



Hola-Kola: The Capital Budgeting Decision



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What is the problem?

Mexico

High rates of overweight/obesity
due to high soft drink consumption



Bebida Sol

Soft drink company in Mexico

Successful due to lower priced soft drinks

Wants to fight obesity with a new product

Hola-Kola

A no-calory alternative soft drink

Is there a place in the market for this?

Should Bebida Sol undertake this project?

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