



**PEPSICO**

**Business Case Study  
of  
WOMAN LEADERSHIP in PEPSICO**

By  
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# New Leadership Comes into PEPSICO

- 1994 → Indian origin Indra Nooyi walked into Pepsico as Chief Executing Officer.



# Pepsico Products

- Beverages → Pepsi cola, Diet Pepsi, Mountain Dew.

Annual revenue of 9 billion USD.

- Snacks → Lays, Doritos, Cheetos.

Annual revenue of 7 billion USD.

- Restaurants → Pizza Hut, Taco Bell, KFC.

Annual revenue of 9 billion USD.

# Pepsico Products



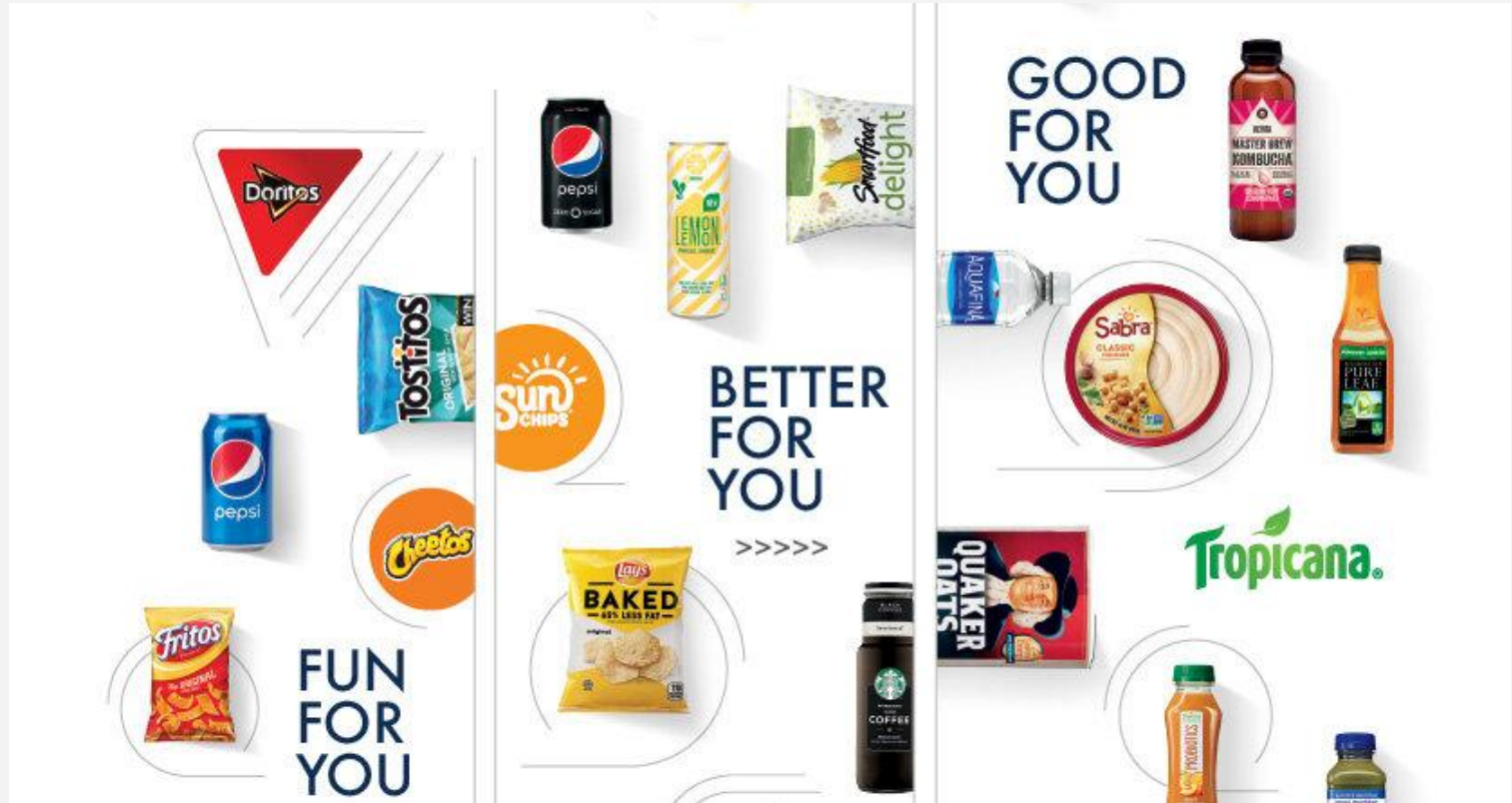
# Problems in the Restaurant Systems

- Three brands were fighting for same candidates.
- Talent restoration was an issue, as they sucked the best talents into Pepsico.
- Three into one. Looking at the micro and macro parameters analysis, she suggested spin-off, company uses to slash its debt by 50%.

# Incentives Taken

- Defining the purpose of Pepsico.
- Being part of the solution of obesity challenges.
- Three segment: Fun for you, Better for you, Good for you.
- Increasing focus on later two segments.
- Gatorade as recreational beverage.
- Balance between capitalism and consciousness.

# Fun for you, Better for you, Good for you





# Fun for you, Better for you, Good for you

## Diversified Portfolio

### Good For You

*Our growing Good-for-You portfolio is comprised of nutritious foods and beverages that include fruits, vegetables, whole grains, low-fat dairy, nuts, seeds and key nutrients with levels of sodium, sugar and saturated fat in line with global dietary requirements. Also included are offerings that provide a functional benefit, such as addressing the performance needs of athletes.*



### Better For You

*Among the foods and beverages in our Better-for-You portfolio are snacks baked with lower fat content, snacks with whole grains, and beverages with fewer or zero calories and less added sugar.*



### Fun For You

*Our Fun-for-You portfolio includes treats that are beloved the world over as well as offerings that are regional favorites.*

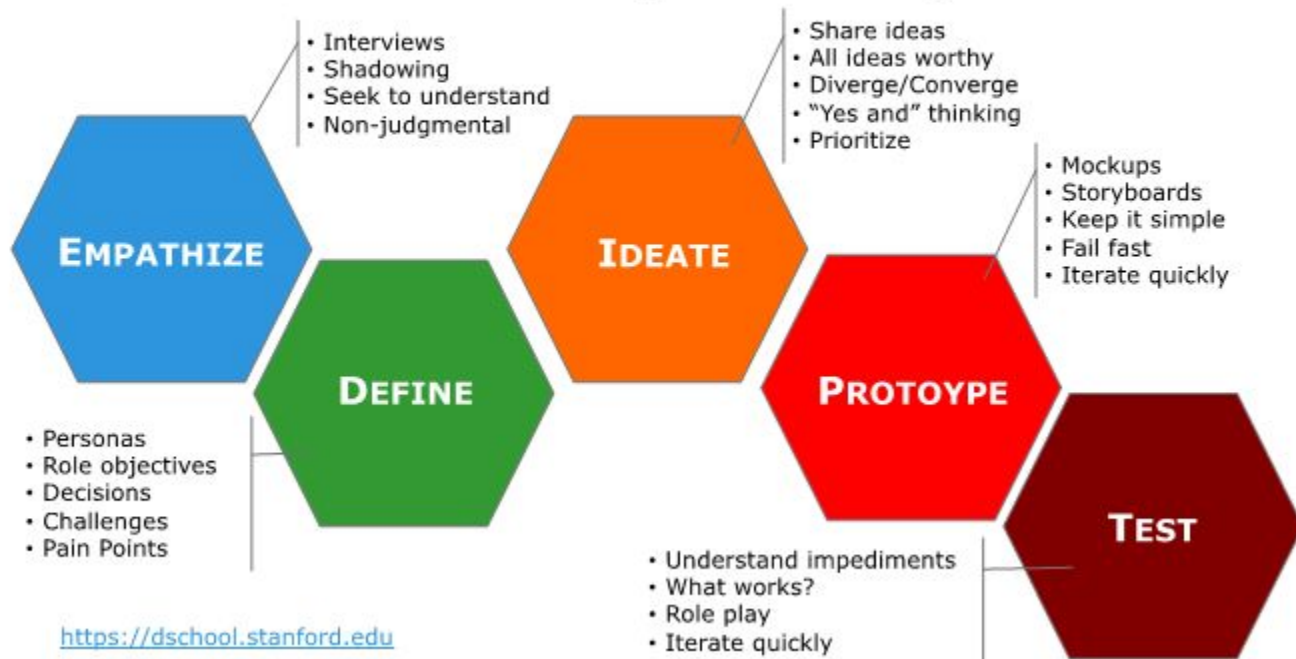


# Design Thinking

- Emphasize the set of audience.
- Game changing market insights to help build greater products.
- Looking beyond '**shrink it or pink it**' for women.
- Started to practice the exercises those intricacies of women behavior with snacks, completely overlooked by conventional designers.
- Special product for women, less noisy, less crunchy, as they don't want noise in the public.

# Design Thinking

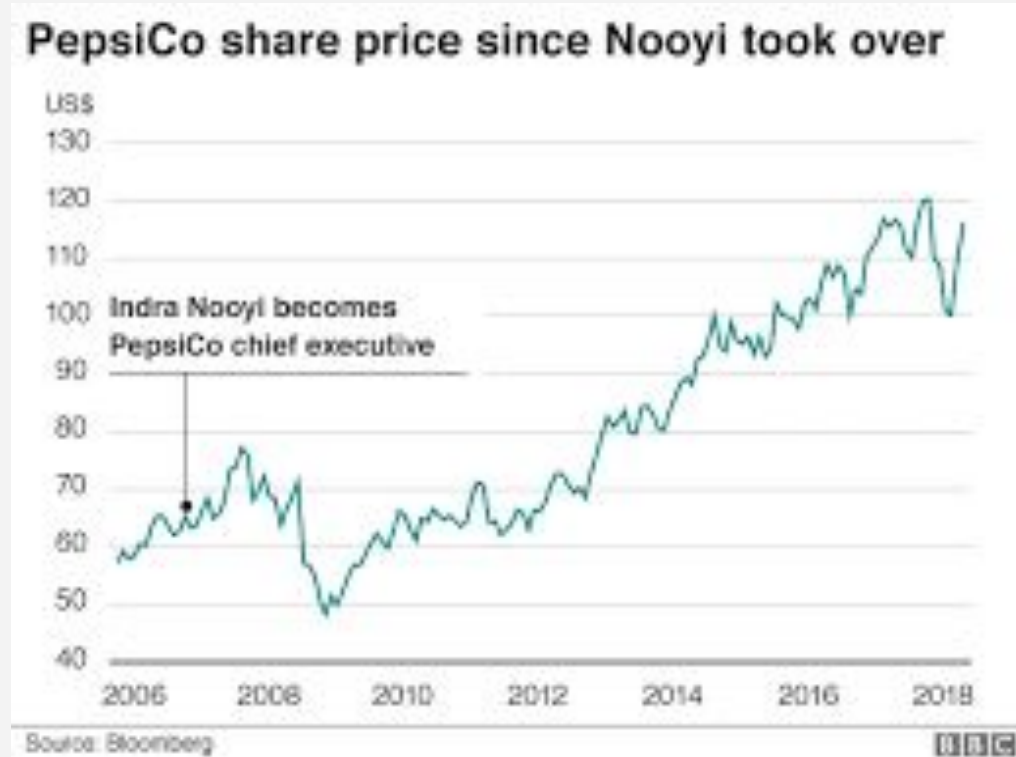
## Stanford d.school Design Thinking Process



# Business Strategies

- Aggressively expanded their international territories.
- Slashed water use in operation,
- Amount of 3.2 billion liters of water saved.
- Drive towards water conservation.
- Saves \$80 million in overall production cost by doing this.

# Growth During Nooyi Period



# Business Lessons

- While good leaders right away focus on expansion and creating new assets for the company, great leaders cut down the assets that are liabilities in disguise.
- Instilling a sense of purpose within the organization can give you invaluable benefits.
- Design thinking is one of the most important skills of the 21st century that could change the way you design products, and game changing results in no time.