



The Market of Pepsi / Pepsico

By Andreas Penzkofer

GRIN Verlag, Germany, 2013. Paperback. Book Condition: New. Auflage.. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Research Paper from the year 2005 in the subject Economics - Industrial Economics, grade: 1,0, Wayne State University (Department of Economics), course: Industrial Organization, 40 entries in the bibliography, language: English, abstract: PepsiCo, one of the world s largest beverage and food companies, is presently focused on widen its business in Europe through the subsidiary PepsiCo International. In 2004, international sales accounted for \$ 9,949 million - that is about one third of its group revenues. [Clark (European takeover targets), p. 31.] Recently, the company has negotiated and realized several acquisitions in Europe. In May 2005, PepsiCo bought the leading German juice maker Punica Getraenke. [Mercer (Europe s juice sector), p. 1.] In November 2005, it has reached agreement on the principal terms and conditions for the purchase of Sara Lee Corporation s European nuts business in the Netherlands, Belgium and France. [PepsiCo International (Sara Lee Nuts Business), p. 1.] With these investments, PepsiCo is driving an international expansion strategy. It aims growth outside the United States (U.S.) by adding local products to their global brands, until...



READ ONLINE
[5.19 MB]

Reviews

Complete guideline for pdf fanatics. I could possibly comprehended everything out of this created e pdf. You can expect to like just how the writer compose this pdf.

-- **Nya Kunde**

I just started off reading this article pdf. It is probably the most remarkable ebook we have go through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Jeanette Kreiger**