

PepsiCo Diversification Strategy 2014

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Abstracts

In the history of snacks and beverages manufacturing companies, PepsiCo has always been on leading edge of the consumer market. With the exceptional net revenues for the year 2013, PepsiCo became the largest producer of beverages and snacks consumer products. PepsiCo was able to generate 66.4 billion USD of net worth in the year 2013. The company always focused on strategies that could bolster its revenues and keep all the stakeholders satisfied. The main focus of the company has always been on operational excellence, carefully undergoing acquisitions and a wisely spent capital expenditure. The company has been doing great with respect to its growth until the year 2011, but with the passage of time the growth rate of the company became slower. During this time period, the company did two massive acquisitions with acquiring Quaker Oats in 2001 and independent Pepsi bottling division in 2010. However, the profits significantly increased but the growth rate was still not sufficient as compared to the previous years. Hence, PepsiCo underwent massive diversification in 2014. The company decided to diversify its brands and introduced a huge variety of product variants. By 2014, PepsiCo was conducting its operations via six major business divisions, operating globally. These divisions include a separate division for Africa, Middle East and Asia, Europe (a separate division), PepsiCo Americas Beverages, Latin American foods, Quaker Foods North America and lastly Frito-Lay North America.(continued...) Wordcount of Report: 1250 words

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