**Your task, based on the following information provided, is to match listed strength, weaknesses, opportunities and threats to the correct quadrant.**

**Current Position**

PepsiCo is the second largest food and beverage company in the world and is known for strong brand equity, cash flow generation, and a history of putting shareholders first through reliable dividend growth and share buybacks.

Its product mix as of 2015 (based on worldwide net revenue) consists of 53 percent foods, and 47 percent beverages. On a worldwide basis, the company's current products lines include several hundred brands that in 2009 were estimated to have generated approximately $108 billion in cumulative annual retail sales. PepsiCo’s largest brands are: Pepsi, Mountain Dew, Lay's, Gatorade, Tropicana, 7 Up, Doritos, Lipton Teas, Quaker Foods, Cheetos, Mirinda, Ruffles, Aquafina, Pepsi Max, Tostitos, Mist Twist, Fritos, and Walkers.

PepsiCo's Frito-Lay and Quaker Oats brands hold a significant share of the U.S. snack food market, accounting for approximately 39 percent of U.S. snack food sales in 2009. One of PepsiCo's primary competitors in the snack food market overall is Kraft Foods, which in the same year held 11 percent of the U.S. snack market share. Other competitors for soda are RC Cola, Cola Turka, Kola Real, Inca Kola,Zamzam Cola, Mecca-Cola, Virgin Cola, Parsi Cola, Qibla Cola, Evoca Cola, Corsica Cola, Breizh Cola, and Afri Cola.

Soda sales have been declining for years now, as consumers opt for healthier options such as flavor-packed carbonated water. However, new regulations could make things worse. The U.S. government kicked off 2016 by introducing new health guidelines that strongly recommend Americans reduce their consumption of sodas and snacks containing high-fructose sugars.

This news could negatively affect soda companies, particularly as soda volumes already declined more than 2% last year.

Going forward, Pepsi should continue investing in its "good for you brands" to help the company get ahead of shifting consumer preferences to healthier snacking. Pepsi's portfolio of "good for you brands" is currently its smallest overall, with just four standout names covering both beverages and snack foods, including Sabra hummus, Tropicana, Naked juice, and Quaker.

Investors should also keep an eye on currency risks. Pepsi is especially vulnerable to this given its position as a multinational conglomerate. The company generates nearly 50% of its annual net revenue outside the United States. This situation puts Pepsi at additional risk to foreign exchange rates.

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| **Strengths**   * Strong brand presence in the market. * Internationally recognized company * Diversity of products * Large pool of capital * 39% of US Snack food market * Reliable dividend growth, good for investors | **Weaknesses**   * Lots of competitors on a global scale * Liable to currency risks from different countries * Very few healthy alternatives, mostly unhealthy snacks & beverages. * Might be seen as a monopoly |
| **Opportunities**   * Bring in healthier alternatives * Increase healthy snacks, & decrease unhealthy beverages * Expand/buy smaller companies and/or competitors | **Threats**   * US Government telling consumers to lessen their consumption of sodas & snacks * Any liabilities that the company may encounter( employee mistakes, consumer injuries, etc). * Competitors can expand/come together * Consumers just decrease consumption of unhealthy snacks/beverages |

* Brand equity
* 39% of US snack food market
* 50% of annual net revenue from outside the US
* Currency risks
* Diverse product portfolio
* Global competitors/imitators
* Increase investment in their healthier brands
* Multinational conglomerate
* New local government regulations
* New national government regulations
* Reliable dividend growth and share buybacks
* Shift consumer preferences to healthier snacks
* Consumers looking for healthier options
* Strong cash-flow