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Due to a robust franchise system, Pepsi was able to grow throughout the United States of America and then all over the world. Product Selection and Description. The product of choice in this report is Pepsi, the modern form of the soft drink which is calibrated over the years

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Pepsi-Cola is a carbonated beverage that is produced and manufactured by PepsiCo. It is sold in stores, restaurants and from vending machines. The drink was first made in the 1890s by pharmacist Caleb Bradham in New Bern, North Carolina. The brand was trademarked on June 16, 1903.

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The Coca-Cola Company is the world's largest beverage company. It owns or license and market more than 500 non-alcoholic beverage brands, primarily sparkling beverages but also a variety of still beverages such as waters, enhanced waters, juices and juice drinks, ready-to-drink teas and coffees, and energy and sports drinks.

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