

Pepsi's biodegradable backlash the snack bag that was too noisy

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PepsiCo's Future in a Changing Market

Change, innovation and growth are the key to success in a competitive market. PepsiCo is no exception. The company is constantly evolving to meet the needs of its customers and the challenges of a changing market.

Key Objectives

- Improve operational efficiency
- Expand market reach in emerging markets
- Strengthen brand loyalty
- Invest in sustainable packaging
- Enhance customer experience
- Optimize supply chain management
- Reduce environmental impact

Market Position

- PepsiCo is one of the largest and most widely recognized in the industry.
- Strong opportunity to target the consumers who seek out healthier organic alternatives.
- Can increase brand leverage by producing healthier products and by being sustainability friendly.

Customer Awareness

- As a responsible brand, under the leadership of our executive team, we are committed to:
- Providing our customers with the highest quality products and services.
- Ensuring our products are safe and nutritious.
- Being a responsible and sustainable company.

SWOT Analysis

Strengths: Strong brand, diverse portfolio, global reach.

Weaknesses: High debt, reliance on sugary products.

Opportunities: Healthier alternatives, emerging markets.

Threats: Competition, changing consumer preferences.

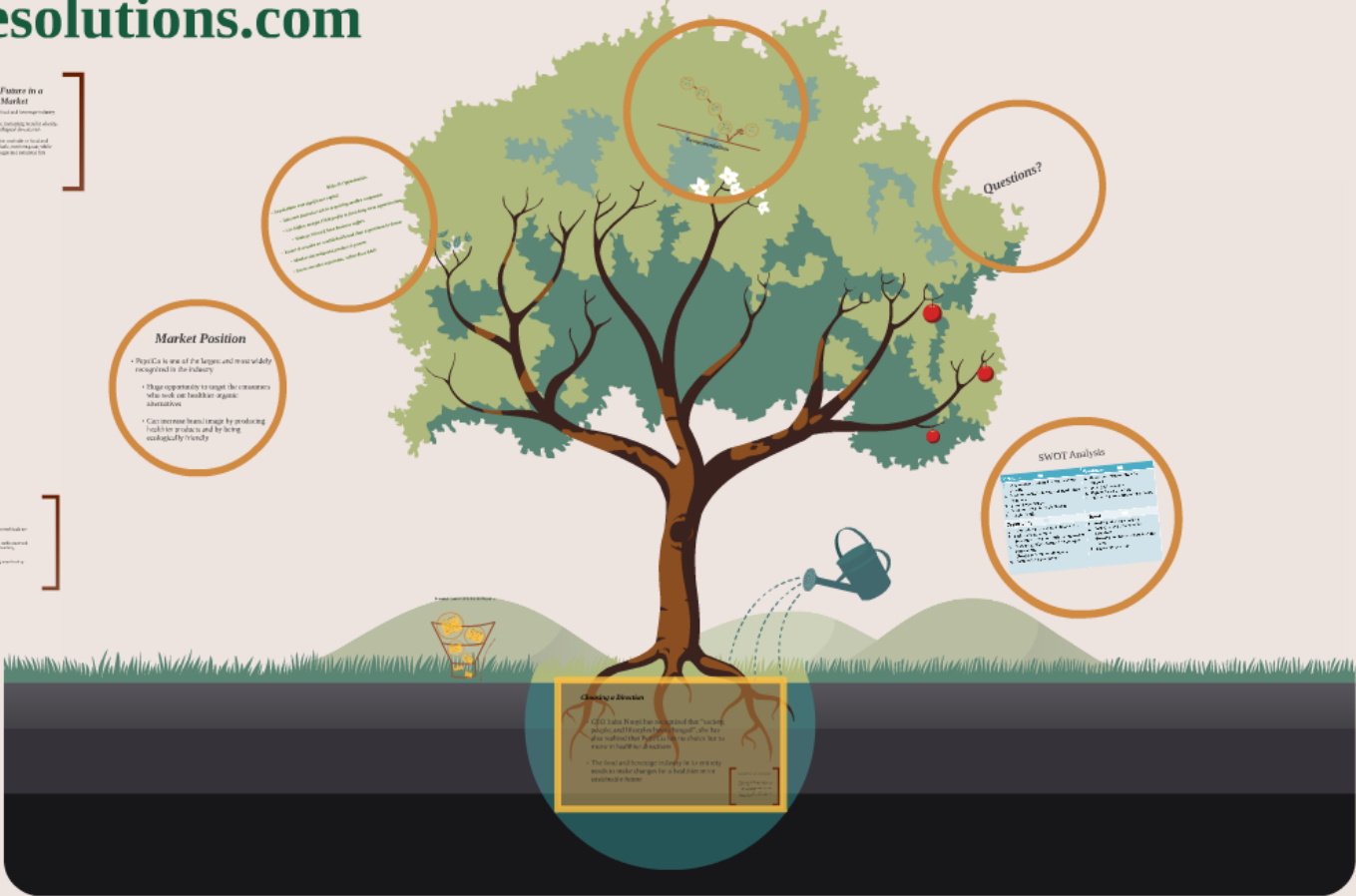
Questions?

SWOT Analysis

Strengths	Weaknesses
Strong brand	High debt
Diverse portfolio	Reliance on sugary products
Global reach	

Challenge & Solution

PepsiCo's biodegradable snack bags were met with backlash from consumers who found them noisy and inconvenient. The solution was to improve the design of the bags to reduce noise and improve usability.



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- Growing concerns about the food and beverage industry
- Potentially vulnerable to the increasing cost of a variety of raw and processed ingredients available
- Market share in the production and sale of food and beverage may be high relative to competitors, with its competing high levels of sugar and saturated fat

SWOT Analysis

- Strengths:
 - Strong financial position
 - Strong brand equity
 - Strong distribution network
 - Strong customer loyalty
- Weaknesses:
 - High debt levels
 - High operating costs
 - High capital expenditures
 - High employee turnover
- Opportunities:
 - Growing emerging markets
 - Growing demand for healthier products
 - Growing demand for sustainable products
 - Growing demand for premium products
- Threats:
 - Increasing competition
 - Increasing regulatory requirements
 - Increasing input costs
 - Increasing consumer awareness

Questions?

Market Position

- PepsiCo is one of the largest and most widely recognized in the industry
- Huge opportunity to target the consumers who seek out healthier organic alternatives
- Can increase brand image by producing healthier products and by being ecologically friendly

Consumer Awareness

By knowing more about us, you will understand why the non-personal factors are important to us.

The number of people who are aware of our products and services is increasing. This is because we have been able to reach more consumers through our advertising.

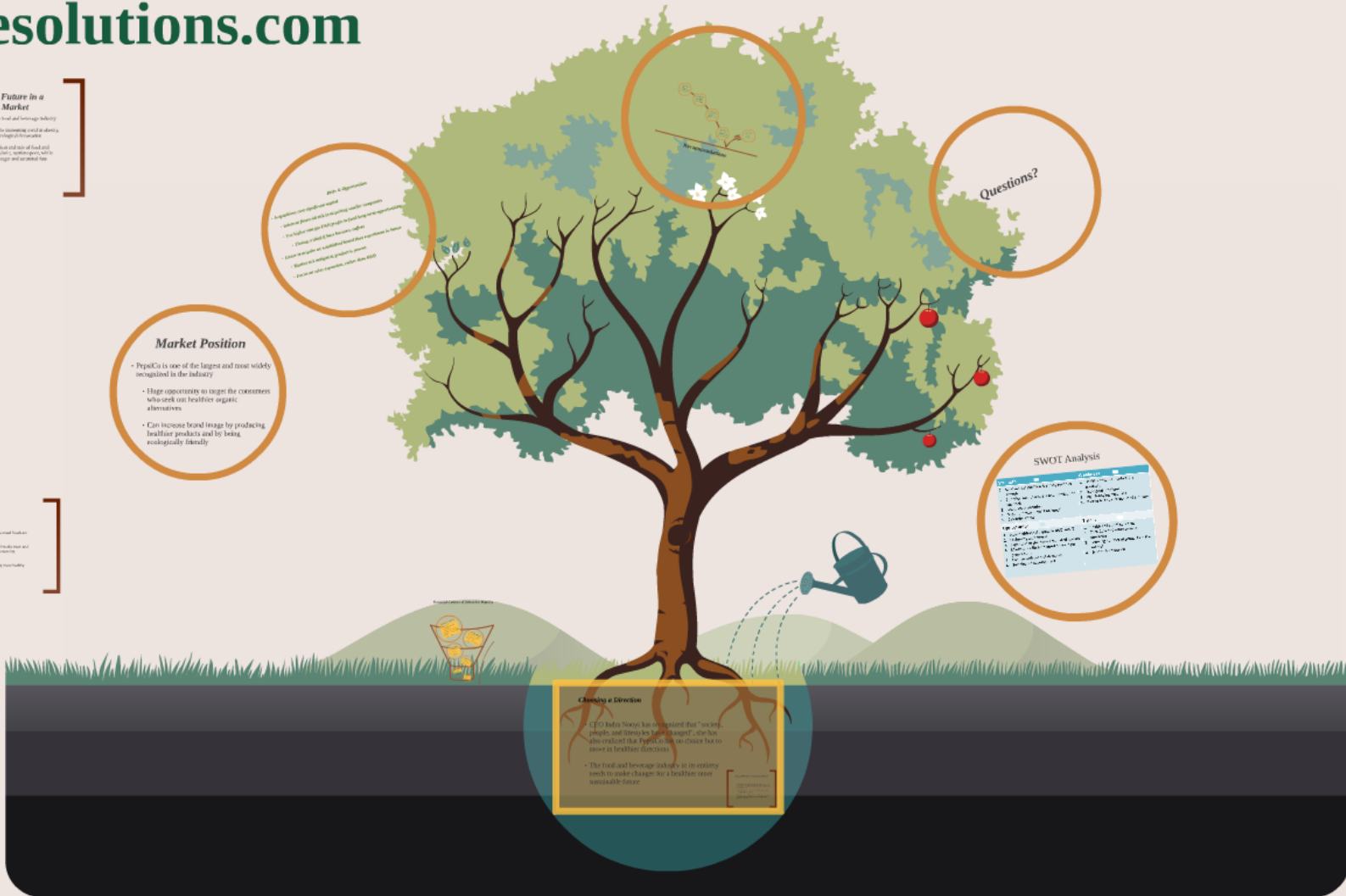
There is a strong demand for our products and services, and we are working to meet this demand.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Strong financial position Strong brand equity Strong distribution network Strong customer loyalty 	<ul style="list-style-type: none"> High debt levels High operating costs High capital expenditures High employee turnover 	<ul style="list-style-type: none"> Growing emerging markets Growing demand for healthier products Growing demand for sustainable products Growing demand for premium products 	<ul style="list-style-type: none"> Increasing competition Increasing regulatory requirements Increasing input costs Increasing consumer awareness

Company's Direction

- CEO Indra Nooyi has recognized that "society, people, and cities are being changed", she has also realized that PepsiCo has to change her to move in healthier directions.
- The food and beverage industry is in constant need to make changes for a healthier more sustainable future.



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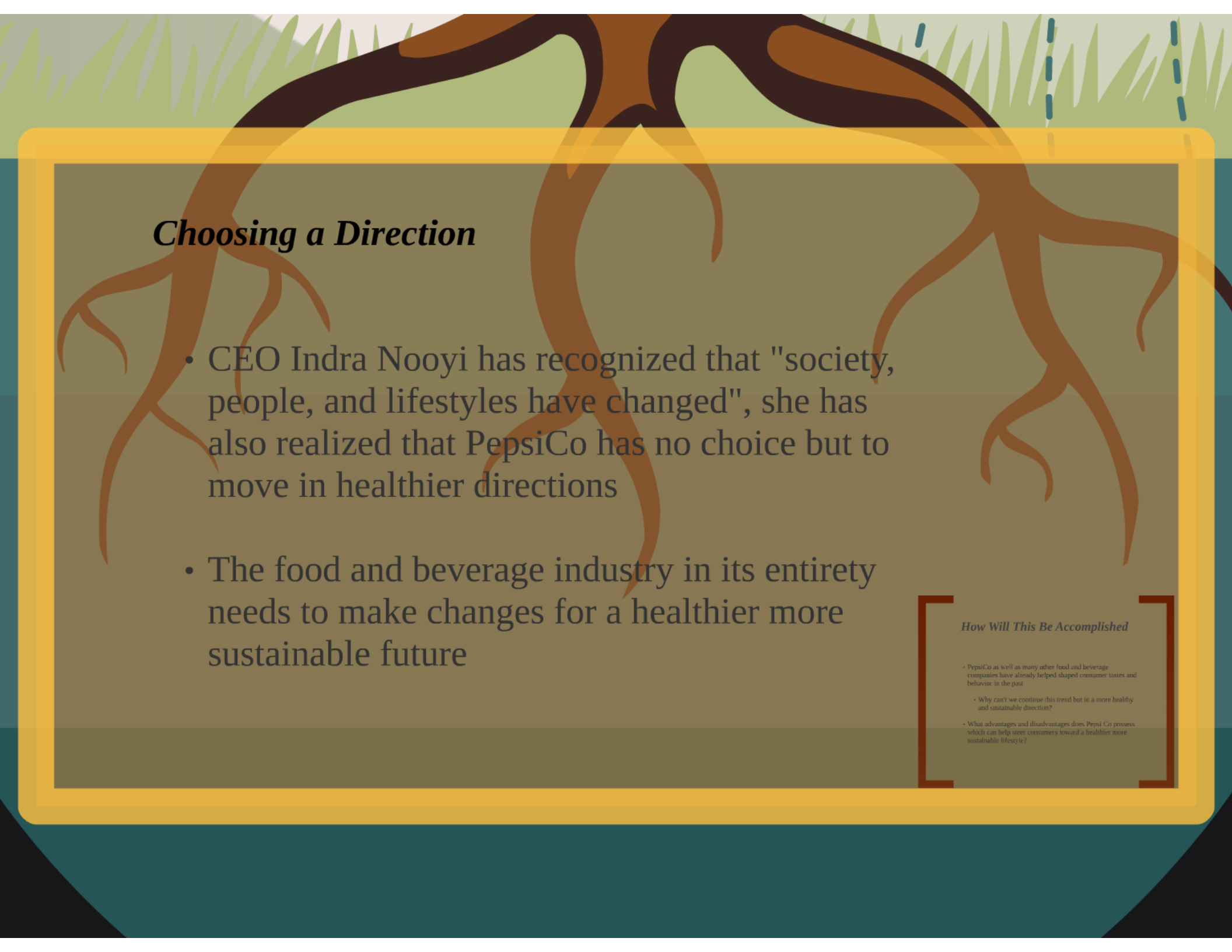
- Growing criticism toward the food and beverage industry
 - Partially responsible for the increasing trend in obesity, disease and widespread ecological devastation
 - Mainly due to the production and sale of food and beverages that are high-calorie, nutrient-poor, while containing high levels of sugar and saturated fats

Consumer Awareness

- An increasing number of scientific studies are confirming that many processed foods are unhealthy to consume
 - Due to today's widespread internet access as well as the use of social media more and more consumers are becoming aware of the associated risks with consuming convenient processed foods
 - The market is seeing a shift as more and more consumers are seeking more healthy organic choices

Market Position

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 - Can increase brand image by producing healthier products and by being ecologically friendly



Choosing a Direction

- CEO Indra Nooyi has recognized that "society, people, and lifestyles have changed", she has also realized that PepsiCo has no choice but to move in healthier directions
- The food and beverage industry in its entirety needs to make changes for a healthier more sustainable future

How Will This Be Accomplished

- PepsiCo as well as many other food and beverage companies have already helped shaped consumer tastes and behavior in the past
- Why can't we continue this trend but in a more healthy and sustainable direction?
- What advantages and disadvantages does Pepsi Co possess which can help steer consumers toward a healthier more sustainable lifestyle?

How Will This Be Accomplished

- PepsiCo as well as many other food and beverage companies have already helped shaped consumer tastes and behavior in the past
 - Why can't we continue this trend but in a more healthy and sustainable direction?
- What advantages and disadvantages does Pepsi Co possess which can help steer consumers toward a healthier more sustainable lifestyle?