



The Market of Pepsi / Pepsico (Paperback)

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...



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