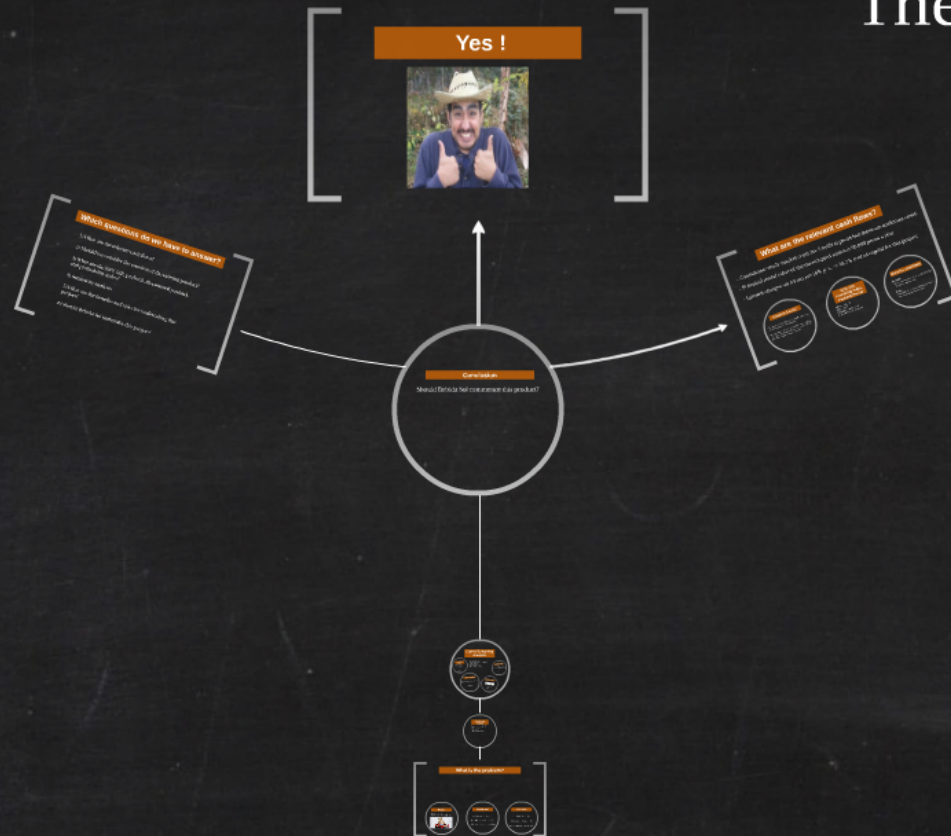


# Hola-Kola: The Capital Budgeting Decision



## Hola-Kola: The Capital Budgeting Decision

# 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?



# Mexico

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