

Pepsico-frito lay essay



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BUSTER**

On the premise of integrity, PepsiCo-Frito Lay has been sustaining a position of thinking “ whole” – since the 1965 integration. When PepsiCo-Frito Lay thinks health and wellness in their brands, they think consumer wellbeing. Then, consumers become loyal. When PepsiCo-Frito thinks fun and nutrition in their products, they think customer satisfaction. Then, consumers become convinced. When PepsiCo-Frito Lay thinks incentives and benefits for their employees, they think work efficiency. Then, the employees serve well. When PepsiCo-Frito Lay thinks career path and retirement rewards for their employees, they think work dedication and commitment.

Then, their employees are loyal. Thus the encapsulation of their big muscular brands brought to the customers through go-to-market systems through extraordinarily talented and dedicated people, the competitive advantage of PepsiCo-Frito Lay results to a balancing feedback loop. The Distinctive Loops: The feedback loop of the throughputs mission and strategy and systems indeed distinctively affect the overall corporate performance, which affects the external environment through brand patronage and loyalty. Such positive effect will loop back to warranting the impressive and commendable performance of PepsiCo-Frito Lay.

The mission and strategy of PepsiCo-Frito Lay has been biblical and a code of honor shared between its executive management and its team of employees. They all acknowledge that it is the core purpose of all their combined collaboration that will all unanimously lead them to a prime position not only in the national but in the global business community. The mantra of “ Performance with Purpose” encapsulates the mission and strategy of PepsiCo-Frito Lay. They perform with the purpose of nourishing

consumers with their products. They perform with the purpose of saving the environment.

They perform with the purpose of inspiring, rewarding and cherishing their employees. They perform with the purpose of being a good example in manufacturing practices. They perform with the purpose of rewarding their stakeholders and stockholders. They perform with the purpose of contributing back to the community they live with – nationally and internationally. Balancing their mission and strategy is the systems that PepsiCo-Frito Lay implements as they pursue standardized policies and mechanism. Its rewards and control systems have been incessantly identified and implemented consistently.

Taste the Success” is the principle behind career development in PepsiCo-Frito Lay. Such lure and expectation makes employees inspired and prime-pumped to do beyond what is laid out in their duties and responsibilities. The employees then take stock of their skills, abilities and potentials and put them to supreme use. “ Proven results, leadership capability, functional excellence, knowing the business cold and key experiences” (PepsiCo Careers, 2008) – are the parameters that guide and are inspired in the path of career growth in PepsiCo-Frito Lay.

These parameters balance the productivity, development, progress of both the employees and company as coherently as it stands. The Effect of the Feedback Loops: Current Stock Information as of 18 June 2008 at 04: 00 EDT: Change at 0. 81, high at \$65. 83, Low at \$65. 02, Volume of 8, 905, 202, Average of \$65. 06. From the last viewing of the stock information of

PepsiCo-Frito Lay of 12 June 2008, the traded volume increased by 2, 359, 050. In spite of an insignificant decrease in average stock price by \$2, market confidence is still illustrated in the increase in traded volume – in a week's time.

This snippet of concurrent information on the stock position of PepsiCo-Frito Lay is a simple, overall short-term illustration of the balancing feedback loops on the effectiveness of its mission and strategy vis-a-vis its systems. The 2008 Fortune Largest 1000 corporations placed on No. 59 PepsiCo-Frito Lay. This is warranted by the 2007 revenue of US\$39. 5 millions in revenue and US\$5. 7millions profit. Fortune likewise listed PepsiCo-Frito Lay as among the top 300 most admired companies (Fortune 1000, 2008).

Standards and Poor's gave a better than 94. 4% Corporate Governance Quotient for PepsiCo-Frito Lay illustrating the synergy that its leadership is implementing that feedbacks their mission and strategy and systems. So, PepsiCo-Frito Lay can sustain on a long term their commendable performance. It will continually be encouraged their statistical holdings in all of those reports and evaluation. It is because it has its sacred responsibility towards stakeholders, stockholders, its customers, employees and the community.

What Else Must Be Done: With all the exercises done on PepsiCo-Frito Lay and the number of articles and write-ups and commentaries reviewed, the company is on a strong foothold. It is highly recognized, commended and admired. Nevertheless, as probabilities may turnaround, there is the principle of “ diminishing return” and “ elasticity” that may be reckoned

with. In relation mostly to the “ go-to-market” strategy, PepsiCo-Frito Lay will have to expound their guiding principles in the concept of exclusivity distribution through for example Pizza Hut and Subway Restaurants (as per their long term North American Contract signed on May 15, 2008)

Reckoning the exemplification of the “ Escalation” archetype of balancing feedback loops, “ the management principle derived from it is to look for a way for both sides to win, since their continued competition will lead to great costs and inefficiencies. Cooperation or mutual understanding is called for. ” (Larsen, McInerney, Nyquist, Santos, Silsbee, 1996) Thus, market relationships established by PepsiCo-Frito to bring to life their mission and strategy must be consistently reviewed, if not revised whenever new opportunities like Subway arises.

Whatever terms and working platform that is applied to one contract, may not necessarily be applicable to another contract. A measured success of one methodology of market distribution may see a diminished return when the limits of the stretch are reached. PepsiCo-Frito Lay Beyond PepsiCo-Frito Lay: It is prime, generic and conscientious – from its beginnings till what it sustains to-date, PepsiCo-Frito Lay beyond PepsiCo-Frito Lay will STILL be PepsiCo-Frito Lay, if not a thousand-fold better. It understands its responsibilities; it is committed to its responsibilities and will live by its responsibilities.

The balancing feedback loops are obviously the occurrences that they monitor with heart and soul in a 24/7 time frame. Some are “ automatic” results; some are “ given” results; some are “ calculated” results”; some are

“ standard” results; some are “ expected” results. But when you have a brand and a team of employees that already “ gel” as a temperament, as a culture, as a character – the stockholders, the stakeholders, the market, the consumers, the community, can stay comfortable, convinced, and, confident.