

Door prize
1995, New York City

Inventory: -1716
Agenda

• Clear the deck (before I get to the deck)
• Highlights of Coke
• Discussion: Is I&R a Product or Service?
• No Name Tag / Group Vision
• My 5 cents
Workshop Objective

One concept to propose to your organization
Clear the Deck

Before we get to the Deck
Risk
Highlights of Coke
Coca-Cola History

Stakeholder 1: 1886 *invented* by Dr. John S. Pemberton

Stakeholder 2: 1888 Asa Candler *commercialization* plan

Stakeholder 3: sell the right to *bottle* it, for a fixed fee
Joseph Whitehead and Benjamin Thomas

Stakeholder 4: *operations improved* by Robert Woodruff: convenience & desire: Icy cold Coca Cola, whenever, wherever they wished
Coca-Cola Early Marketing

- 1887 free samples, newspaper advertising, promotional items
- 1916, 1,000 bottlers approved consistent bottle
- 1928 Olympics in Amsterdam
Coca-Cola System
Role of Local Bottlers

- Purchase syrup & produce the product
- local marketing and promotional activities
- develop local distribution channels
- distribute the products to retailers either direct & wholesalers
Coca-Cola Company Role

• Company owns the trademarks
• Controls the global marketing and supplies the concentrate for products to bottlers.
• Relationships with independently owned bottlers
Scope

- The world's largest beverage company
- 270 countries
- 300 bottling partners
- 84,000 vendors
- Coca-Cola is the most recognized brand globally
- 500 beverage brands
- 1 billion servings a day
Where is Coca-Cola Available?

- Wholesalers/distributors
- Retailers/supermarkets/Groceries...
- Restaurants/cafés/night clubs/bars
- Gas stations/Convenience Stores
- Vending machines both public and institutional
Reasons For Coca-Cola's Success

• Product people want
• Universal Availability
• Uniform Quality
• Partnerships
Is I&R a Product or a Service?
Is I&R a Product or a Service?

"There are two kinds of people in the world: those who divide the world into two kinds of people, and those who don't“

– Robert Benchley

In what ways is I&R a Product and in what ways is it a Service?
Product = Noun
(person, place or thing)

Service = Verb
(action)
Product or Service?

Customizing (v) Technology (n)
Components of I&R

- Identify Needs
- Database: Updated information about quality services
- Connect person with the right service

Service
Product
Service
Where are there thirsty people?

Where we live, work, learn and play

- Restaurants, homes, supermarkets, street corners, airplanes
Where the Visionaries have No Nametags
My 5 cents
When you are trying to make the world a better place, your competition is the status quo.

-me
All roads lead to Rome:
Market Current Systems
New Distribution Systems
Large Scale Integrated Metrics

• I&R call centers provide outstanding service to the people that call them
  314MM people in USA, 20MM calls, 16% USA
• What % of people in USA need services?
• What % of people in need call I&R?
• What % of people in need access services available to them to meet their needs?
Where are there people in need?

Everywhere
How can we access them?

Call centers
Web sites
IM, Text
Corporate partners
Social workers
Nurses
Existing programs

Hospital workers
School counselors
Prison volunteers
Street corners
QR Codes
Video Games
.....the next thing
How can we access them?

Every way possible: Universal Availability

Partnerships
Stay in Touch!

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Evaluations
Videos

• Globalization: https://www.youtube.com/watch?v=kdAET2Di-IQ
• Happiness Truck: https://www.youtube.com/watch?v=oiu9PcEyQ5Y
• Safe and Sound: https://www.youtube.com/watch?v=EWXbpyNaStI
References

Coca-Cola History
The Coca-Cola System
The Coca-Cola Business Model
Our Coke Company
Coke Safety and Health
Coke Human & Workplace Rights
Coca-Cola Sustainability Report
Coke People
U of M History of Social Work
What is the Hub and Spoke Model?
Hub and Spoke Slide Share
Fedex Freight Services

http://www.gartner.com/newsroom/id/2688717