

PepsiCo China Ltd in Soft Drinks (China)

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Abstracts

PepsiCo China Ltd is seeking sustainable growth by enhancing brand awareness around the world and bringing innovative products to the marketplace. Closely following Coca-Cola, PepsiCo China Ltd strove to gain more market share in the soft drinks industry during the review period; thus it signed a strategic cooperation agreement with Tingyi (Cayman Islands) Holding Co, the top player in the beverage and packaged food industries of China, to strengthen their competitive advantages in the soft...

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