

Group 7

- Frank
- Theo
- Javkhan Ganbold
- Munkhdagina Baatarjargal

SWOT & PEST Analysis

Recommendation & Conclusion

Company Background

Strategic & Action Plan

Problem Statements



ision

Com



PEPSICO

INTERNATIONAL



Tropicana



Brands



Company Background

Founder: 1965, Delaware U.S by Donald M.Kendall, Herman Lay
 Headquater: Purchase, New York, U.S
 Industries served: Beverage (Pepsi, Mountain Dew, Gatorade, Sierra Mist)
 Food (Quaker Oats, WBD, Rold Gold)
 Snack (Lay's Doritos, Cheetos)
 Geographic areas served: Worldwide (more than 200 countries)
 Revenue: 66.6 billion USD (2014) Profit: 6.5 billion USD (2014)
 Employees: 271.000 (2015)
 Current CEO: Indra Nooyi



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PEPSI.



Mountain Dew

QUAKER



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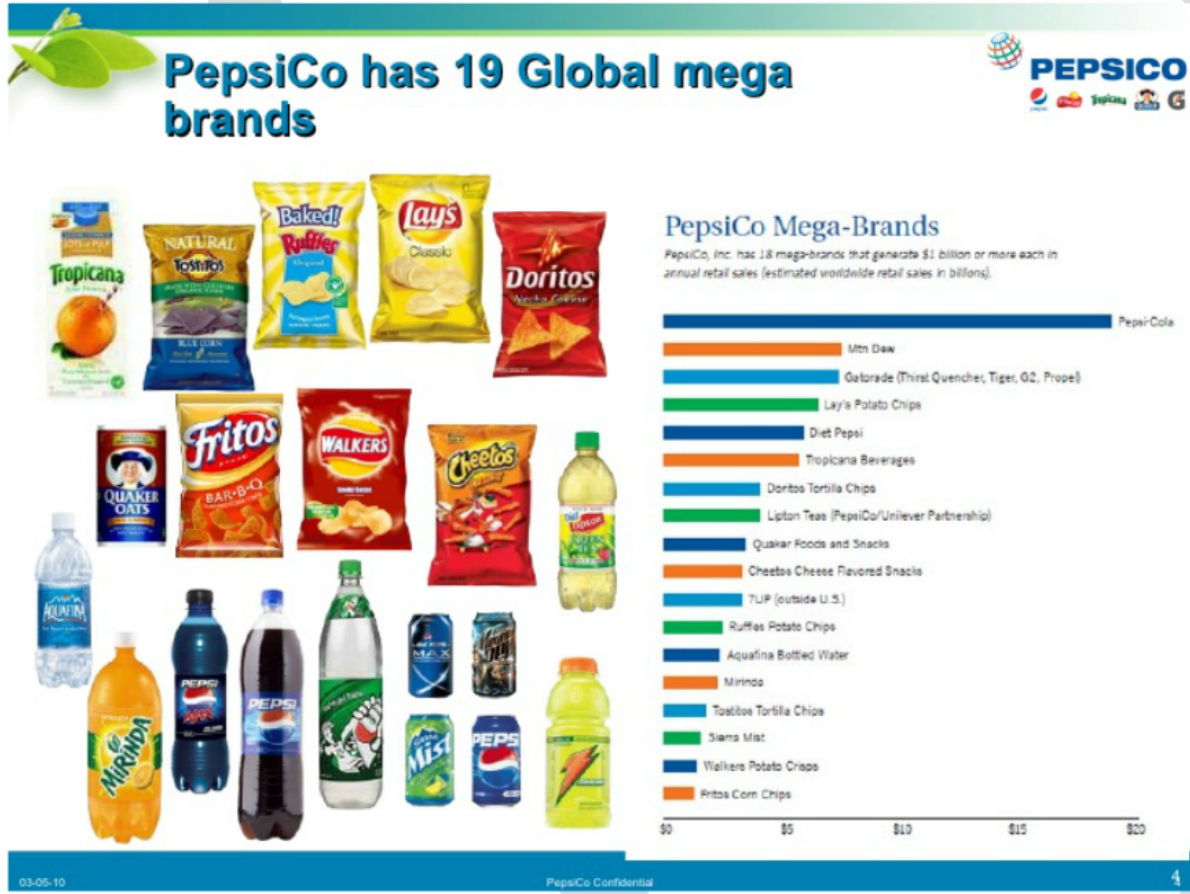
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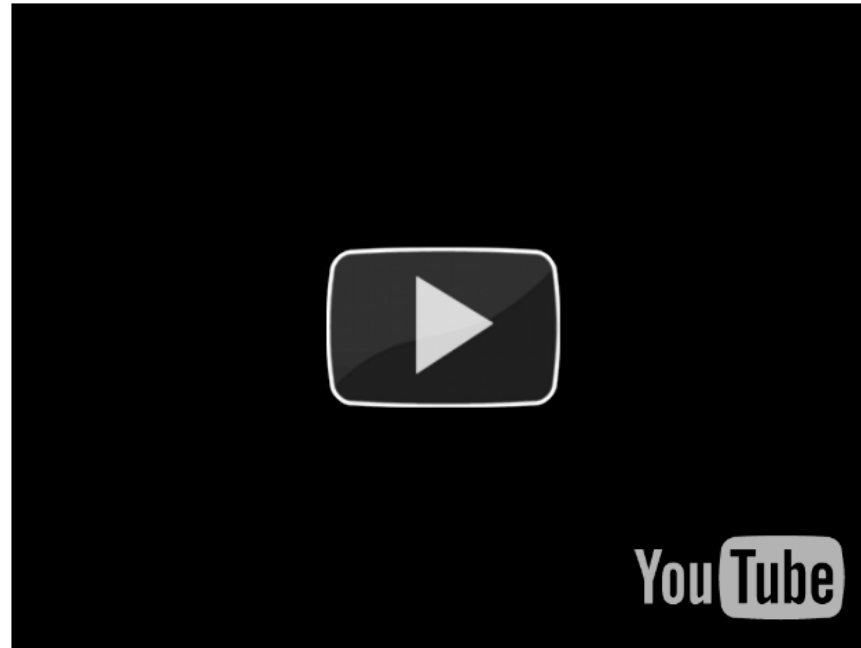


Brands

Found
Head
Indus

Geogr

Advertising



Organizational Chart

PEPSICO

PAF
PepsiCo Americas Foods

PAB
PepsiCo America
Beverages

IP
PepsiCo International

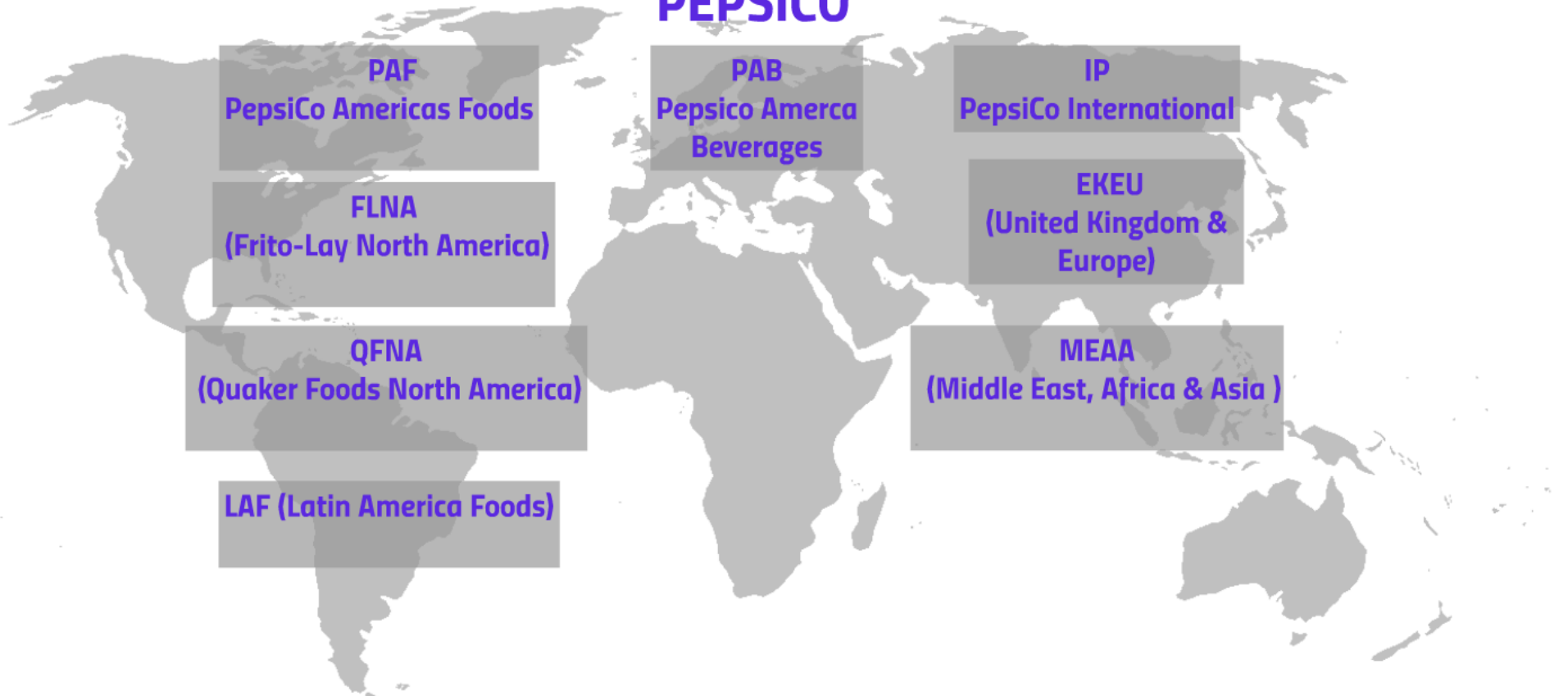
FLNA
(Frito-Lay North America)

EKEU
(United Kingdom &
Europe)

QFNA
(Quaker Foods North America)

MEAA
(Middle East, Africa & Asia)

LAF (Latin America Foods)



Main Competitors

