

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:

Unveiling the Magic of Words: A Overview of "**Pepsi Cola Financial Report**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Pepsi Cola Financial Report**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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