

# Pepsi mission and swot analysis

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Wendy Montagno Mkt-3120-401 Firm Mission Statement PepsiCo. Pepsi has had a long and rich history. The drink was invented by Caleb Bradham, a pharmacist in New Bern, North Carolina. He patented the drink and launched the Pepsi-Cola Company in 1902, from the back room of his pharmacy. It developed into a strong franchise system. The dedication of the local Pepsi-Cola bottlers, have provided a solid foundation. Pepsi's mission has always been to be a responsible corporate citizen. They strive to be the world's premier consumer products company, focused on convenient foods and beverages.

They work at producing financial rewards for its investors. They provide opportunities for growth for their employees and partners. Above all, they make every effort for honesty, fairness and integrity. Pepsi states their vision on their website as " PepsiCo's responsibility is to continually improve all aspects of the world in which we operate -environment, social, economic - creating a better tomorrow than today. " They wish to create programs and focus on environmental stewardship to benefit the society. They also want to build shareholder value by becoming a truly sustainable company.

Pepsi is the world's second largest beverage and food company based on its net revenue. In North America it is first largest Beverage and Food Company by net revenue. SWOT analysis of PepsiCo. Internal Strengths One of Pepsi's strengths is its history with a longtime local home. They also have a long standing loyal customer base. They also stay on top of current technology systems and networks to manage their manufacturing and distribution. Pepsi prides itself on knowing their customers needs to provide excellent customer service and implement global growth. Weaknesses

Pepsi must keep an eye on chain stores. Chain stores have a lower per-unit cost and can provide a lower price for their items. Pepsi has also had problems with offering new products without having sufficient knowledge of their target demographic. Their size is also a concern. The company is so large that it could lose focus or have internal conflict problems. External Opportunities: Pepsi needs to utilize the expanding Internet possibilities to better serve their customers. This goes in hand with providing training to their employees as systems become more complicated.

They could also better position themselves to provide excellent personal service to compete with box stores since the large store seem to be driven by sales. Threats: Pepsi always faces a challenge from their largest competitor, Coke whom has the world's largest beverage distribution. On the other side they deal with competition from General Mills and ConAgra which are striving to have a larger market share in the snack market. Pepsi also faces the challenge of different regulations and policies set by governments in other countries.