

## SUMMARY

**Subject matter: The Product Policy Improvement at the Modern Enterprise (by the Example of the Limited Liability Company «Pepsico Holdings»).**

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**Information about customer organization:** «Pepsico Holdings» LTD.

**Topicality of the research:** The role of the product policy becomes more significant in the conditions of the unstable highly competitive and quite dynamic market external environment. Enterprises obtain new partners, industrial ties become complicated, the resources prices change, and the external institutional environment changes as well. These and other objective conditions of the economic development predetermine the necessity of the enterprise management concept development on the basis of the rational product policy shaped within the scope of the general marketing system.

**Objectives of the research:** are the all-round analysis of the product policy of a modern enterprise as well as the elaboration of practical guidelines on its improvement.

**The tasks of the research:**

- to study the nature, content and structure of the product policy of a modern enterprise;
- to reveal and analyse the shaping and management of the product policy;
- to reveal and analyse the stages of the product policy development at a modern enterprise;
- to give a concept description of «Pepsico Holdings» ltd.;
- to carry out the analysis of the product policy of «Pepsico Holdings» ltd.;
- to work out recommendations on the product policy improvement of «Pepsico Holdings» ltd.

**The theoretical significance of the research** lies in the enlargement of the scientific notions about the nature and principles of the product policy shaping of modern enterprises and the ways to improve it. **The practical significance** lies in the use of the recommendations worked out to improve the product policy in the practical activity of «Pepsico Holdings» ltd. and in other enterprises of various forms of property.

**The results of the research:** Product policy is not only a task-oriented strategy and management of the assortment but taking into account both internal and external change forces influencing the product, its creation, production, promotion and marketing, providing legal support for this activities, price setting as the means to achieve strategic goals of the product policy and others.

**Recommendations:**

- to expand the range of soft drink such as «Pepsi», «Mirinda», «7 up» produced in Russia with other flavours, particularly to offer Russian consumers kiwi-, pine-apple-, apple-, lemon-, grapefruit- and grapewine- flavoured «Mirinda» which are of a success with American and European consumers;

- to launch various advertising campaigns for promotion, to use short-term price cutting and to launch custom-manufactured products during the periods of demand decrease on soft carbonated beverages and juices (in winter and summer);

- to carry out the purchase of the enterprises group «Zolotoy Terem» (according to the experts' opinion the transaction costs are estimated at US \$60 mln.) which will bring good profit in the nearest future in spite of the original outlays sufficient for the company.