

Project Report

Comparative Analysis of Marketing Strategies

Coca-Cola V/S Pepsi in Pakistan



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Submission Date 3rd October, 2015

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One fascinating memo not appearing upstairs table overhead is that Coca-Cola has raised its revenue in a slower, additional dependable way. Pepsi, then again, has definitively increased their profit supply in the course of the most recent couple of years. In 2004, Pepsi presented a periodical profit of 17 pennies when Coke was commitment a quarter. Coke has opened up yearly profits for a long time successively. Pepsi likewise dash of aggregate their yearly profit for 38 conventional years. Coke's stock cost has full-developed in quality by more than 51 percent since the opening of 2009. Pepsi's typical has developed by around 40 percent in the similar period.	28
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