

Investment idea:

"A holiday is always with Coca-Cola! And now a profit as well!"



Coca-Cola Company (#KO) – is an American food company, known as the manufacturer of soft drinks.

Coca-Cola owns about 500 brands producing energy drinks, soda, juices and drinks based on juices, tea and coffee. Among them are: Coca-Cola, Fanta, Sprite, Nestea, Burn, Rich, Schweppes, BonAqua, Nino and many others.

The Coca-Cola brand is one of the most famous brands in the world and one of the most expensive. The company Coca-Cola was founded in 1892.





Reasons to buy Coca-Cola Company shares in September

1. Stable positive reporting. Coca-Cola Company is outperforming earnings forecasts over the last five reporting quarters and the last report was no exception.

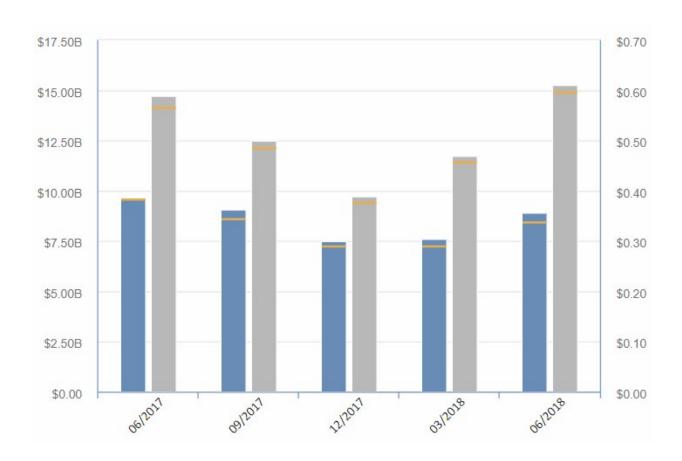


Fig. 1. The Coca-Cola Company profitability chart

Blue column - revenue, gray column - EPS (earnings per share), orange line - forecast

The October report is also likely to be no exception.





Forecasts for the third quarter: the company's revenue is expected to be 8.24 billion dollars, earnings per share 0.55.

Despite the fact that the forecasts are slightly lower than the actual value for the second quarter of this year, the company is emerging from the recession of the early year, which is well traced both in the dynamics of reporting and in the value of shares.

- 2. Coca-Cola maintains a course for healthy drinks. In August Coca-Cola Company acquired part of the startup BodyArmor, that produces sports drinks. As a result, Coca-Cola confirms the course aimed at customers leading a healthy lifestyle, thereby gradually replacing the main segment of the product, which was focused on carbonated beverages.
- **3. Technical factors.** Since May 2018 Coca-Cola shares are traded in a steady uptrend, thereby correcting after a decline at the start of the year. It should be noted that with the consolidation of shares of this company above the level of 45.00 (61.8 Fibonacci levels from the highs of the current year to the lows), there will be an upward trend and the potential for strengthening.



Fig. 2. The Coca-Cola Company shares chart



The potential for growth is also indicated by the oversoldness of these shares, that confirm the technical indicators and the safety of the general upward trend. The lower boundary of the upward channel is a strong support and can serve as a level for purchases.

The main issue is to connect to the idea on resuming the uptrend.

The recommended period for connecting to the idea is August 30 until September 7, 2018.

The period of working out the idea is until October 1, 2018.

The recommended start amount is \$ 10,000.

Potential profit is from 100% to 200% of the lot size.

Connect

*Entry points, exact profit, protective orders and transaction hedging - check with the manager when you connect!

