Student Research Project

On August 21, 2015, the Liberia Coca-Cola Bottling Company (LCCBC) located in Paynesville, outside of Monrovia awarded a market research project to the AME University Coca-Cola Institute for Innovation. The research question is “How do we improve the nation-wide distribution of Coca-Cola products, especially in remote and less accessible parts of Liberia?” The project was presented by the Country Director, Mr. Seth Adu-Baah to Dr. Dawn Cooper Barnes, Mr. Robert Clarke, and scholars of the Institute.

The team from AME University was warmly received by Mr. Victor George, PAC Manager at the plant and special assistant to Mr. Adu-Baah. Highlights of the visit included a tour of the laboratories on the Coca-Cola campus with detailed presentations on the process and quality control measures of the plant. The students toured mechanized bottling and packing processes; and visited the company’s War Room where students received a lecture on the marketing and distribution process of the product across Liberia. Scholars were also provided lunch and the opportunity to ask questions of the Management.

The next steps shall include a Managers’ Lecture Series on the campus of AMEU; a Trade Visit, actual research activities, and a Project Presentation Ceremony. The Managers’ Lecture Series, shall occur during the month of September 2015, and shall consist of visits to the Coca-Cola Institute by various department heads at LCCBC to discuss their processes. The Trade Visit will occur in October, with a field trip opportunity for CII Scholars to visit distribution points, and to understand the existing distribution mechanisms. In November, the Scholars will be divided into four groups in order to conclude the actual research. Final projects will be completed in late November/early December. The Presentation of the Projects and announcement of a grand prize will occur at a formal ceremony in mid-December 2015.

Already, CII Scholars have begun brainstorming and planning various possibilities to explore the research project. They are cautious, however, and will not be encouraged to arrive at over-simplified solutions before fully understanding LCCBC operations.