At present, Pepsi Philippines, which manufactures Pepsi, Seven-Up, Mountain Dew, Gatorade, Tropicana and Lipton, accounts for 20% of the total carbonated drinks market in the Philippines. It wants to expand its operation and increase its share of the market still further. The Marketing department will be a vital in deciding how this can be achieved.

**Activity 10.2 -** Read the case study above.

1. Suggest ways Pepsi Philippines could increase its market share. Which way do you think will be the most effective? Explain your answer.

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1. Do you think Pepsi Philippines should develop new varieties of drinks to sell in this market? Explain your answer.

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1. Identify who could be the new customer of these drinks.

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1. Explain what types of advertising and promotion might be effective in attracting these customers.

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