

success worldwide. Moreover different marketing campaigns helped Pepsi build its brand name worldwide. (Andrew, 2002)

Vertical Analysis

A detailed Vertical Analysis of Income Statement and Balance Sheet of both companies is given. (Day, 2008)

Income Statement				
PepsiCo Inc			Vertical Analysis	
	2009	2008	2009	2008
Revenue	43,232	43,251	100%	100%
Total Revenue	43,232	43,251	100%	100%
Cost of Revenue, Total	20,059	20,351	46.49%	47.05%
Gross Profit	23,133	22,900	53.51%	52.95%
Selling Expense	14,612	15,489	33.80%	35.81%
Research & Development	414	388	0.96%	0.90%
Depreciation/Amortization	63	64	0.15%	0.15%
Operating Income	8,044	6,959	18.61%	16.09%
Income Before Tax	8,079	7,045	18.69%	16.29%
Income Tax – Total	2,100	1,879	4.86%	4.34%
Income After Tax	5,979	5,166	13.83%	11.94%
Minority Interest	-33	-24	-0.08%	-0.06%
U.S. GAAP Adjustment	0	0	0.00%	0.00%
Net Income Before Extra. Items	5,946	5,142	13.75%	11.89%
Net Income	5,946	5,142	13.75%	11.89%

Pepsi Cola Financial Report

CO Houle



Pepsi Cola Financial Report:

This book delves into Pepsi Cola Financial Report. Pepsi Cola Financial Report is an essential topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Pepsi Cola Financial Report, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Pepsi Cola Financial Report
 - Chapter 2: Essential Elements of Pepsi Cola Financial Report
 - Chapter 3: Pepsi Cola Financial Report in Everyday Life
 - Chapter 4: Pepsi Cola Financial Report in Specific Contexts
 - Chapter 5: Conclusion
2. In chapter 1, the author will provide an overview of Pepsi Cola Financial Report. This chapter will explore what Pepsi Cola Financial Report is, why Pepsi Cola Financial Report is vital, and how to effectively learn about Pepsi Cola Financial Report.
3. In chapter 2, this book will delve into the foundational concepts of Pepsi Cola Financial Report. The second chapter will elucidate the essential principles that need to be understood to grasp Pepsi Cola Financial Report in its entirety.
4. In chapter 3, the author will examine the practical applications of Pepsi Cola Financial Report in daily life. This chapter will showcase real-world examples of how Pepsi Cola Financial Report can be effectively utilized in everyday scenarios.
5. In chapter 4, the author will scrutinize the relevance of Pepsi Cola Financial Report in specific contexts. This chapter will explore how Pepsi Cola Financial Report is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Pepsi Cola Financial Report. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Pepsi Cola Financial Report.

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