

Technical Report

A Visit on Coca-Cola Happiness Factory in Greater Noida

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ABSTRACT

In the education field, knowledge of the corporate world is very important. Authors have visited the Coca Cola Happiness Factory, Moon Beverages Pvt. Ltd., Greater Noida, and India's Only Happiness Factory Museum. The visit began with the introduction of the Coca-Cola Happiness Factory given by Mr. Saurabh Singh (Marketing Manager). The visit was to avail the practical knowledge about the Coca-Cola happiness factory and learned about the company and how the beverages are manufactured. Also highlighted is the beverage testing criteria. The author has seen the entire operational process of the Coca Cola product range (Like Limca, Mazaa, Kinley Water, Minute Maid, Coca Cola, Thumsup, Fanta, etc.) in bottles and cans of different sizes.

KEYWORDS

Coca Cola, Marketing Strategy (Bottle), Production and CIP Process, Quality Check

1. INTRODUCTION

1.1. History of Coca-Cola

John Smyth Pemberton, a pharmacist first introduced Coca-Cola in 1886 in Atlanta, Georgia. He prepared caramel colored syrup in a three-legged brass kettle in his backyard.

Dr. Pemberton's partner and book-keeper, Frank M. Roberson, suggested the name and penned "Coca-Cola" in the unique flowing script that is famous worldwide even today. The first newspaper ad for Coca-Cola soon appeared in The Atlanta Journal.

In 1892, Asa Candler buys the right to the Coca-Cola business and secret formula. The company began manufacturing its famous bottle which remains signature shape of a Coca-Cola in 1916.

In 1919, Ernest Woodruff and a group of investors buy the company from Candler for a loan. Woodruff repays his loan and redeems the secret formula in 1925, bringing it back home to Atlanta and placing it in trust company bank.

1.2. Coca-Cola Company in India

In 1950, the Coca-Cola company was first marketed in India, with the opening of the first bottling plant by Pure Drinks Ltd. in New Delhi. Coca-Cola India, is one of the country's leading beverage companies, offering a range of healthy, safe, high quality, refreshing beverage options to consumers. Ever since its re-entry in 1993, the company has gone on to establish an unmatched portfolio of beverages, refreshing consumers with its leading beverage brands like Coca-Cola, Coca-Cola Zero,

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Diet Coke, Thums Up, Fanta, Fanta Green Mango, Limca, Sprite, Sprite Zero, VIO Flavored Milk, Maaza, Minute Maid range of juices, Georgia and Georgia Gold range of hot and cold tea and coffee options, Kinley and Bonaqua packaged drinking water, Kinley Club Soda and BURN energy drink. The company along with its bottling partners, through a strong network of over 2.6 million retail outlets, touches the lives of millions of consumers. Its brands are some of the most preferred and most sold beverages in the country.

The Coca-Cola company, the world's leading soft drink maker operates in more than 200 countries and sells 400 brands on nonalcoholic beverages. It is the most valuable brand in the world.

2. OBJECTIVES

Objective of research paper is to provide practical knowledge in light regarding internal working of company. We know theoretical knowledge is not enough for making a good professional career and to learn practically through interaction working methods and employment practices.

3. RESEARCH AND DESIGN

This research is exploratory conceptual and observation in nature with the aim to develop a framework that describes nature.

The issue of research has been defined in very much clear term, the researcher will require to prepare research design that will describe the conceptual structure of a whole research.

3.1. Production Process

I have learnt how the Coca-Cola beverages and its other products are been manufactured. The process includes the following point along with the meaning of CIP too:

- Production Process
- Testing
- CIP
- Packing Bottle

While producing the Coca-Cola beverage, 11% of sugar, 88% water and 1% of caramel color, caffeine, phosphoric acid, and flavors are used followed by the below stages:

- First, sugar is dissolved in hot water at 85 degrees Celsius with activated carbon for 30 mins. This process is known as hot carbon treatment which is done in raw syrup room.
- The secret formula solution is mixed with treated water and sugar syrup and de-aerated for 30 mins. These ingredients are blended together in ready syrup room to form the ready syrup.
- For Mazaa, a beverage base, treated water, simple syrup and Totapuri and Alponso mango pulp are mixed together with the help of blending tank in the blending room.
- After preparing the beverage 659 tests are done to check its quality. When completed, the beverage passes the tests then it is moved to filling room.
- Beverages are filled in different utensils like cans and different types of bottles.
- The beverage from the ready beverage tank is transferred to the pasteurizer. The beverage is pasteurized at 96 degree Celsius for 10 secs. This hot beverage is then passed to the hot fill filler.
- At the hot fill filler, the heat treated beverage from the pasteurizer is filled at 84 degrees Celsius.
- After filling, the bottles are sprayed with water to rinse any liquid residue on the neck, to avoid contamination.
- The cans and bottles are passed through two types of rejection process.

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