

# Marketing mix

[Business](#), [Marketing](#)



Product The "PepsiCo" company has been "How do you take a coke? And what?" many idea variants produced over the years ago. The drink was first made in 1898. Then new brands were born on June 16, 1903. The "PepsiCo" company was founded in the Pepsi-Cola brand on 1965. Now Pepsi coke is the stronger favorite drink and not known country, city, people haven't in the world. Now is produced in a lot of drinks and brands. Drinks are: \* Pepsi (Max, one, light, next, vanilla, Jazz, diet ... ) \* Energy drinks \* Pure and aqua waters \* 7 up, mountain dew

Price Pricing decisions are almost always made in consultation with marketing management. Price is the only marketing mix variable that can be changed quickly. Price variables such as discounts, dealer price, retail price etc. Supplier Manufacturer Distributor Retailer Customer Pepsi being a which to advertise product quality, it tends to sell its product with price range from more low to high prices, depending on the use and the targeted customers. Place Depending on the type of the product marketing management decides to put into place an exclusive, to licensing, network of distribution, while selected dealers or wholesalers. Direct distribution (different wholesalers, restaurant and hotels Like \* Indirect distribution (base market distributors, outstation KEF, Pizza Hut... )