A STUDY ON MARKETING STRATEGIES OF PEPSI COLA

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Abstract

Pepsi cola is one of the largest beverages Company in Pakistan. It has than 65% share in beverages sector current research provides an historical background of Pepsi cola and its Marketing expansion. This study focuses on marketing strategies of Pepsi cola and its subsequent impacts on the performance of Pepsi cola. It has been seen that the Pepsi cola has drastically improved its market share in Pakistan and rest of the world through implying its segmented marketing strategies. In the current research, the information regarding marketing strategies of Pepsi cola are particularly taken care since its incarnation.