

To: Erika Patterson, UBC ENGL 301 Instructor  
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Subject: Increasing Awareness of PepsiCo's Products

### **Introduction**

PepsiCo is an American corporation specializing in the food and beverage industry, although based in the United States it is a multinational company with a presence around in the world, with a particularly strong presence in North America. PepsiCo got its namesake after a merger of Pepsi-Cola and Frito-Lay. Since this large merger, PepsiCo underwent further expansion with the acquisition of Tropicana Products, Quaker Oats Company and Gatorade. Although they have acquired many different companies, they have all operate under their original names.

### **Statement of Problem**

Although they have become one of the largest food product companies, PepsiCo's major acquisitions still operate under their original product names. Although all of their products are very successful, there is rarely a unifying factor or indication that they are from the same parent company. Without this link, many consumers are unaware of the scope of PepsiCo and therefore are unable to benefit from the consumer loyalty for certain products and the potential to capitalize on a larger brand loyalty.

### **Proposed Solution**

PepsiCo is currently a very successful company, however are always looking for ways to maximize their sales. By increasing awareness of the range of food products available from the PepsiCo brand; the success of their individual products and their customer loyalty would serve to bolster sales of their entire range of products.

### **Scope**

In order to determine if this proposed solution will be beneficial and increase sales, I plan to research the following at local grocery stores:

- Shoppers tendency to purchase any of the PepsiCo products
- Shoppers awareness of the range of products that are part of PepsiCo
- If this awareness is an influence on current consumer habits
- Would the discovery of this connection influence their consumer habits in the future
- What would they consider the best way to make this information more available to consumers

### **Methods**

The primary source of data and information will come from short interviews conducted in person (performed at local grocery stores) and online. These interviews will be conducted to gain data to help inform if this new business

strategy would be a successful endeavor. If possible and necessary, speaking with employees at PepsiCo if further information is required.

### **My Qualifications**

My work experience as a sales representative in the Frito-Lay division of PepsiCo has given me experience in both the sales division of food products and also direct experience with PepsiCo and their line of products. This real world experience is very complimentary to the courses I have taken during my undergraduate degree. This combination along with research experience will allow for me to gather the necessary information and analyze it to support the proposed solution.

### **Conclusion**

PepsiCo has been a successful and expanding company, doing so through high quality foods and increasing sales. Although they have been successful it is important for them to continue to grow, particularly as a publicly traded company. I plan to use this research in order to help them optimize sales across all of their products.