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## DR PEPPER SNAPPLE GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Dr Pepper Snapple Group

**Company Sector :** Beverage

**Operating Geography :** North America and Caribbean

**About the Company :** Dr Pepper Snapple Group is a producer of flavored beverage in the North Americas and Caribbean. Established as a stand alone publicly traded company in 2008, it is a spin off by Cadbury Plc, which held the Cadbury Schweppes Americas Beverages. Dr Pepper Snapple has more than 50 brands across different categories of fun flavored beverages and is headquartered in Plano, Texas, USA. It has approximately 20,000 employees across North America as of 2017.

**Revenue :**\$6.51 billion – FY ending Dec 2016

**SWOT Analysis :**

The SWOT Analysis for Dr Pepper Snapple Group is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>1.Strong organic growth, 3rd in CSD market share</li> <li>2.Diverse non-carbonated portfolio</li> <li>3.Efficient distribution network</li> <li>4.Heavy focus on CSR and environment sustainability promotes healthy brand equity</li> </ul> | <ul style="list-style-type: none"> <li>1.57% distribution handled by bottlers affiliated with Coca Cola and Pepsi</li> <li>2.Low penetration in international markets, over reliance on North American markets</li> </ul> |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>1.30% American adults don't consume alcohol</li> <li>2.Huge future potential in health beverages market and scope for international expansion</li> </ul>   | <ul style="list-style-type: none"> <li>1.Competition from Coca Cola and Pepsi, who have significant financial muscle</li> <li>2.Beverage industry under attack due to sugar demonization</li> </ul>                       |

**PESTLE Analysis :**

The PESTLE Analysis for Dr Pepper Snapple Group is given below:

|   |  |
|---|--|
| <p style="text-align: center;"><b>Political</b></p> <p>1.Sugar tax to monitor public health.<br/>2.Policy to oversee safety levels</p>                                  | <p style="text-align: center;"><b>Economical</b></p> <p>1.Tax on drinks can dissuade soft drinks consumption in developing countries</p> |
| <p style="text-align: center;"><b>Social</b></p> <p>1.30% adults are non-drinkers, young people are a good target market<br/>2.Health impact of Sugar consumption</p>   | <p style="text-align: center;"><b>Technological</b></p> <p>1.Digital marketing campaigns</p>   |
| <p style="text-align: center;"><b>Legal</b></p> <p>1.Categorizing certain drinks as non-alcoholic<br/>2.Soft drinks companies considering legal action on sugar tax</p> | <p style="text-align: center;"><b>Environmental</b></p> <p>1.Impact of soft drinks manufacturing on ground water levels</p>              |

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