

# Dr Pepper Snapple Group Inc in Soft Drinks (USA)

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## Abstracts

Dr Pepper Snapple Group's strategy consists of investing in its existing core brands through greater consumer awareness, improved distribution and increased promotional activity. While the company's core focus is its existing brands, it also invests in third party brands to gain exposure in markets and categories where its brands are by and large outsiders. Through distribution in impulse channels like convenience stores and vending machines, the company plans to increase profitability through t...

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