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PEPSICO SWOT & PESTLE ANALYSIS

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Company Name : PepsiCo

Company Sector : FCMG, Non-alcoholic beverages

Operating Geography : North America, United States, Global

About the Company :

PepsiCo, Inc. is an American multinational food, snack, and beverage corporation headquartered in Purchase, New York. The merger of two reigning companies, Pepsi-Cola Company and Frito-Lay, Inc. gave birth to PepsiCo in 1965. PepsiCo is the largest food and beverage business by net revenue in North America, while it is the second largest in the world. It is involved in manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products, boasting around 22 iconic top billion-dollar brands like Pepsi, Lays, Mountain Dew, Tropicana, Brisk, Starbucks, Fritos, Aquafina, Quaker and more. The PepsiCo Company comprises of six divisions viz., PepsiCo Beverages North America, Frito-Lay North America, Quaker Foods North America, Latin America, Europe Sub-Saharan Africa and Asia, the Middle East and North Africa. Each of these divisions have unique backgrounds, own approach towards business and USPs. PepsiCo is a global brand with presence in more than 200 countries and territories and employs approximately 291,000 people worldwide as of 2022. The company ranked #44 in Fortune 500 list as of early 2023.

PepsiCo's USP or Unique Selling Proposition prevails in being the second-largest food and beverage business in the world and largest in North America. It is also one of the most popular global brands amongst the youth. PepsiCo's mission statement reads "Create more smiles with every sip and every bite". PepsiCo's new vision is, "Be the global leader in convenient foods and beverages by winning with purpose". The company aims at achieving this Vision by becoming 'Faster, Stronger and Better in everything they do'.

Revenue :

\$86.39 billion – FY ending December 26, 2022

\$79.47 billion – FY ending December 26, 2021

SWOT Analysis :

The SWOT Analysis for PepsiCo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistently strong financials and dividend payout 2.Large, diversified and unique product portfolio 3.Innovative marketing campaigns both on physical and digital media 4.World Class Partnerships to increase its sales and presence across various markets 5.Numerous initiatives for Environmental Sustainability 	<ul style="list-style-type: none"> 1.Largely Dependent on US Markets 2."Unhealthy" perception of consumers 3.Involved in various lawsuits which led to penalty
Opportunities	Threats
<ul style="list-style-type: none"> 1.Venezuela Impairment charges could result in new opportunities 2.Pursue inorganic growth with focus on healthier offerings 3.Winning the MSG contract 4.Ramping up digital capabilities and e-commerce 	<ul style="list-style-type: none"> 1.Intense competition in beverages segment 2.No-Deal Brexit could create uncertainties 3.Frequent product recalls could result in loss 4.Change in consumer preference due to Covid-19 pandemic 5.Snacks, sodas could get pricier after scant consumer pushback

PESTLE Analysis :

The PESTLE Analysis for PepsiCo is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political contributions made in compliance with laws and regulations 2. Changes in political scenario in operating markets 3. Tagged as hypocrite for donating to Ukraine while failing to exit Russia 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of economic crisis 2. Imposition of sugar taxes
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Cultural shift from carbonated drinks to healthy beverages 2. Increasing popularity of flavoured sparkling waters 3. Focus on nutritious and healthy food 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Leveraging big data for optimization of supply chain
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Laws and Government regulations on food and beverages 2. Additional labelling or warning requirements or limitations on the marketing or sale of carbonated beverages or fast foods deemed unhealthy 3. Costs and compliance with international regulations and attracting penalties for any breaches 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Addressing sustainability and climate change 2. Adoption of environmental friendly practices through 'Sustainable Farming Program'

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