

ENH 2201 - Enhancement III

Group 09

Index No	Name
20001772	M A K N Silva
20000421	M G R M Dias
20001754	G P C Shamindi
20000482	N S Elvitigala
20000677	S S Gunawardane
20021143	M S Weerawarna
20020945	D P Sathyangani
20001746	Kanishka Sewwandi
20002017	W P P S Weerasinghe
20000294	T P G K P De Alwis
20000391	A K Dharmadasa

Marketing Mix Analysis of Pepsi

- **Introduction**

Pepsi is a multinational beverage and snack company founded in 1965. The company offers a wide range of carbonated and non-carbonated beverages and snacks through its various brands. In this report, we will analyze the marketing mix of Pepsi to understand the strategies it uses to market its products and reach its target audience.

- **Product**

Pepsi offers a wide range of products, including carbonated and non-carbonated beverages, juices, snacks, and more. The company's flagship brand, Pepsi, is a carbonated soft drink that is available in various flavors and sizes. Mountain Dew, another popular beverage brand, is marketed as an energy drink. Gatorade is a sports drink that is designed to hydrate athletes and help them perform better. Tropicana is a leading brand of juice, offering a range of fruit juices and blends. Frito-Lay is a subsidiary of Pepsi that specializes in producing snacks, including chips, crackers, and more.

- **Price**

Pepsi adopts a competitive pricing strategy, aiming to offer its products at a lower price than its competitors while still maintaining its profit margins. The company uses different pricing strategies for different products and markets, taking into consideration factors such as the target audience, competition, and cost of production. For example, Pepsi and Mountain Dew are priced competitively in the carbonated soft drink market, while Gatorade is positioned as a premium sports drink with a slightly higher price point.

- **Place**

Pepsi has a strong distribution network that enables it to reach its target audience in over 200 countries. The company's products are available in various retail outlets, including grocery stores, convenience stores, and vending machines. PepsiCo also has its own retail stores, where customers can purchase its products directly. The company also has an online presence, allowing customers to purchase its products through its website and various e-commerce platforms.

- **Promotion**

Pepsi uses a variety of marketing channels to promote its products and reach its target audience. The company invests heavily in advertising, using various media, including television, radio, print, and digital. Pepsi also uses sponsorships and partnerships to promote its products, such as sponsoring sports events and partnering with sports teams and athletes. Also Pepsi products are frequently marketed through Movies/TV Series as well. The company also uses social media and other digital marketing channels to reach its target audience and engage with them.

- **Conclusion**

Pepsi has a well-rounded marketing mix that enables it to reach its target audience and effectively market its products. The company's focus on product, price, place, and promotion helps it to maintain its competitiveness in the market and continue to grow its business. With a strong brand image and a commitment to innovation, Pepsi is well-positioned to continue to succeed in the beverage and snack market. It's easy to see that their marketing strategy is successful, seeing that it's easily the second most well-known Beverage brand after CocaCola.

