



FRIDAY — FEB 06

TIME	ACTIVITY
7:00–9:00AM	Individual Breakfast at Hotel
9:30–10:15AM	Free time to pack & prepare for departure
11:00AM–2:00PM	Lunch Cruise on the Nile
3:00PM	Check-out & departure to the Airport

*If your flight is on Saturday check-in at Le Meridien Hotel
Takeaway or Sitdown breakfast at Le Meridien on Saturday morning*



FRIDAY HIGHLIGHT

CELEBRATE & REFLECT

Objective: To celebrate and reflect on a remarkable Expedition and the new friendships we've formed



We'll slow down and experience Egypt from the water



- Our last team activity is a gentle cruise along the Nile River, the heart of ancient Egypt.
- Appreciate the passing landscape and your colleagues from around the world.



FRIDAY REFLECTION

ONE

Take some time to reflect on the whole expedition – everything you've absorbed over these past days, and the conversations you've had. Then note the highlights of your expedition.

TWO

Think through and capture your learnings about the trade and consumers in Egypt. How can PepsiCo best succeed in this environment? Think about:



A: Snacks and our brand, Chipsy and how to appeal to higher income consumers with a premium product?

B: Refreshment beverages and the opportunity of the Indulgence/Unwind/Social space for young adults. How can we successfully compete against Schweppes?

THREE

What have you learned in Egypt that might impact your thoughts about your own market or other markets that you are familiar with?