

company's operations, financing, and overall performance. It is important for the company to manage carefully these risks and uncertainties while pursuing its growth and development plans.

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COCA-COLA MARKETING STRATEGIES FOR GLOBAL SUCCESS

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Резюме – в данной статье анализируются маркетинговые стратегии компании Coca-Cola, которые привели к глобальному успеху бренда компании и обеспечили ей лидерство на мировом рынке напитков.

Resume – the article analyzes the marketing strategies of the Coca-Cola Company which led to the global success of the company's brand and made it the marker leader in soft drinks market.

Introduction. Coca-Cola is a classical model of how effective marketing tactics can help you take your business global. The well-known product was once sold to pharmacy customers as a drink from a fountain. The company started small, used various selling strategy to reach nearly 200 countries, and has grown into a multinational company. Coca-Cola is so influential today that there is hardly a person who is not familiar with this brand [2].

The main part. Here is the marketing plan that was used.

1. Market segmentation. If you look at Coca-Cola ads, the company targets its audience based on age, family, income, and taste. Most Coca-Cola commercials usually revolve around Generation Z who is usually short on money. However, in some ads you will also see family dinners and activities. Coca-Cola also uses market segmentation to retarget its former customers. Millennials have been killing the Coca-Cola market for some time now due to health concerns. When

Coca-Cola realized how their lack of interest was affecting its sales, the company found millennial pain points and redesigned its Diet Coke for them.

2. Emotional Branding. Coca-Cola has been an emotional brand since its inception and has built its entire brand to appeal to people's emotions. Because emotional branding helps you win customer loyalty, and Coca-Cola knows it.

The company actively uses emotions in their marketing strategies to connect with their audience on a deeper level.

3. Creative Advertising. We all already know that building your brand in a saturated market is extremely difficult. Coca-Cola has proved again and again the positive public response to music. For example, the TV commercial for the 2010 FIFA World Cup. This is one of the Coca-Cola products. Jingles and short songs grab your audience's attention much faster than any standard ad.

4. Global Marketing Campaigns. Coca-Cola uses a ton of advertising activities to promote its brand. But her global marketing campaigns are getting the best response. The company uses a marketing technique where it selects multiple advertising channels and sends a consistent message through them around the world. It gathers a large audience and high engagement. People love to join the crowd and international marketing operations make them feel like they're part of the event. In 2009 Coca-Cola launched a global campaign called "Discover Happiness" during a severe economic depression. Coca-Cola also ran its campaign outdoors and built cheerful cars with hidden cameras to capture the moments in real time. Within six months "Open Happiness" attracted worldwide attention, and Coca-Cola increased sales by 17 % [1].

5. Strong Brand Identity. Consumers usually recognize brands by their logo, color and packaging. Coca-Cola introduced the contoured bottle in the early years. Nowadays it has practically become a trademark of the company. Coca-Cola has had a timeless bottle shape, logo and red color for years [1].

6. Smart Briefcase. Instead of developing a wide area of different products, the company has added its own brands to its portfolio to strengthen its presence. As you know, Coca-Cola is widely known in India. But initially, when the company entered its marketplace in 1956, it faced stiff competition from Pepsi and private brands. To solve this difficulty, Coca-Cola bought some of the local brands such as Mazza and distributed its product line with regional products. It worked out considerable for Coca-Cola, and the company saw a 40 percent increase in revenue. Product diversification, done right, can range your business. Coca-Cola skillfully combined its universal product line with local products and gained an immense client base [2].

7. Competitive Pricing & Personalization. Whenever a company plans to enter a new market, it offers products at a low price to increase sales. Later, as Coca-Cola began to gain momentum, it changed its brand image and set current pricing. Coca-Cola also sets prices based on its market segmentation which affects almost everyone, and it offers a wide range of packaging and implementation options for targeting a diverse group. Once Coca-Cola builds its customer base, it periodically runs promotions to drive sales. This is how many big brands manipulate prices to

enter a new market. If you price your product low for a long period of time, people will perceive your product as a "low quality" product. Likewise, if you set prices too high early on, most will not want to buy an unknown product. The trick is to manipulate prices in a timely manner so as not to damage your brand image.

Conclusion. Coca-Cola spends an average of \$4 million a year on its advertising. Without a doubt, it is far ahead of its rival brands. His advertising has always touched on social issues and promoted progressive values. Coca-Cola's smart marketing strategy is the main reason for its global success. The company skillfully entered each market, used emotional marketing to win over the target market, and offered competitive prices to increase sales.

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SCRUM-METHODOLOGY AS A CURE FOR REDUCING RISKS FOR PROJECT MANAGERS

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Резюме – в нашем современном мире все сводится к соперничеству. Каждая сфера жизни, независимо от того, говорим ли мы о конкретном человеке, каком-то продукте, стране или чем-то еще. Дело в том, чтобы быть лучше, чем кто-то, быть ярче, быть больше, быть прочнее. Это означает, что вы должны иметь что-то, что выделяется из толпы.

Resume – in our modern world everything is about rivalry. Every sphere of life, no matter if we talk about concrete person, some product, country or something. The matter is to be better than someone, be brighter, be bigger, be firmer. This means you should have something that stands you out from the crowd.

Introduction. And these advantages do not appear from nothing. Speaking about companies, their success almost always depends on the activities they undertake. A complex of such activities is called project and its outcomes are crucial. Keeping in mind the fact that most of the projects content novelty (that the main thing cause because of that they bring so much benefits, such as economical profits based on absolute dominance in the market), this means you are to cope with excessive risks at the other end of the scale. In the context of projects risks are almost the same – failure, losing of resources of money and time. That's why nowadays there's a huge demand for effective project management methodology