



TUESDAY — FEB 03

TIME	ACTIVITY
7:00–8:30AM	Individual Breakfast at Hotel
9:00AM	Travel to PepsiCo office
10:00AM–12:40PM	Meet and lunch with the local Marketing & Insights team
1:00–3:00PM	Trade Visits, hosted by the local team
3:00–4:00PM	Travel to cafe & briefing for Consumer Connects
5:30PM	Briefing & Consumer Connects in a local cafe
6:30PM	Dinner at Babel Egypt

Vlog Interviews: Farooq Soomro & Amelie von Below

Interviews: Michelle Leonardo /
Jaime Friedman/ Paul Matchett

BREAKOUT GROUPS

Snacks 1

1. Paul Matchett
2. Lauren Bernardo
3. Michelle Leonardo
4. Local team members

Beverages 1

1. Carl Persson
2. Vikas Mirgane
3. Baheya Obeid
4. Local team members

Snacks 2

1. Fausde Valencia
2. Jeff Williams
3. Karim Fanous
4. Local team members

Beverages 2

1. Farooq Soomro
2. Amelie von Below
3. Jaime Friedman
4. Local team members



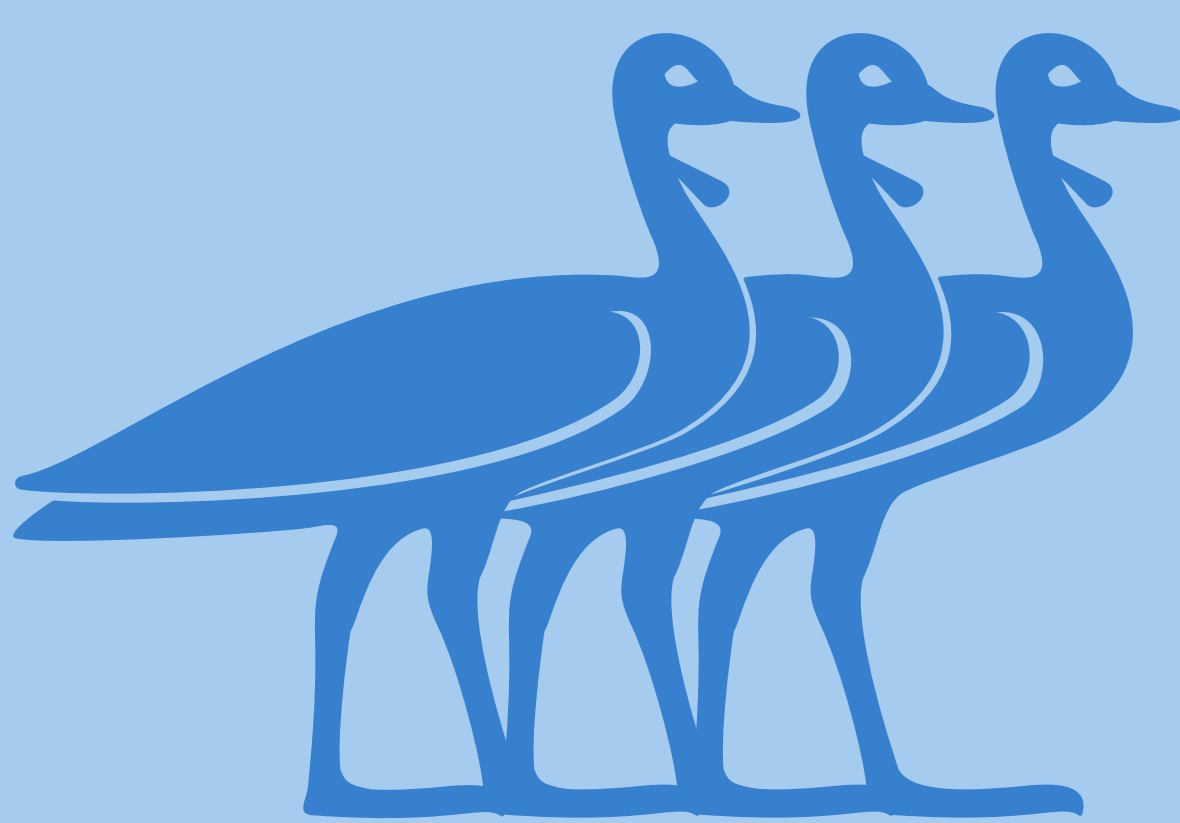
TRADE VISIT GROUPS

Group 1

1. Paul Matchett
2. Baheya Obeid
3. Jaime Friedman
4. Amelie von Below
5. Lauren Bernardo
6. Fausde Valencia
7. Vikas Mirgane
8. Local team members

Group 2

1. Carl Persson
2. Karim Fanous
3. Farooq Soomro
4. Michelle Leonardo
5. Jeff Williams
6. Maureen Devane
7. Jillian Cook
8. Local team members



CONSUMER IMMERSION GROUPS

Beverages 1

1. Carl Persson
2. Amelie von Below
3. Vikas Mirgane

Snacks 1

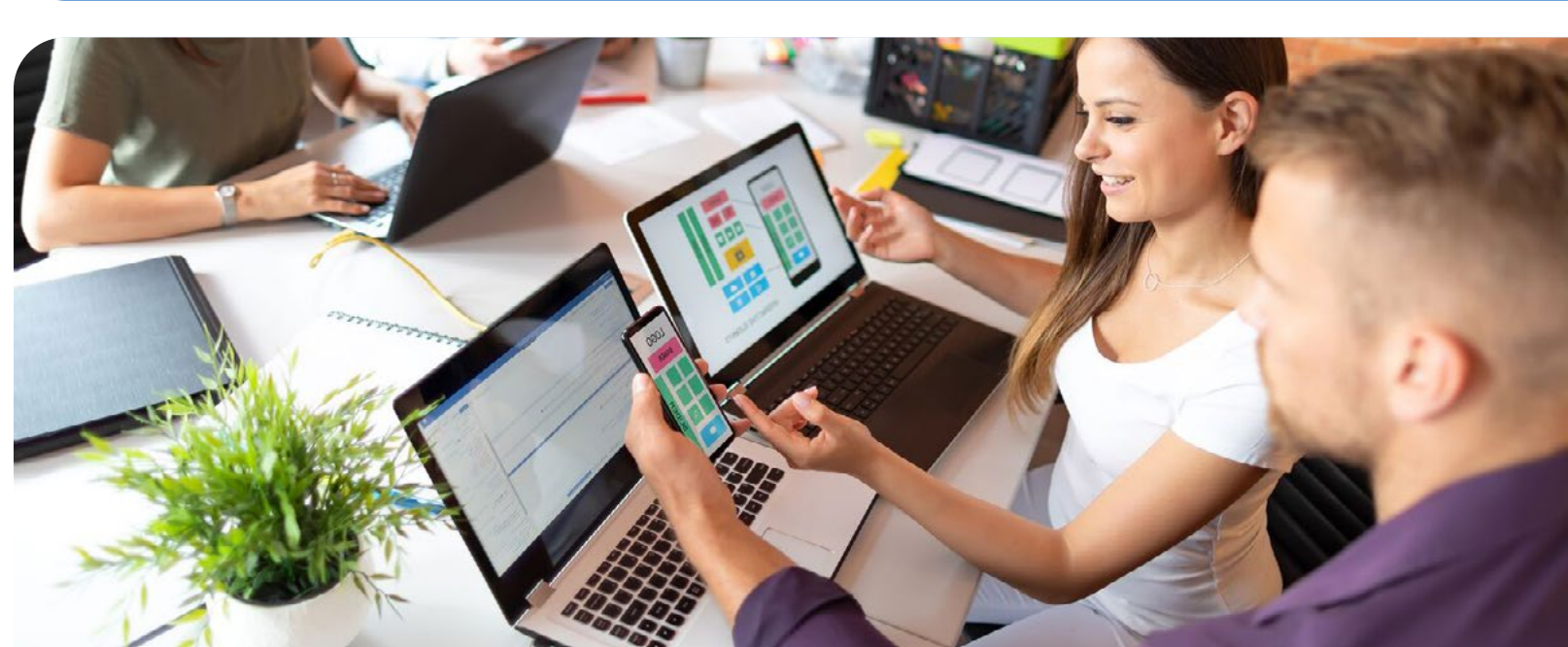
1. Paul Matchett
2. Lauren Bernardo
3. Michelle Leonardo
4. Jillian Cook

Beverages 2

1. Jaime Friedman
2. Farooq Soomro
3. Maureen Devane
4. Karim Fanous

Snacks 2

1. Fausde Valencia
2. Jeff Williams
3. Baheya Obeid



TUESDAY HIGHLIGHT



PepsiCo Team, Trade Visits & Consumer Immersions

Objectives

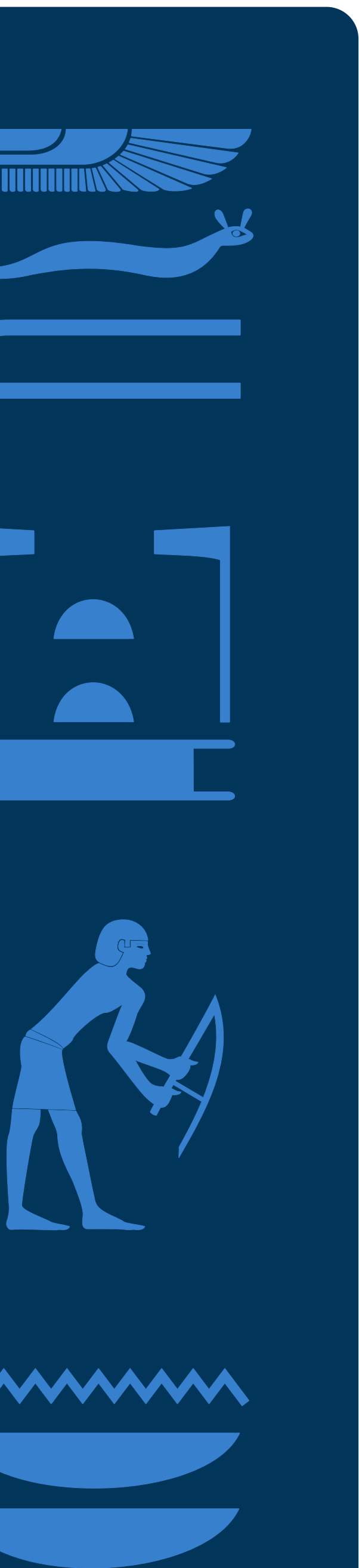
1. Form connections with local colleagues
2. Understand the trade in Egypt
3. Explore the preferences of local consumers

PepsiCo business in Egypt

- Share your projects and answer questions about adapting best practices to this market.
- Discuss your initial learnings, insights and questions with the team, leveraging their expertise to develop solutions to our business challenge.
- Understand the trade in Egypt by visiting modern and traditional locations.
- Explore the lives of Egyptian consumers; their preferences for foods and beverages; and how they make purchase decisions.



TUESDAY REFLECTION



ONE

Your thoughts on the business challenges after your discussions with the team.

TWO

From the trade visits, how do consumers and products offered differ in modern and traditional is this similar or different from your market? Did you see displays or promotions for Chipsy or Schweppes?

THREE

What struck you about what the consumers spoke about and what you observed – such as products or ingredients they're eating or drinking or how they're socializing with one another.

