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Do you know that PepsiCo was founded 119 years ago? Your grandparents will probably remember when Pepsi Cola apareciÃ³ for the first time in their ³ glass bottles. But the company no longer offers carbonated drinks. They have also branched into snacks like Doritos, Gatorade and Tropicana. One might think that a company as large and recognizable as PepsiCo would have no problems in today's business landscape, but that could not be further from reality. The years of glory are gone. PepsiCo now adjusts to consumer demands or else lose its relevance. Especially with the latest boom in health awareness. Things are changing. But PepsiCo is ready. See what we mean by reading this PEST analysis from PepsiCo. Political factors: Soda taxes kill A dominant leader in the soda industry is PepsiCo. Their (only worthy) rival is Coca-Cola. Although often at one end of the boxing ring, in 2017 both companies faced a new US tax called the soda tax. The price of soda went up three cents an ounce when it was adopted by Philadelphia. Although this soda tax originated³ in 2015, ³ is now coming to light. And since the adoption ³ Philadelphia, Oakland, Seattle (Washington), San Francisco and Boulder Colorado have also integrated this change. What is the purpose of this law? So people drink less soda. PepsiCo has already taken a hit as society focuses on improving its health. Sugary drinks just don't fit any more. But that has not stopped collaborations with governments abroad. Not to mention that Pepsi spent more than \$2.3 million on lobbying. Do you want to know the truth? The purchasing power of consumers is the only factor for success in business. If a customer is not buying, you have no sales, revenue or profits. And with so many studies linking the consumption of Artificial syndrome with debilitating diseases such as diabetes, consumers are saying "3AdiÃs!Â" to carbonated drinks. They are looking for healthy alternatives and so far, PepsiCo has not met the demand. Now, this soda Siht , gnisicrexe sediseb .seciohc Elysefil yhtlaeh gnam when desucof era sremusnoc .dne eht no Neeb sâ€â€âti ,yletal ,bnegsopen. dna ,gnidneps yenom ,selytsefil ni snoitautculf ,gninaeM .tekram tegrat rieht ni segnahc eht yb detceffa si oCispeP semit eht htiw gnola gnivoM :srotcaf laicoS .oCispeP rof 6102 dna 5102 neewteb ssol rallod noillib 1\$ a ylraen gnisuac ,ados morf yawa deihs elpoeP .oot raey taht eunever detcapmi sknird detanobrac rieht htiw detaicossa egami aidem evitagen ehT .ycnerruc lacol eht egnahcxe t¢ndluoc ynapmoc eht esuaceb aleuzeneV ni deraeppa osla elbuorT .serutnev saesrevo rof srettam denesrow ylno taht tub ,gnorts saw rallod ehT . 6102 No Erusser tup rhod eht FO tatats eht tut .lla retfa dlrow eht revo ll stret struco yeht .ylaiceepse Ocispep ,ynapmoc yna rof ssim 511 uort FO sngis tlef tlef ocspep tub .ycnerruc lacol eht yb detceffa era secirp rieht .saesrevo erguor stretorp rieht fo htgnerts eht raef yeht .o. .selas rieht gnitcapmi noissecer tsap eht tuoba deirrow tÂA¢nsi oCispeP meht tsniaga gnikrow RALLOD EHT :srotcaf cimmonoce .retal naht renoos gib gnihtemos ot deen yeht tub ,tnuoc eht rof tuo ton erâ€â€âyeht ,spet ,ptla spen specc Tnemnrevog eht yb dekcab(snoitazinagro htlaeh htww tub .noinipo Cilbup egnahc ot gnitekram snoillim ssot yeht ,erus .odus ocspep gamston sâB¢NE Suoicsnoc-htlaeh .ynapmoc eht rof srettam nesrow ylno wllo ,noitpmusn oc ados secuder wohs which which Buying and drinking soda is at an all-time low right now. In fact, the beverage of choice for consumers is now water (overtaking soda). It¢ÃÂs not just that bottled water is healthy and convenient. People are using the water as a base for artificial sweeteners. Artificial sweeteners are powder or liquid flavors added to water to ¢ÂÂÂjazz it up¢Â ¢Ã without transforming the drink into hundreds of calories. Although more studies about the dangers of artificial sweeteners are appearing, the public believes these flavor alternatives are a smarter choice than soda. And that¢ÃÂs adding up for PepsiCo (as mentioned in the political and economic sections above). PepsiCo sees these changing trends. They know their consumers are looking to consume less ¢ÃÂbad¢ÃÂt change their oldest and beloved products, they are reformulating and offering new products for the health-conscious consumers. They¢ÃÂÂve reduced the amount of sugar in their 7Up products. They¢ÃÂÂve also launched a probiotics drink line to branch into the healthy juices market. PepsiCo knows if they don¢ÃÂt get with the times, there will be a time they no longer exist. Technological factors: Everything they could ever want is at their fingertips Even a company as wellknown as PepsiCo still needs to advertise. Gone are the days of throwing up a 20-second ad on television and seeing sales skyrocket. Thanks to the lovely development of the internet, PepsiCo can now take advantage of online advertisements, social media, and video marketing (YouTube). We¢ÂÂve seen other big name companies take advantage of online marketing. Remember the Coca-Cola name campaign? They put random people¢ÂÂÂs names on their iconic coca cola glass bottles. Customers went out, bought these bottles, and posted images all over social media. It was fun, quirky, and easy. It made people think this bottle is for me! It was a brilliant and wholesome marketing approach. PepsiCo had the means to accomplish the same if they means means improving their so sought after. With its funds, PepsiCo can take advantage of the latest technological advances ³ artificial intelligence, machine learning and digital bots. there is better way to connect with customers than through online marketing. is especially easy for companies like PepsiCo, recognized worldwide. No have compete with new companies struggling to find their place in business. Photo by Elijah OA¢ Donell on Unsplash Do you know that PepsiCo was founded 119 years ago? Your grandparents will probably remember when Pepsi Cola apareciÃ³ for the first time in their ³ glass bottles. But the company doesn't just carbonated drinks anymore be branched into sandwiches like Doritos, Gatorade and Tropicana. One might think that a company as large and recognizable as PepsiCo would have no problems in the current business landscape of Â, but that doesn't be further from the truth. The years of glory are gone. Now PepsiCo is adjusting to consumer demands or else lose its relevance. 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Consumer purchasing power is the only factor in business success. If a customer is not buying, they have no sales, income or profits. And with so many studies linking artificial sugar consumption to debilitating health conditions like diabetes, consumers say, demand. Now, this soda tax, which studies say reduces soda consumption, will only make things worse for the company. Health-conscious laws are emerging across the United States, and there is nothing PepsiCo can do. Sure, they can throw millions into marketing to change public opinion³ But with health organizations (backed by the government) continuing to push for a smart and healthy election³ PepsiCo will find its back against the wall. Not by the count, but they need to do something big sooner rather than later. Economic factors³ the ³ working against the mare not worried about the past recession ³ affect their sales. No, they fear the strength of the d³lar and the consumer'³ opinion. Both caused a 0.4 percent loss in PepsiCo's revenue within a year. PepsiCo is affected by inflation³ economic stability³ and taxes. And that, above all, is manageable. It becomes more complicated when many of their products are purchased abroad. Their prices are affected by the local currency. But PepsiCo felt the first signs of trouble between 2015 and 2016. The foreign exchange rate can be unpredictable for any company, especially PepsiCo. After all, they offer products all over the world. But that only made matters worse for companies abroad. Problems also appeared in because the purchase cannot change the local currency. The image of the negative media associated with their carbonated beverages also had an impact on their income. People stay away from soft drinks, causing a loss of one billion ³ between 2015 and 2016 for PepsiCo. Social factors: Moving forward with the times PepsiCo is affected by changes in its target market. Meaning, fluctuations in lifestyles, spending money and buying behavior impact sales and revenues. For any company, these changes can be positive or negative. PepsiCo, has on the negative side. Consumers focus on making healthy lifestyle decisions. In addition to exercising, this often means improving your diet. Buying and drinking soda is at its lowest point right now. In fact, the drink of choice for consumers is now water (extra soft drink). it is not only that bottled water is healthy and convenient. People are using water as a base for artificial sweeteners. Artificial sweeteners are powdered or liquid flavors to water for â Šjazz to Å¢ ŠŢ Å without transforming the drink into hundreds of heat. Although more studies are emerging on the dangers of artificial sweeteners, the public believes that these flavor alternatives are a smarter choice ³ soda. And that' adding up for PepsiCo (as mentioned in the policy and ³ sections above). PepsiCo sees these changing trends. 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