

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

**JA Banks**



**Pepsi Cola Financial Report:**

## Unveiling the Energy of Verbal Art: An Emotional Sojourn through **Pepsi Cola Financial Report**

In a world inundated with screens and the cacophony of instantaneous connection, the profound power and mental resonance of verbal beauty frequently disappear in to obscurity, eclipsed by the regular assault of noise and distractions. Yet, situated within the lyrical pages of **Pepsi Cola Financial Report**, a captivating perform of literary beauty that pulses with raw feelings, lies an remarkable journey waiting to be embarked upon. Penned by a virtuoso wordsmith, that mesmerizing opus books readers on a psychological odyssey, delicately exposing the latent possible and profound impact embedded within the elaborate web of language. Within the heart-wrenching expanse of this evocative examination, we will embark upon an introspective exploration of the book is main subjects, dissect their charming publishing model, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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