

Convenience Retail Commercial Strategy

Coca-Cola's product portfolio maximizes transactions, revenue and profit through a combination of RECRUITMENT, FREQUENCY and UPSELL products.

recruitment products

- Drive in-store traffic
- Inspire unplanned, impulse purchases

frequency products

- Most popular brands & packages
- Inspire habitual, repeat purchases

upsell products

- Upsell Premium & Upsell Value
- Inspire trade-up to higher retail

