

Marketing Fundamentals of PepsiCo limited

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Abstracts

This report is about basic marketing fundamentals used in marketing. In this report we will discuss about the key marketing decisions which are taken while taking any product decision. The main objective of this assignment is to understand the nature and scope of marketing. We will discuss about the key marketing factors such as environment, strategies and marketing mix etc.

Contents

INTRODUCTION

- 1: Present a short view of brand, product, organization, target audience and market?
- 2: What is the need being satisfied by the Pepsi?
- 3: Describe the Pepsi, in term of formulation and key aspects of its performance and benefits?
- 4: Describe the major macro - environmental trends that might affect PepsiCo over the next five years?
- 5: What new trends may affect Pepsi or PepsiCo over the next five years?
- 6: List the key characteristics affecting consumer's behavior with respect to Pepsi?
- 7: Briefly describes the buying process consumers may go through when purchasing Pepsi. Include an analysis of alternatives and the criteria the may be used to choose between alternatives?
- 8: Indicate some of possible factors and criteria that could influence a business when purchasing or using Pepsi?
- 9: Identify and describe the major segments that exist in the Pepsi category or make within which Pepsi competes?
- 10: List which segmentations bases Pepsi uses to profile each of the key segmentation you have identified above. Which of these bases is most important?
- 11: Describe positioning strategy of Pepsi?
- 12: Describe the major elements of the tangible, extended and generic Pepsi?
- 13: What is the brand name for the product Pepsi? What type of brand name strategy has been adopted?
- 14: Describe some of key the functions of the packaging and labeling of Pepsi?
- 15: At what stage of plc do you think Pepsi is currently? Why do you say that?
- 16: Describe what do you think the advertising objectives for the Pepsi are?
17. Describe the message strategy and execution style currently being used by the product
18. Identify key phrase that the advertising of the product uses to communicate its key message? What it this intended to say about the product/company (Pepsico)
19. Identify which type of sale promotion Pepsi uses.
20. Identify any sales promotional tools not currently being used by Pepsi co that should be used.
21. Identify which type of pr PepsiCo uses
22. List major types of retail outlets where consumer will find the product (Pepsi) and name some of these retailers.
23. Which of the marketing objective relevant to price is PepsiCo pursuing with Pepsi?
24. How does price of product (Pepsi) relate to its key competitor and rest of the

market?

25. Which product mix and service mix pricing strategies does product (Pepsi) adopt?

CONCLUSION

REFERENCES

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