



Pepsi's Regeneration, 1990-93

TheCasesolutions.com

An Introduction

- Deals with the experiences of global cola major, PepsiCo in Burma, in the 1990's.
- Brief profile of political, social and economic crisis during the rule of SLORC.

History of Burma

Conclusion

- The people of Burma need to be granted their basic rights and freedoms
- Large corporations like PepsiCo have tremendous power and influence
- They have given hope for change
- Military has been put under pressure for a democratic reform to attract foreign investors back to Burma

THANK YOU

BY

Ziko Tamara-etuweme Cinderella
Owhorchukwu Charles
Ang Cristine Joanna

TheCasesolutions.com

Pepsi's Regeneration, 1990-93



pepsi™



An Introduction

- Deals with the experiences of global cola major, PepsiCo in Burma, in the 1990's.
- Brief profile of political, social and economic crisis during the rule of SLORC

- Burma has been left untouched by development progress and prosperity
- Long history of political and social instability
- Why Burma opened its economy for international investors?
- Why Pepsi rushed to do Business with Burma?
- Role of MNC's in supporting the Burmese rulers in running their regime of terror

- PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc.
- PepsiCo has since expanded from its namesake product Pepsi to a broader range of food and beverage brands

History Of Pepsi

- Created and developed in the year 1895
- Caleb Bradham in New Bern, North Carolina, USA
- Brad's drink
- Pepsi cola in 1898
- 1903 shifted to ware house for large scale production



- Widespread global opposition by students, human right activists, governments against human rights violation
- Suppression of right to speech, assembly and associate
- Detention of Political leaders
- Human rights violation against ethnic minorities
- Forced pottering
- Forced labor

- *Burma has been left untouched by development progress and prosperity*
- *Long history of political and social instability*
- *Why Burma opened its economy for international investors?*
- *Why Pepsi rushed to do Business with Burma?*
- *Role of MNC's in supporting the Burmese rulers in running their regime of terror*

- 
- *Widespread global opposition by students, human right activists, governments against human rights violation*
 - *Suppression of right to speech, assembly and associate*
 - *Detention of Political leaders*
 - *Human rights violation against ethnic minorities*
 - *Forced pottering*
 - *Forced labor*