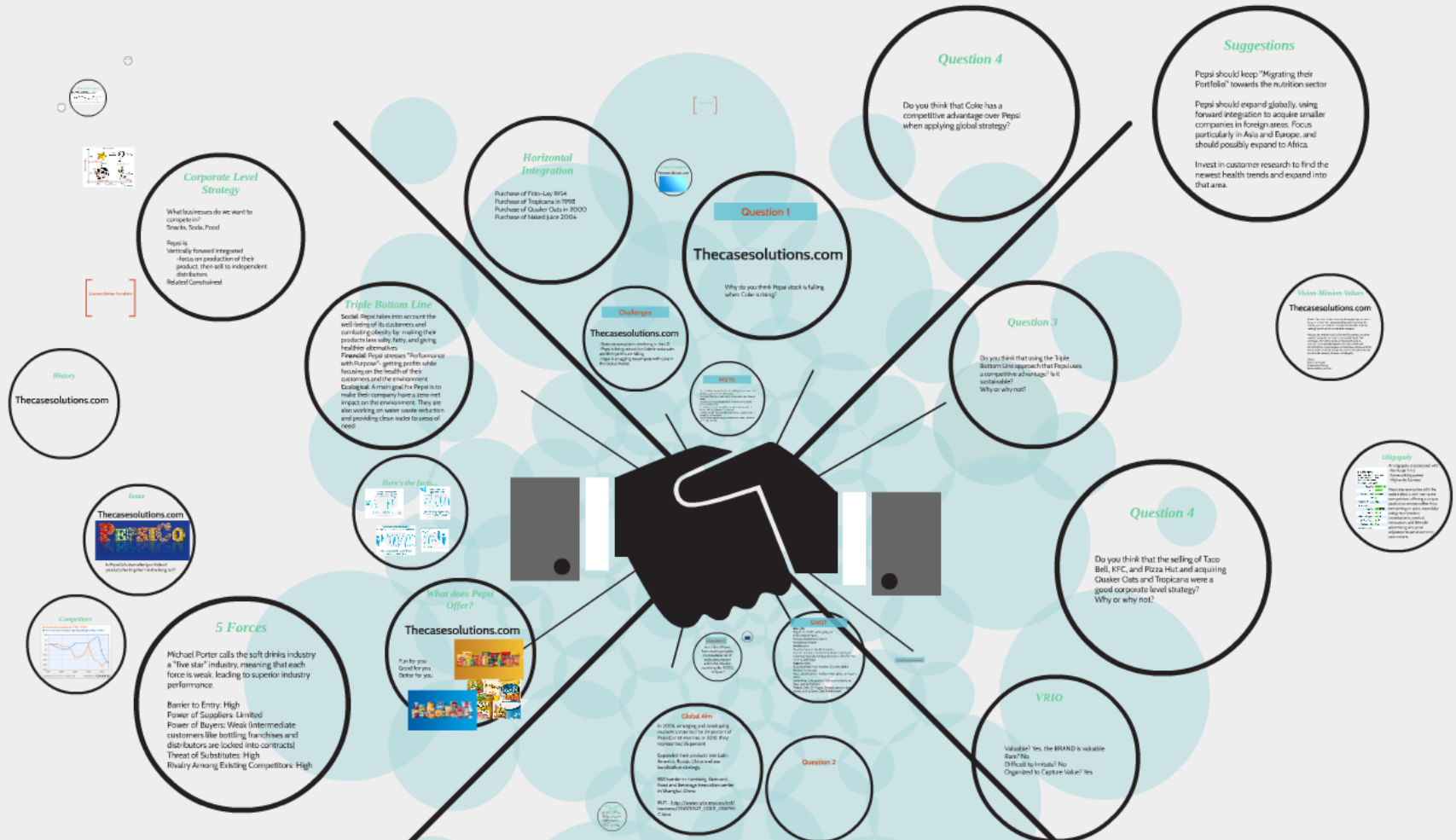
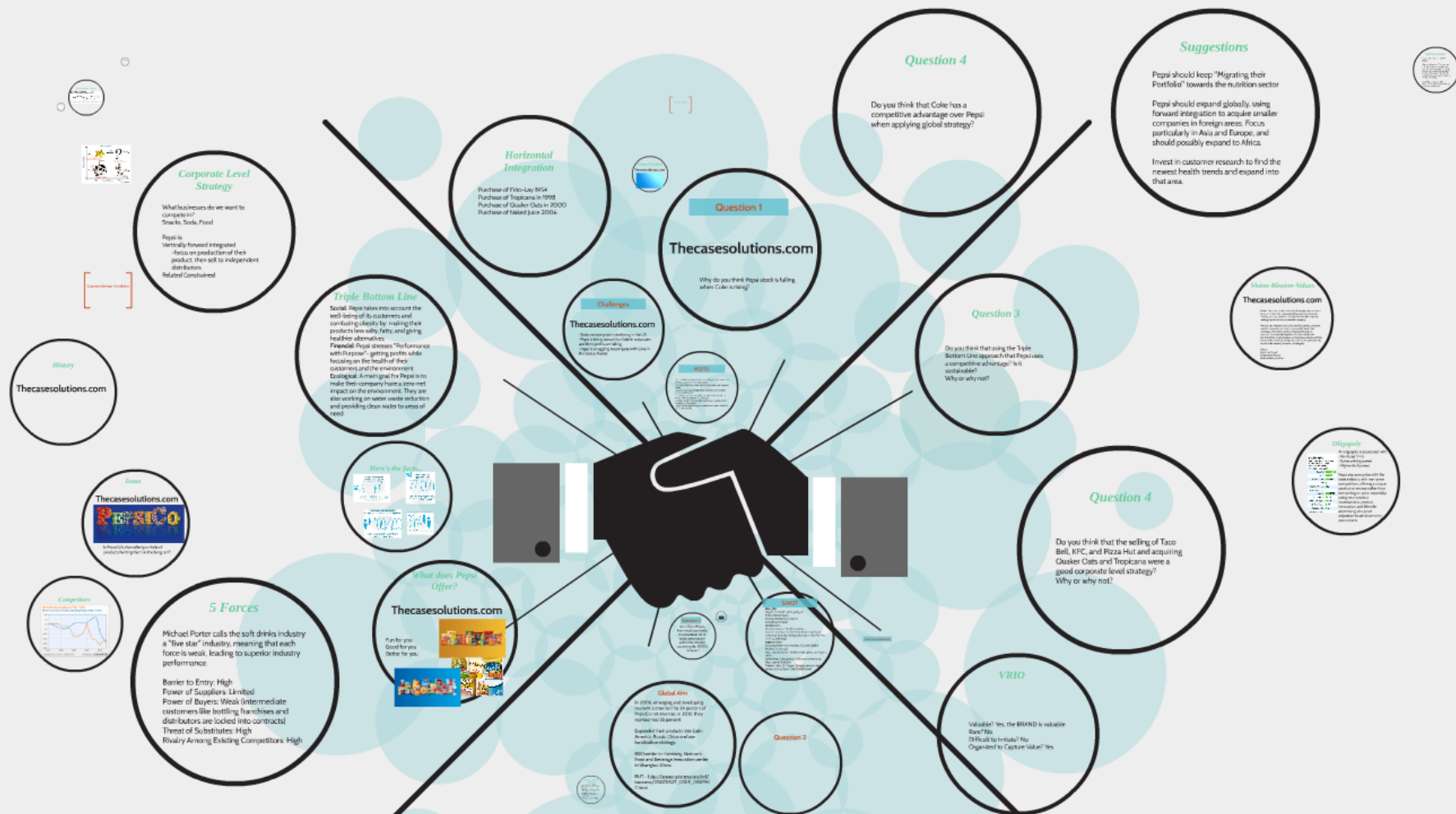


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## Nord Stream and the Danish fishermen

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# Nord Stream and the Danish fishermen

*Issue*

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Is PepsiCo's diversified portfolio of products hurting them in the long run?

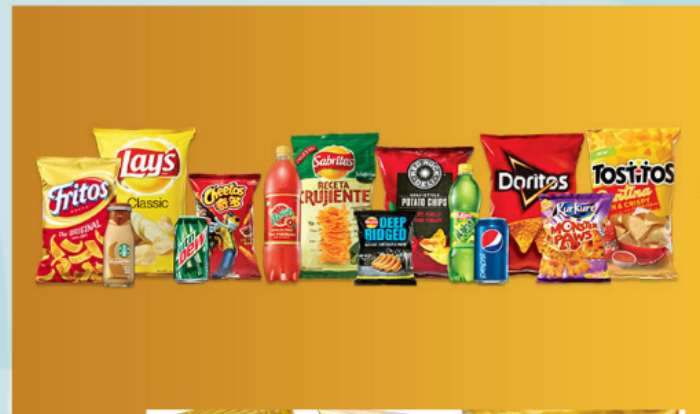
*History*

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# What does Pepsi Offer?

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Fun for you  
Good for you  
Better for you



## *Vision-Mission-Values*

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Vision: Our vision is put into action through programs and a focus on environmental stewardship, activities to benefit society, and a commitment to build shareholder value by making PepsiCo a truly sustainable company.

Mission: Our mission is to be the world's premier consumer products company focused on convenient foods and beverages. We seek to produce financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity.

Values:  
Sustained Growth  
Empowered People  
Responsibility and Trust

## Challenges

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- Soda consumption is declining in the US
- Pepsi is being outsold by Coke in soda sales and their profits are falling
- Pepsi is struggling to compete with Coke in the Global Market



## Question 1

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Why do you think Pepsi stock is falling when Coke is rising?



# *External Analysis*

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