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1. Introduction

PepsiCo is a big International beverage and snack company. This report analyses the international activities and general strategy of PepsiCo. It is more specific to the current activities of PepsiCo in Bangladesh. The firm has sophisticated value chains in numerous countries. Bangladesh is a growing market that falls into the network of PepsiCo (Mirdha, 2022). There is a high demand for beverages because of the young demographics and urbanisation. The hot weather promotes the frequent use of cool soft drinks. Strategic issues are emphasised by infrastructure constraints and regulations. The report uses international business theories by applying them to PepsiCo activities. It applies the OLI paradigm and cultural difference. This is analysed in terms of ownership, location and internalisation benefits in Bangladesh. It then assesses the cultural difference between the Americans and the Bangladeshis. Sustainable competitive success recommendations have been put forward to recommend the adjustments in SOP.

2. PepsiCo as an MNC and Its Global Operations

2.1 PepsiCo as a Multinational / Transnational Corporation

A multinational company is one that has its business in several countries other than the mother country (Mayrhofer and Prange, 2015). It controls and owns foreign-based assets through direct investment. A transnational corporation incorporates operations of numerous host countries. It strives to be efficient on the international level but locally receptive.

PepsiCo is also definitely a multinational corporation. It is based in the United States of America. The company strives through a portfolio of strong international brands. The major brands of beverages are Pepsi, 7UP, and Mirinda. It also has leading brands of international snacks like Lay, which is distributed by it (PepsiCo Pakistan, 2023).

PepsiCo has foreign subsidiaries and affiliates in most regions. These are the entities that coordinate the manufacturing, marketing and coordination of local markets. They localise products and promotional activities. They also make sure that they meet the regulations of the host country. PepsiCo invests heavily in the host economies via foreign direct investment (McMahon, 2024). It funds bottling facilities, distribution centre warehouses and distribution facilities in other countries. Capital investment aids in the development of international markets, which are long-term. PepsiCo also aligns a global chain of supply. Movement of raw

materials, packaging and finished products across borders takes place. Bangladesh is a country that is part of this wider network of PepsiCo operations.

2.2 Benefits and Challenges of PepsiCo's Internationalisation

Benefits: PepsiCo has a number of significant strategic advantages in the global market due to internationalisation. Geographic diversification disperses revenue risk among a large number of economies (Levine, Lin and Xie, 2020). The slight decline in one locale can be compensated for in another. Growth into emerging markets facilitates growth in long-term volume. The growth of incomes and urbanisation leads to the growth of demand for convenient products. International operations generate relevant economies of scale in the purchasing process. When the purchasing volumes are large, the average costs of ingredients and packaging are minimised. Joint sponsorships and campaigns are sponsoring more than one market. The application of knowledge from one country to another is possible. In India, for example, the Kurkure snack also led to experimentation with flavours in the region (Franchise India Team, 2018).

Challenges: PepsiCo is also faced with great problems due to internationalisation. The firm will have to operate within varying tax and legal systems. Sugar, salt, and marketing are now the focus of health policies. This tax on sugar in Mexico also moved beverage companies to portfolios that were reformulated (Sifferlin, 2016). Much-valued global brands can be ruined by political and reputational risks. In India, the use of water is a controversial issue that has affected the beverage companies. These cases strain sustainability and compliance by PepsiCo. Complicated supply chains increase susceptibility to discontinuity and latency.

2.3 PepsiCo's Value Chain in the Global Market and Bangladesh

PepsiCo has a complex beverage global value chain. It also organises snacks and juices, among other food items. The operations of research and development are focused on specialised global centres. These centres develop new products, flavours and packaging formats. They also examine consumer preferences in terms of regions and segments. Knowledge of research informs beverage and snack innovation.

Sourcing creates equilibrium in cost, quality, reliability and risk diversification. PepsiCo purchases sugar, flavours, packaging and farming inputs all over the world. Certain major components are obtained locally in host economies. The rest are acquired on a regional level to gain economies of scale. Production is usually separated into concentrate plants as well as

bottling. PepsiCo is very strict in making concentrates and recipes (PepsiCo, 2022). Bottling and packaging are normally done by local or regional partners. The production of snacks commonly takes into account local plants catering to local neighbouring markets. In these factories, potatoes, grains, and oils are refined into snacks.

The channels of distribution transfer completed products from the plants to wholesalers. Retailers, restaurants and neighbourhood convenience stores are fed by wholesalers. The distributors in Bangladesh link products of PepsiCo to the retail networks (Hasan, 2021). Their routes evade infrastructure issues, regulations and trends of seasonal demand.

The integration of global brand centres with robust local customisation is a part of marketing. Themes of refreshment, fun, and youthful vitality are advertised at PepsiCo. The references to festivals and family getups, dreams can be called Bangladeshi campaigns. Reduced pack sizes are favourable to the low-income earners. There is a blend of digital and traditional media channels in place. PepsiCo has a centralised source of financing decisions through its corporate headquarters. Different international financial markets provide the firm with capital (Team, 2025). The allocation of resources in and out of regions depends on the prospects of growth. There are currency, commodity, and credit risks, which are actively observed. The risk management policies affect pricing, sourcing, and hedging. PepsiCo is able to connect capabilities and markets through this value chain. The leadership, expert technologies, and brands can be shared in Bangladesh. Local partners change execution to fit the local market conditions in Bangladesh.

Stage	Key Global Activities	Bangladesh-Specific Notes
R&D	Designs new beverages and snacks. Develops flavours and packaging formats. Studies consumer tastes and trends.	Global R&D guides products sold in Bangladesh. Local feedback informs minor adaptations.
Sourcing	Buys sugar, flavours, packaging, agricultural inputs. Balances cost, quality, reliability, and risk. Mix of global, regional, and local suppliers.	Some ingredients and packaging sourced locally. Regional sourcing supports cost efficiency and availability.
Production	Separates concentrate production and bottling activities. Keeps recipes and concentrate plants tightly controlled. Uses regional snack plants serving several markets.	Bangladesh supplied by regional bottling and snack facilities. Local partners handle packaging and some processing.
Distribution	Moves finished goods from plants to wholesalers and retailers. Uses warehouses, logistics partners, and	Local distributors deliver to wholesalers, supermarkets, restaurants, and small neighbourhood

	route-to-market systems.	shops. Navigate infrastructure and seasonal demand.
Financing	Raises capital in global financial markets. Allocates resources between regions. Manages currency, commodity, and credit risks.	Investments in Bangladeshi operations follow central capital allocation. Pricing and sourcing reflect risk management policies.

Figure: Global value chain of PepsiCo,

Source: (Pereira, 2025)

2.4 Entry Modes Used by PepsiCo in Key Markets and Bangladesh

2.4.1 Key market

PepsiCo employs a variety of entry modes in the international markets. The decision of entry mode is a balance of control, risk, and resource commitment. PepsiCo has operating subsidiaries in most of the developed markets. These subsidiaries are production, marketing and distribution facilities under corporate control. Owning direct provides substantial control over principal and branding. It is evident in Walkers, a snack producer in the United Kingdom. It is a fully owned subsidiary of PepsiCo that manufactures crisps in the British and Irish markets (Walkers, 2025).

PepsiCo in certain nations has sought a joint venture or alliance arrangement. JVs are the collaboration of PepsiCo and potent domestic partners. Partners share knowledge about the market, relations in politics, and distribution resources (Nippa and Reuer, 2019). PepsiCo brings on board brands, technology and management expertise to the relationship. PepsiCo experienced a strategic alliance with beverages in China. In the case of Tingyi Holding, the management focused on bottling and distribution capabilities to better compete in the Chinese soft-drinks environment (PepsiCo, 2012).

Beverages are important with franchising and bottling contracts. Brand rights are given to independent bottlers who can manufacture and market brands in their local areas. PepsiCo also provides concentrate, technical assistance, and continued marketing advice. The system has the capability of rapid growth that can be achieved with minimal capital investment. It is also promoting entrepreneurial work by local bottling partners. These major modes are supplemented by licensing agreements and bigger strategic partnerships. PepsiCo collaborates with other international firms to increase coverage in some categories of beverages. Pepsi Lipton International is one of them. It also has a joint venture, 50/50 with Unilever, which sells ready-to-drink Lipton teas in most countries outside of North America

(Moloughney, 2024). As a whole, this list of entry modes is obviously flexible, which will enable PepsiCo to adjust its structures to varying national environments and competition.

2.4.2 Bangladesh

The market entry mode of PepsiCo in Bangladesh is dependent on franchised bottling. It integrates this with strict control of brands. It also exercises very strict control over the manufacture of concentrates. PepsiCo did not establish a 100 per cent-owned subsidiary in Bangladesh. Rather, it was in a partnership agreement with Transcom Beverages as the sole franchisee. By this decision, PepsiCo gained access to the local knowledge that Transcom had. Transcom invested in a contemporary bottling plant around Dhaka. It also increased its production capacity even more within Chattogram (Transcom, 2025). It established a distribution system between cities and villages. The network is in supermarkets, restaurants, tea-making stalls, and kirana outlets. PepsiCo has been assisting this framework by supplying PepsiCo concentrates. It is also offering technical support with equipment and processes. Contractual agreements provide the specifications of performance objectives and reporting responsibilities. They also stipulate investment undertaking and brand safeguarding duties. Frequent visits and audits are also useful in protecting quality. They also guard concurring brand measures within the Bangladeshi operations. Overall, the Bangladeshi entry strategy incorporates local entrepreneurial competence. It also safeguards centralised control on major intangible properties. This franchisee model is one which restrains PepsiCo in terms of capital exposure. It continues to trigger quick growth in the drink-related markets of Bangladesh.

3. OLI Analysis for PepsiCo in Bangladesh

3.1 Ownership Advantages of PepsiCo

Ownership advantages explain firm-specific resources and capabilities. These resources bring competitiveness over competitors on the global front. PepsiCo has some strong ownership benefits in foreign operations. First, it has internationally recognised snack and beverage brands. There are dominating brands such as Pepsi, 7UP, Miranda and Lay. High brand equity minimises trial risk and stimulates trial (Kirchoff, Nichols and Rowe, 2017).

Second, the organisation has an advanced marketing and promotional power globally. It also conducts world campaigns that are connected to music and sport (Themezhub, 2024). Such

campaigns do generate dreamy pictures which are appealing to young consumers. This strength is represented in Bangladeshi campaigns through regional and Bollywood celebrities. Third, the company is a possessor of advanced product and process technologies. Recipes and formulas of concentrates are a well-kept secret. Analytics and demand forecasting are also used by PepsiCo to plan. The features enhance the reliability of supply and inventory management.

Fourth, PepsiCo has a broad distribution and channel skills. It knows how to access fragmented retail set-ups. This has been proven through a partnership with Transcom Beverages, which has shown the level of expertise in distribution locally. The Transcom company also has several bottling plants and countrywide delivery fleets, which provide bottling services of Pepsi, 7UP, Miranda, Mountain Dew, Slice and Aquafina to the people of Bangladesh (Lisha, 2025). PepsiCo offers advice on routing, merchandising, and refrigeration. Lastly, PepsiCo has good financial access and credit availability. It is in favour of marketing investments and capacity expansion in Bangladesh. Such ownership benefits will warrant investing resources in foreign countries. They improve foreign direct investment and continuous control mechanisms. Franchisee behaviour can be influenced by PepsiCo by providing assistance and contracts. It controls the standards of the brand by use of audits and performance checks.

3.2 Location Advantages of Bangladesh for PepsiCo

Host country factors that earn a country location benefits are termed as host country factors. PepsiCo can enjoy a number of location strengths in Bangladesh. Bangladesh has a high consumer population that is relatively young. Its median age is approximately twenty-six years old (Worldometer, 2023). Majorities (two out of three citizens) are working-age groups. These types of demographics favour the long-term demand for beverages and snacks. Increasing income is slowly boosting the expenditure on branded convenience products. Cities such as Dhaka and Chattogram are growing because of rapid urbanisation. City dwellers are massive consumers of ready-to-eat products and beverages. A humid, hot climate boosts the demand for cold drinks.

The labour expenses in the country are quite low in Bangladesh today (BHRC, 2023). Reduced wages will mean that there is a decrease in operating costs in the distribution and bottling. The retail and foodservice outlets worldwide are slowly increasing in the modern world. Reckoning the shelving of beverages is done by supermarkets and convenience stores.

Still, traditional kirana shops prevail but sell the chilled drinks. Bangladesh encourages FDI by using incentives and export processing zones (Ahmed, 2022). The government gives breaks to investors in terms of taxes and roads (Legal Sheba, 2017). However, the carbonated drinks are relatively subject to high duties and taxes. PepsiCo in Bangladesh also enjoys other benefits of local sourcing. Bangladesh makes sugar and part of the packaging materials inside the country. Local inputs decrease dependency on imports and exposure to currency risk. Dhaka and Chattogram plants are effective in serving national markets. Overall, such location conditions render Bangladesh appealing to PepsiCo. Current regulatory weaknesses are not as strong as demographics, climate and retail growth.

3.3 Internalisation Advantages in the Bangladesh Context

Internalisation benefits give the reason why companies retain activities within. PepsiCo opts to keep in-house some of its key functions across the globe. To begin with, it maintains a firm grip on brand control. The positioning of the brands and core messages is centrally focused all around the world. This makes sure that Pepsi, 7UP and Lay will be in place. Stability also maintains equity that is created by high investments in marketing.

Second, PepsiCo internalises important product and process technologies. PepsiCo still holds secrets with respect to recipes and concentrate. The process of concentrate production is typically concentrated in specific facilities under the control of the company all over the world (Wang, Greene and Yan, 2020). This minimises copying and returns on research investment. Third, quality control systems are done and controlled centrally. PepsiCo establishes ingredient, water and packaging specifications. Hygiene and testing are strong requirements that Bottlers need to adhere to. These internalised quality standards can be enforced using audits and scorecards. In Bangladesh, Transcom owns plants which are managed by PepsiCo's technical knowledge. PepsiCo provides concentrates, process instructions, and line set-up recommendations. All these arrangements retain knowledge and quality management within PepsiCo.

Fourth, an internalised marketing strategy lessens duplication and conflicting marketing campaigns. One of the main teams in the company negotiates sponsorships and determines worldwide promotion platforms. Local units redefine executions within brand frameworks that are agreed. Lastly, internalisation safeguards delicate commercial and financial data in the world. Information regarding expenses and bargaining remains inside reputable systems. PepsiCo only provides selective information to Transcom in Bangladesh. Overall, the benefits

of internalisation explain the choice of controlled structures. PepsiCo has essential intangible asset protection that is retained as partners implement joint ventures and FDI.

3.4 OLI Implications for PepsiCo's Entry Mode in Bangladesh

Factors influencing entry, which are related to ownership, location and internalisation, are combined. In Bangladesh, these aspects of OLI favour PepsiCo's franchise model. Powerful ownership benefits promote brand and technology-saving structures. Pepsi, 7UP, and Lay's have substantial equity worldwide. PepsiCo, therefore, prefers to work with people who have very high standards. PepsiCo is left with the production of concentrates under the control of Transcom because Transcom has an exclusive franchise. Recipe-focused and branding lie within the organisational scope of PepsiCo (Sondergard, 2024). The combination of a high ownership and internalisation motive is being reflected in this arrangement.

The preferred choice of entry mode by PepsiCo is also determined by its location conditions. Bangladesh has development as well as youthfulness and urbanisation, but lacks infrastructure. Plants that are fully owned would have heavy commitments of capital. They would expose PepsiCo to regulatory and labour complications. Such exposure is minimised by working with a huge Bangladeshi group. Transcom has a grasp of the local regulation, tax and distribution networks. PepsiCo can use this experience in developing its strategy. Key coordination benefits are internalised with the help of franchise contracts and audits. PepsiCo retains key decision-making in-house and leverages the assets of its partners. With licensing, investment would be less acute, but the control of PepsiCo would be weaker. Joint ventures may provide equity influence and make governance difficult. As a whole, the franchise system is the most suitable for the OLI pattern of PepsiCo. It coordinates the world's strong points with Bangladesh's opportunities and threats.

4. Cultural Distance: USA–Bangladesh and Strategy Impact

4.1 Cultural Comparison: United States vs Bangladesh (Hofstede – qualitative)

Dimension	United States – General Tendency	Bangladesh – General Tendency
Power Distance	Prefers relatively flat structures and approachable managers. Employees are more willing to question authority.	Accepts strong hierarchy and clear status differences. Managers are expected to lead decisively from the top.
Individualism vs Collectivism	Strongly individualist; people emphasise personal goals, autonomy, and self-reliance.	Strongly collectivist; people emphasise family duty, loyalty, and group belonging.
Uncertainty Avoidance	More comfortable with ambiguity, change, and experimentation. Rules seen as guidelines, not absolute.	Prefers clearer rules, procedures, and predictable outcomes. People feel safer with structure.
Masculinity / Femininity	Relatively competitive and achievement oriented, with focus on performance and success.	Moderately competitive, but achievement often linked with social respect and responsibility.
Long-Term Orientation	More short-term focused; results and quick returns matter. Traditions are flexible.	Somewhat more pragmatic, but still influenced by traditions and social obligations.
Indulgence vs Restraint	More indulgent; enjoyment, leisure, and visible consumption are widely accepted.	More restrained; social norms emphasise modesty, self-control, and careful spending.

Table: Cultural Comparison: United States vs Bangladesh,

Source: (bartleby, 2015)

Key cultural gaps between the USA and Bangladesh:

Power distance in Bangladesh is much higher compared to America. Employees are also supposed to have a visible status discernment and a consistent hierarchy. Individuals are at ease when the elderly make good decisions. On the contrary, American workers will choose flat organisational structures (Immigrant Support Centre, 2025). They desire greater consultation and direct discord with the managers.

Another significant difference is in individualism versus collectivism. The culture of the US stresses personal choice, self-sufficiency, and independence. Individual achievement is one of

the frames in the context of career success. In Bangladesh, the society values family and community needs. Teamwork and loyalty are more important than being independent.

There is also a difference between the two societies in terms of uncertainty avoidance. Bangladesh prefers to have straightforward rules, procedures and predictable outcomes. Individuals are at ease when guidelines and demands are clear. Experimentation, flexibility and taking calculated risks are accepted within American culture (Jain, 2023). Ambiguity is usually accepted as innovation and learning.

Individuals in both cultures believe in achievement, success and social recognition. America is a country which highly regards competition. Much attention is paid to performance metrics, as well as individual results. Respect and responsibility are directly related to achievement in Bangladesh. Honour and family expectations are also the primary ones to maintain.

There is a difference in attitudes to pleasure and restraint as well. There seems to be a more comfortable display of consumption in American society. The country goes towards Bangladesh, which is more restrained, modest and savings-oriented (Chowdhury, 2023). There are even festivities in the streets, but many wants are tamed. Lifestyle choices are informed by religious expectations and standards.

4.2 Effects on PepsiCo's Entry Strategy and Operations in Bangladesh

The decisions made by PepsiCo are influenced by the high power distance in Bangladesh. The best way to use campaigns is to respect the elders and authority. The advertisements usually tend to emphasise responsible parents directing the choices of children. Home life is more natural than a revolt by the lone heroes. It is also similar to the collectivist culture that promotes a group-based brand positioning in general (Kabir, 2015). PepsiCo, thus, focuses on socialising during functions and festivities. Eid, Ramadan, weddings and fruitless matches of cricket become significant moments of consumption. During such activities, there are messages that associate Pepsi with hospitality, generosity and togetherness. There is religious sensitivity when it comes to imagery, dress and music in campaigns. The American advertising raising overtly provocative themes would likely be met with criticism in the country.

There is also the impact of collectivism and restraint when choosing products and promotions. Small packs influence family budgeting and low expenditure. Multi-pack deals can be directed at family consumption and not at an individual level. The best point-of-sale

material is in the neighbourhood stores concentrated in the communities. Advertisements which invite sharing are more agreeable than self-indulgence.

Bangladesh has a high power distance that is strongly manifested in the relationships within the channels (Jamil and Baniamin, 2021). There is a visible respect for senior decision makers expected by the distributors. Relationship building, as opposed to hard negotiation, is typical at the beginning of meetings. Managers at PepsiCo and Transcom have to be patient and polite. The conflict between the partners in the top tiers might undermine the cooperation on a long-term basis. There are also informal networks and reputation, which are important in addition to formal contracts and rewards. There may be an indirect impact of local religious and community leaders on access to distribution. The knowledge of these networks will enable PepsiCo to gain access to shelf space.

Effects on PepsiCo's Entry: The initial entry strategy of PepsiCo is also determined by cultural distance. Power distance is high and promotes dependence on powerful local associates. The culture of Bangladesh is collectivist, favouring relationship-based access to markets. As such, Transcom is a reputable conglomerate partner that was chosen by PepsiCo. This decision was in keeping with the sees of extant Bangladeshi business networks. A foreign majority-owned company may appear harmful to culture at first. The entry mode that was adopted was a franchise, which enabled a slow learning of expectations. It also minimised foreign domination in the negotiations. Increased uncertainty avoidance also benefited the risk-sharing partnership. Joint responsibility was encouraging to government agencies and retailers. With time, a reliable relationship would facilitate greater investment. PepsiCo can maximise its equity as the legitimacy and trust improve.

4.3 Implications for PepsiCo's Potential Success in Bangladesh

Cultural distance is the direct management that influences brand acceptance and loyalty (Srivastava, 2017). Trust is established with the help of campaigns that are consistent with family values and religious sensitivities. During Eid meetings, products linked with ecstatic events can speak volumes to the people. The decent approach to the crisis will reinforce the perception of the locals in the long term. Any mistakes concerning religion, being modest, or national pride might harm brands. It may then be expensive to regain trust through costly apologies and modifications of the programmes.

Cultural understanding and flexibility also influence employee engagement (Parent and Lovelace, 2018). Motivation is enhanced when the managers show respect for hierarchy and

are friendly. Easy directions and systems help in decreasing feelings of anxiety towards the unknown. Appreciation that rewards individual performance and family duties is effective. When the employee is appreciated, he or she becomes a superior brand ambassador to the outside world. Silence and withdrawal would result as a consequence of insensitive Western HR practices. The employees may not want to raise concerns, which adds to operational and safety risks.

It is a fact that channel relationships are a great determinant of long-term growth potential (Chen et al., 2018). Visibility in small shops with high traffic is determined by distributors and retailers. Provided that PepsiCo recognises the hierarchy and that the relationships are cultivated, the loyalty strengthens. Customers are more willing to prioritise PepsiCo products as opposed to other competing products. Poorly managed negotiations or a lack of respect might drive the partners into competitors' hands. Such trust may be very hard to recover, even in small circles.

Village-style and reserved attitude to reputation management is essential (Burke and Martin, 2016). Word passes fast about using, how much water costs or how employees might act at their workplace. Health, community projects and education are the areas where legitimacy is supported by positive involvement. Regular respect for the Islamic customs and domestic traditions decreases suspicion. With time, culturally intelligent behaviour creates a strong social licence.

Overall, distance can be used as a competitive edge when handled properly through cultural skills. PepsiCo can distinguish itself as a company which is global and yet a locally sensitive company. The inability to manage cultural differences would increase the prevalent business risks. As a result, a combination of robust brands and heavy respect is the key to success in Bangladesh.

5. Recommendations: SOP Adjustments for PepsiCo in Bangladesh

5.1 SOP Adjustment 1 – HR and Management Practices

5.1.1 Current SOPs

PepsiCo has performance-based HR systems and structures throughout the world. Staffing is normally a combination of both internal and external recruitment. The values of training are on global values, compliance, safety and performance coaching. The style of leadership

promotes teamwork, communication and relatively horizontal hierarchies. Corporate academies and workshops have many practices that are internalised through them. The majority of workers are Transcom Beverages contract employees in Bangladesh (Khaled, 2025). PepsiCo affects the HR by use of programmes, clauses in franchising and audits. It is a structure that safeguards systems but poses a threat of misalignment of cultures at the local level.

5.1.2 Gaps in the Bangladeshi Context

There are a number of loopholes observed when global SOPs collide with the Bangladeshi culture. Power distance is high, which implies that staff want more directive leadership. Group recognition and family responsibilities are very significant in collectivism. Most of the workers are young, first-generation industrial workers most of the time. Women are at times limited by gender norms and safety issues. The training in English only might not include the frontline workers who are not within urban areas. Lack of adaptation makes systems alien and is about to worsen employee engagement.

5.1.3 Recommended SOP Changes

The focus of recruitment and staffing must be on the development of good local leadership. Bangladeshi managers can be asked to have clear targets. Succession planning can be formalised by a joint PepsiCo Transcom pipeline. Such criteria would be like community reputation and relationship-building skills.

The issue of training and leadership development requires culture and language adaptation. Both global modules adapt and localise using Bangla samples. Managerial behaviour, which is firm and yet caring, can be emphasised by leadership training. Sessions include Ramadan, family responsibilities and religious sensibilities.

Individual measures should be fairly balanced in relation to performance appraisal and incentives. Assessments have the ability to point out group performance and individual outcomes. The recognition programmes could involve appreciation events and family invitations. PepsiCo standards should be associated with safety and quality bonuses.

The processes of communication and feedback should be structured and sensitive to culture (Join The Collective, 2025). Constant contact with worker representatives may reveal work-related issues. Public criticism by managers should not be done in a way that demoralises the employee's dignity. Face issues will be more suited to private coaching discussions.

5.2 SOP Adjustment 2 – Marketing and Customer Interface

5.2.1 Current SOPs, OLI, and Location Conditions

Global marketing SOPs focus on the young generation, fun, and personal preferences. Positioning of brands, their presentation, and sponsorship areas remain managed. These are the practices that secure the ownership benefits of branding capabilities by PepsiCo. They are still internalised via agencies, toolkits and approval processes. Local markets are the ones that trigger campaigns within strategically predetermined limits.

Wages are reduced, and expenditure behaviour is better managed. It is hot, densely populated, and difficult to reach rural areas. It has a collectivist culture, is religiously practising, and a moderately socially restrained one (Scroope, 2017). These characteristics demand more localisation than global templates can offer.

5.2.2 Identified Gaps in the Bangladeshi Market

There are also certain gaps, which are evident when global SOPs confront Bangladeshi reality. Rebellious campaigns run a risk of colliding with family values. The size of the standard packs might not be appropriate for daily wage earners. Online-focused ones can overlook rural or older populations. Ramadan and Eid need careful, respectful storeys and the plan of activation (Mostofa, 2020).

5.2.3 Recommended SOP Changes for Marketing Interface

Brand storeys, thus, require additional community-oriented SOP regulations. There is at least one of the most significant family-related platforms intended to be held on a yearly basis. Use of storeys should emphasise beverages in events like parties and cricket festivals. The imagery should observe decency, religious icons and cultural norms. Identification and pride could be enhanced by using Bangladeshi celebrities.

The product, pack and price decisions should also be structured to be adaptable (Pressbooks WSU, 2025). A ladder of affordability of pack sizes should be articulated by SOPs. Similar bottles, bottles or glasses with removable lids can be used to reach low-income and rural consumers: PET or glass bottles can be used in neighbourhood shops. Publicity plans ought to be in accordance with the season and the highs of festivals.

The channel strategies should define the modern and traditional trade differently. City supermarkets must have high-quality displays as well as coolers and online adverts. Conventional stores need wall painters, signs, and chillers. The digital SOPs must focus on Facebook, YouTube and mobile.

5.3 SOP Adjustment 3 – Governance, Distribution and Risk Management

PepsiCo present global SOPs that already place great importance on high governance and compliance. They establish codes of ethics, legal requirements and reporting. Financial, Operational and reputation checks are used as a natural selection of the distributor. Quality control requirements include water, ingredients, packaging, and hygiene. Bottlers are subject to periodic testing, factory inspection and company audits. The access and availability of water, education, and nutrition are also supported by CSR programmes. These are the practices that ensure the safety of the PepsiCo brands and standards.

In Bangladesh, the governance and distribution risks are brought about by location conditions (Bhuiyan, 2010). Poor infrastructure and congestion along the roads pose a threat to the freshness of the products. They also pose a danger to a steady supply of products in the country. The number of small shops that have quality refrigeration and storage is limited. Informal networks of delivery limit transparency on the practices of handling. Sugar, plastics and labelling regulations are becoming stricter. This imposition may be disproportionate here, but in the eyes of the media, it is tougher. Reputations are influenced by issues of water consumption and plastic waste. Any suspicion of a lapse would hurt both PepsiCo and Transcom equally. These realities may not be met by Global SOPs.

PepsiCo, in turn, needs to enhance the distribution of governance between the franchiser and the distributor. The distributors should be scored on risks annually as per the SOPs. Examples of the scores that can be discussed are safety, documentation, labour, and the reputation of the community. Governance performance should be associated with incentives and renewal rights. Storage and temperature requirements should be noted during the crafting of logistics SOPs. Coolers can be co-funded by PepsiCo and Transcom. They are also able to share in financing the monitoring tools. Safe handling and merchandising should be taught during training modules. They are also expected to include waste management basics. Better priorities on CSR and ESG frameworks must be outlined by the Bangladeshi. The areas of focus may be water, plastic recovery and employment. The stakeholders should receive annual impact reports. The collaboration with NGOs and leaders creates legitimacy. Better governance and ESG SOPs minimise operational risk. They also fortify the responsibility image that PepsiCo has.

6. Conclusion

This report was an assessment of the international presence of PepsiCo in Bangladesh. It analysed the world operations and value chains in favour of performance. The review gave high ownership advantages in brands. It also made emphasis on marketing, distribution, as well as financial capabilities. The demographics and urbanisation, as well as the hot climate, contribute to location advantages. These factors favour the increase in demand for convenient packaged refreshments. The benefits of internalisation are reasons to be in control of the franchise structure with Transcom. The major assets, recipes and brand decisions will be centrally managed. The analysis of culture revealed a discrepancy between American and Bangladeshi values. Such variations affect the content of marketing, communication channels, and behaviour in the workplace. The report made modifications to the SOP of HR systems. It advised increased localisation in terms of marketing and dealing with customers. The systems of governance and distribution demand more precise, locally-grounded standards. Water, waste and employment are things that should take precedence in CSR and ESG initiatives. All these changes can help achieve sustainable development and a reputation.

7. References

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