



The Coca-Cola company is world's largest beverage company, largest manufacturer, distributor and marketer of non-alcoholic beverage concentrates and syrups in the world. The company operates a franchised distribution system from 1889 where It is one of the world's most pervasive distribution systems, offering its nearly 400 beverage products in more than 200 countries worldwide.

### Purpose of PDA

1. Delivery Management
2. Stock Management
3. Tracking delivery

### Background and Effects

#### • Before: PDA

The Coca-Cola company uses a different model than other fast moving consumer goods companies, before adopting M3 Coca-Cola was not able to track and trace the shipped goods and also they had trouble managing goods manually.

In Mainland China & Taiwan

The bottler of Swire pacific headquartered in HK is also distributor. The master distributor in a territory appoints sub-distributors and through its Direct Store Distribution method distributes the products to all the retail channels. This direct sole distribution concept is also applicable for distribution through vending machines. Among various channels that are used by coke company are, retail outlets, HORECA, vending machines, fountains etc.

#### • After: PDA

Having the right product on the shelf at the right time is critical in the beverage industry. Coca-Cola China, Taiwan and Korea bottling company solved the challenge with M3 Mobile's handheld mobile computer. Using M3 SKY and M3 GREEN solution, the company successfully organizes exchange through distribution and communication, and also they do not have any over stocked inventories.

### Why M3?

1. Optimized sales and distribution processes
2. Enhanced Productivity
3. Enhanced Customer Service
4. Maximized Vehicle Utilization
5. Targeted Management Strategies

### Customer Information

Customer: Coca-Cola China, Coca-Cola Taiwan

Country: China/Taiwan

Main Business: Delivery Management

### Project Details

Market Division: Food and Beverage

Distribution Model: M3 Mobile → Coca-Cola China/Coca-Cola Taiwan

### Device Specification

PDA Model: M3 Green, M3 SKY

