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# **COCA-COLA VIETNAM CORPORATION**

# INTRODUCTION

**Coca-Cola has remained relevant in Vietnam's markets for beverages products as it incorporated the international brand to suit the domestic context. However, the company encountered many problems on the market such as a high level of competition, complicated legal frameworks, and the necessity to adapt to the local consumers' demands. This case solution aims to look into the following strategic actions that CCVC can take to deal with these challenges so as to attain sustainable growth.**

# MARKET ANALYSIS

**The beverage industry in Vietnam currently has intense competition especially between international and Vietnam's domestic companies. CCVC has to operate under such conditions in order to grasp consumer tendencies, which are in favour of healthy, lean, and domestic products. The market can be researched thoroughly so as to be able to establish the trends in the market as well as other opportunities that may be most suitable for the company.**

# **REGULATORY COMPLIANCE**

**Dealing with Vietnam's legal framework entails certain actions and preparations. That is why it is critical for CCVC to properly coordinate itself with the local authorities and always be up to date concerning the regulations made in this sphere. It is also recommendable to through a compliance department that would be proactively solving regulatory issues.**

# CONCLUSION

**In the current and trended market environment, Structurally, Coca-Cola Vietnam Corporation can reinforce the market position by expanding the range of products, increasing consumers' awareness, improving the logistic channels, and meeting the legal requirements. Thus, the given strategic actions can serve as the basis for constant development and further success of CCVC in Vietnam's beverage industry. For other detailed case solutions, it is advisable to visit [thecasesolutions.com](https://thecasesolutions.com).**

# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**