

# A Paradigm Shift: 5 Cents To 1 Calorie

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**Abstract** - Innovation is suggestive of ground breaking ideas that take over the markets. In actuality, 70% of the innovation is incremental in nature[1]. With the rapid shift in trade prospects, firms shouldn't underestimate the potentiality of incremental innovation. To illustrate, according to Bain and Co, a whopping [whopping] \$5 Trillion of global GDP has been contributed by modifications in existing consumer products[2].

Software development life cycles (SDLC) are catalysts in providing standardised frameworks that define business operations. It causes structured project planning along with a decrement in the project expenditures and encounter with risks.

The study draws attention towards the SDLC models and their employment in The Coca Cola Company. The brand extends a miscellany of developments under the banner of carbonated drinks. Such differentiated products cater to the market heterogeneity that gratifies customer personalisations. A planned approach helps the corporate navigate through unfamiliar sphere of undertakings; from determining novel ingredients to fabricating new chains of the brand.

**Key Words:** Incremental innovation, SDLC

## 1. INTRODUCTION

Due to advancement in technology and the ever increasing demands of the buyers, companies are required to overcome close competition to stand their firm ground in the product markets.

Software development models are employed to overcome corporate issues for efficient planning and execution of business plans. A SDLC model prompts for a systematic and disciplined approach towards product development. This results in increment in revenue and maximisation of profits. SDLCs are vital wherever there is a lack of planning, improper requirement analysis, overlooking of requisite procedures, neglect of product quality and mismanaged multi-task outlook.

Coca Cola utilises prominent trends and puts forth fresh products to their customers. The developments vary from creative flavours to new-fashioned formats. Additionally, brand extensions and partnerships are taken into consideration. By way of illustration, Coca Cola has been syndicated with Special Olympics for the past 24 years (Refer to Fig -1)[3]. The primary goal is to meet the ever changing consumer needs through the generations while enforcing the brand image and the core satisfactions of refreshment. Similarly, in the United Kingdom, Diet Coke was launched in

2002. This showcases a growing shift towards product personalisations and sundries for multiple nations demographics.



**Fig -1:** Coca Cola and Olympics

## 1.1 SOFTWARE DEVELOPMENT LIFE CYCLE

Software development life cycle, abbreviated as SDLC, is a process used by corporations to develop high quality products. The process encompasses multitudinous stages:

### i. Planning and analysis of requirements

Requirements for the product are acquired by paying heed to the evolving purchasing trends of the market. Product practicability studies are undertaken to comprehend the economical and operational feasibility. The outcome of the step is to define approaches to make the product a reality while facing minimal risks.

### ii. Defining the requirements

Creation of clear definitions of the pre-requisites for the product development.

### iii. Designing the product

Preparation of multifarious approaches to achieve the best final resultant product.

### iv. Testing the product

The defects in the product are reported, tracked and fixed. The cycle of testing continues until the product reaches standards meeting the quality predetermined by the Company.

### v. Deploying the product for customer usage

Release of the final product

### vi. Maintenance

Incorporation of feedback from buyers, if any, into the product for various nations. Maintaining the product for the customers through marketing and advertising.

SDLC can be accomplished through numerous types of models, namely:

1. Waterfall model
2. Spiral model
3. Incremental model

4. AGILE
5. V model
6. RUP
7. Prototype model

## 2. INCREMENTAL INNOVATION

This term implies an upgrade or a succession of minute improvements to a company's products or services. The change focusses on ameliorating productivity of the exiting products to sustain usefulness(Refer to Fig -2).

The benefits of such an approach includes:

- a. Growth enhancement with risk minimisation
- b. Fulfilment of customer preferences through suggestive measures
- c. Prolonging the life of a product in the consumer market

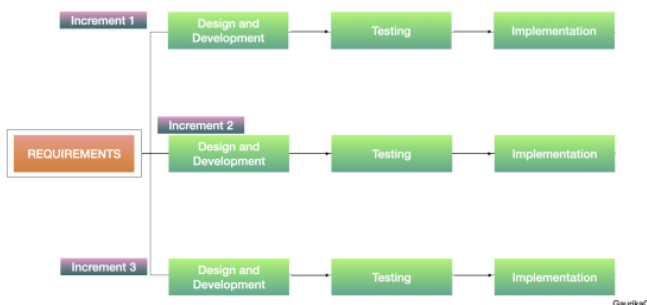


Fig -2: Incremental SDLC model

### 2.1 SYRUP TO COCA COLA

Launched in the 1880s, Coca Cola exercises the incremental software development life cycle model under the umbrella of incremental innovation. Instead of a linearised approach, the company proceeds to follow the process of planning, defining, designing, testing and implementation at each increment in the product development stage. Such an ideology assists in easier accommodation of improvements in the product before it is manufactured for the shelves.

There is an entry and exit criteria per stage in the model. The beginning of a succeeding stage is marked by the end of the preceding stage.

One of the most well accepted and leading brand of the beverage manufacturing industry, Coca Cola strives to give birth to untried combinations of soft drinks. Various brand lines like Cherry Cola, Coke Lime, Coca Cola Life, Coke Zero, Coca Cola Vanilla amongst more are adjuncts to the company product. (Refer to Fig -3).



Fig -3: Coca Cola brand extensions

Initially in 1886, Dr John Pemberton invented the popular drink in Atlanta as a reenergising tonic. The first sign of the product was a thick brown syrup (Refer to Fig -4). It was sold in addition with carbonated water as an invigorating soda fountain drink (Refer to Fig -5). The Coca Cola Company became official in 1892 and successively the drink was readily consumed all across America by 1895. Due to the tremendous rise in sales, the initial bottling plant was set up in 1909. The syrup was bottled with carbonated water and supplied for retail.



Fig -4: Coca Cola sold as a tonic

The company's objective was constant evolvement. Even in the present scenario, this viewpoint has aided in the superlative brand positioning of Coca Cola. More than a century old product is still relevant in the current world.



CocaCola Soda fountain

Fig -5: Vintage Coca Cola Soda Fountain



Fig -6: History of contour glass bottles

Fig -7: 6 pack carriers



## 2.2 BOTTLING INNOVATION

One corner of the world would have never tasted Coke if it wasn't for innovation. Bottling the drink was a prime rationale for the exponential growth in the trajectory of Coca Cola.

The incremental model so applied in the company reflects in the variety of bottle sizes and ingredients.

Due to the changing demands of the people intercontinentally, Coca Cola launched multiple bottle dimensions (Refer to Fig -6).

1894 - Common glass bottle called Hutchinson used for bottling

1915 / 1916 - Birth of the contour bottle

1923 - Six pack carriers of coke bottles(Refer to Fig -7)

1955 - Additional to 6.5 ounce contour bottles, 10,12 and 26 ounce bottles sold

1978 - 2 Litre plastic bottles which were recyclable "re-sealable, lightweight and recyclable"

2000 - Ultra glass contour bottles manufactured which were 40% stronger and 20% lighter

2005 - Aluminium bottles called the M5(Refer to Fig -8)

2009 - Green bottles with 30% plant materials like sugar cane extract(Refer to Fig -9)

2013 / 2014 - Personalisations available for the masses(Refer to Fig -8)



Fig -8: Customised Aluminium bottles



Fig -9: Green recyclable bottles

### 3. REBIRTH WORTH A CALORIE: ‘diet Coke’ TO ‘Diet Coke’

The health conscious trends in the 1970s led to a revolutionary change in the customer’s attitude, fundamentally the millennials. 1982 marked the launch of Diet Coke. The product had a humungous impact on the markets internationally promising consumers a refreshing experience within one calorie. By the end of 1983, Diet Coke was the No. 1 diet soft drink in the U.S. and the top soft drink brand among women[4]. By 1986, 60 million diet cokes were sold daily[5].

Interestingly, For many years, the brand name was written and marketed as diet Coke – with a lowercase “d” – to reinforce the positioning of the product. Coke’s trademark lawyers wouldn’t allow the uppercase “D.” Their reasoning: Diet with an uppercase “D” was a noun, and the use of a noun changed the name of the trademark. Use of the lowercase “d” was an adjective and, therefore, did not alter the legal basis of the trademark(Refer to Fig -10)[4].

Thoroughgoing productions by Coca Cola are emerging as the solitary choice of purchasers. For instance, Cidewinder, producing an array of wares such as kombuchas and keto-friendly smoothies additional to cold brew coffees are categories moving speedily(Refer to Fig -11).

**Fig -10:** diet Coke to Diet Coke with flavour variations



**Fig -11:** Healthy alternatives under Cidewinder

### 4. CONCLUSION: INGREDIENTS OUTSIDE THE BOTTLE

Coca Cola, following the methodology of constant reinvention, prioritises reinvention of the exiting assets. The secret formula has been guarded ferociously since the beginning of time. The chief marketing officer, Cristina Bondolowski enunciates the major ingredients for the company’s success story.

Coca Cola stresses upon understanding its customers, keeping a differentiated product, breaking through boundaries to deliver messages and scaling quickly in nations. Technology is enabling the company to form a communication bridge between Coca Cola and the buyer. The company perceives what the consumer is thinking by having direct interactions. This assists them in co-creating the future innovations and opening up a plethora of flavours.

The giant banks upon changing ideologies and pushing boundaries to deliver messages. As early as the 1930s, Coca Cola was represented as a tonic to overcome fierce economic times. Post WWII, the soft drink symbolised happy times whereas in the 1960s, it aimed to market the bringing together of people from various cultural backgrounds.

One remarkable campaign uptake by the company #opentobetter intended to deliver the social message of inspiring change within communal segments.

Guy Wollaert, the former Chief Technical and Innovation Officer stated that innovation doesn’t need to be headline grabbing but it must lead to the creation of new value. “Innovation is a team sport”, a striking phrase aptly describes the journey of Coca Cola and fuels modish incentives to drive expansion.

### 5. REFERENCES

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