

WORLD OF COCA-COLA

Atlanta, Georgia

The World of Coca-Cola at Pemberton Place celebrated its grand opening on May 24, 2007. It's the only place where the complete story—past, present and future—of the world's best-known brand may be seen.

With 60,000 square feet to be explored, the World of Coca-Cola features more than 1,200 artifacts from around the world that have not been on display to the public before.

MR-ProFun assisted the Coca-Cola team with operational planning to ensure guest satisfaction and long-term operational sustainability for this new attraction – we defined the operating assumptions and developed attendance distribution models and physical planning requirements.

MR-ProFun also assisted in business planning, as we developed an organizational plan, staffing requirements, and subsequent operating budgets associated with the World of Coca-Cola.

- Operations Planning
- Operational Audit and Implementation

