

# THE COCA-COLA COMPANY



## THE RESEARCH

### Research questions:

- 1) What opportunities exist for The Coca-Cola Company to decrease the annual product expenses by improving the life expectancy of a returnable glass bottle?
- 2) Evaluate the relevance of the historic 4 mm scuff limit.

While travelling through the Philippines, we visited factories, distribution centers, wholesalers, stores and local restaurants on three different islands to observe where glass bottles possibly break. Afterwards we conducted experiments in the Coca-Cola factories and surveyed in the market to investigate certain hypotheses we developed. The first hypothesis was that different glass manufacturers might not have the same glass quality. The second hypothesis was that the historic 4 mm scuff limit might not be relevant in the Philippine market. The experiments gave us quantitative data to test our assumptions. The survey was conducted to test customers perspective on scuff.

## PROJECT PLANNING

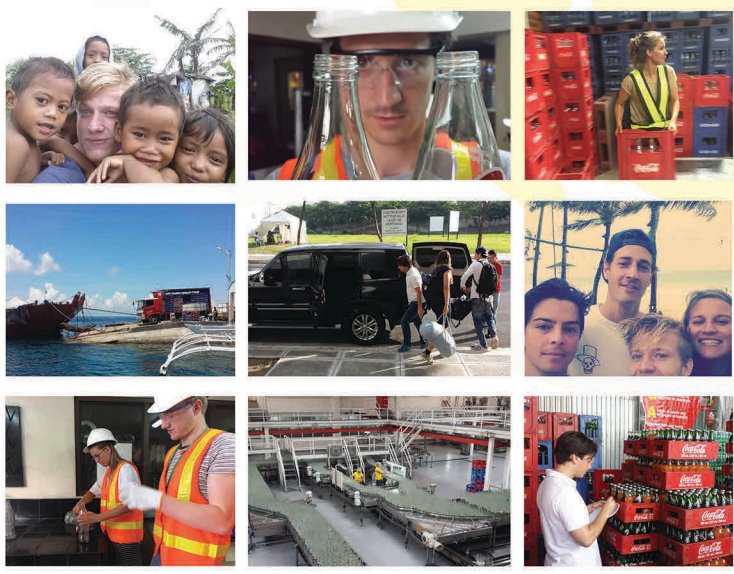


## RESULTS

The glass quality experiment resulted in the promising conclusion that glass from manufacturer A is 1.8 times more likely to break than the glass from manufacturer B. The second experiment quantified that not complying to the historic 4mm scuff limit significantly reduces the glass acquisition costs, and reduces CO2 emissions. Moreover, the survey proved that only a very low percentage of the customer's soft drink experience could be influenced by heavy scuff.



## AN IMPRESSION



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