

PepsiCo Alimentos SCA in Packaged Food (Venezuela)

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Abstracts

PepsiCo's strategy remains aimed at directing resources – both physical and human – towards the production of core lines that use local direct and indirect components. Given the high price of imported raw materials and considering that many international suppliers have put credit lines to Venezuela on hold, PepsiCo will continue to give priority to those product categories which are less dependent on imported raw materials. In particular, shortages of cooking oils have adversely affected the ava...

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