

Name \_\_\_\_\_

## Pepsi: More than Just a Soda

### Open-Ended Response Questions

1. Discuss the historical significance of Pepsi's creation and how it evolved into PepsiCo.
2. Compare and contrast PepsiCo's diversification strategy with its main rival, Coca-Cola.
3. Explain how PepsiCo is addressing environmental sustainability and its impact on the company's reputation.
4. In your opinion, what are some potential challenges and opportunities for PepsiCo in the future?

