

The PepsiCo Supply Chain Challenge: Harnessing the Power of Innovation to Grow on a Global Scale

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**PEPSICO
LABS**



Ecommerce Last Mile logistics is costly



Systematic startup model for transformation at scale



Define
needs



Discover
solutions



Rapidly
pilot



Negotiate
partnership

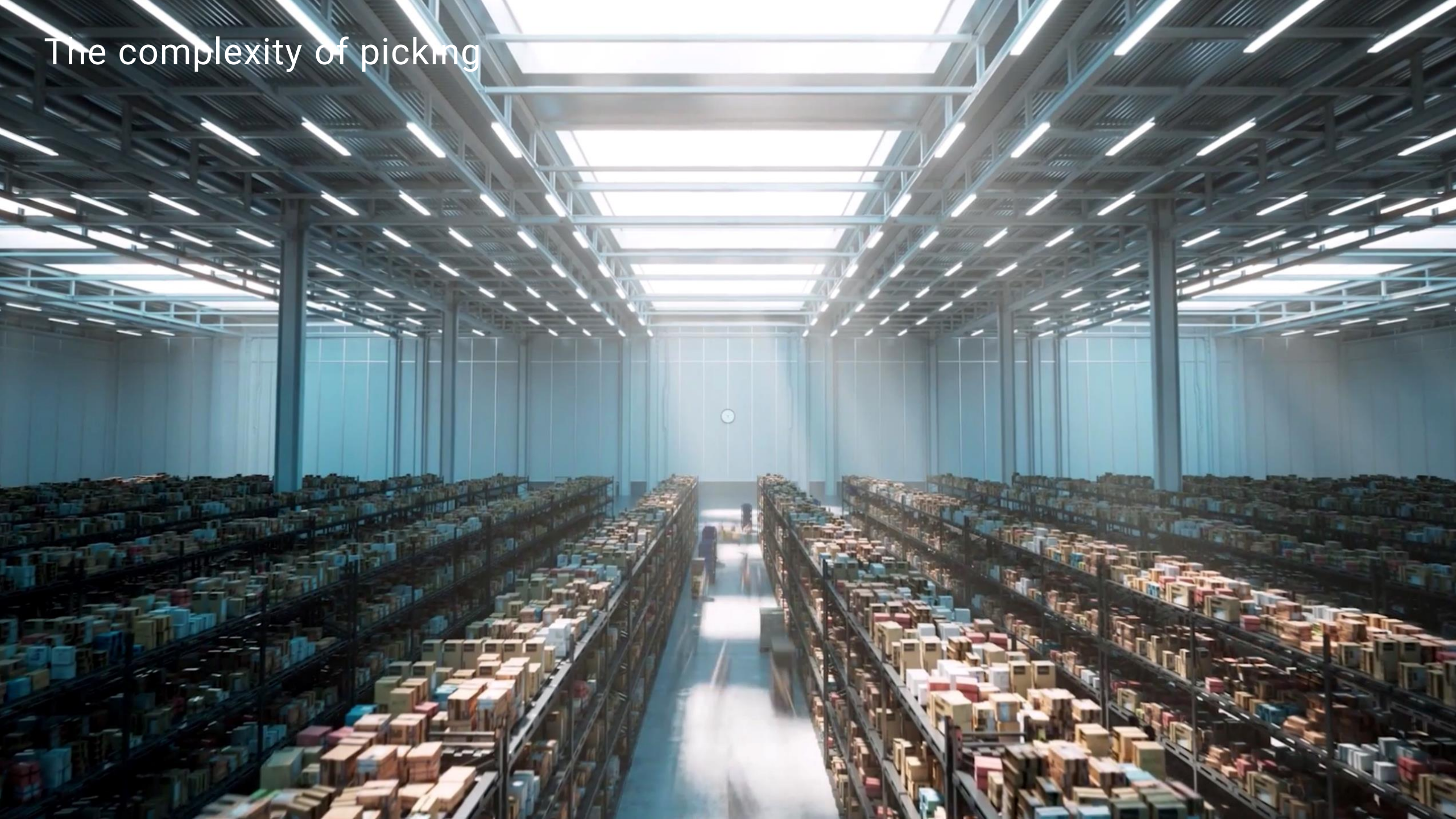


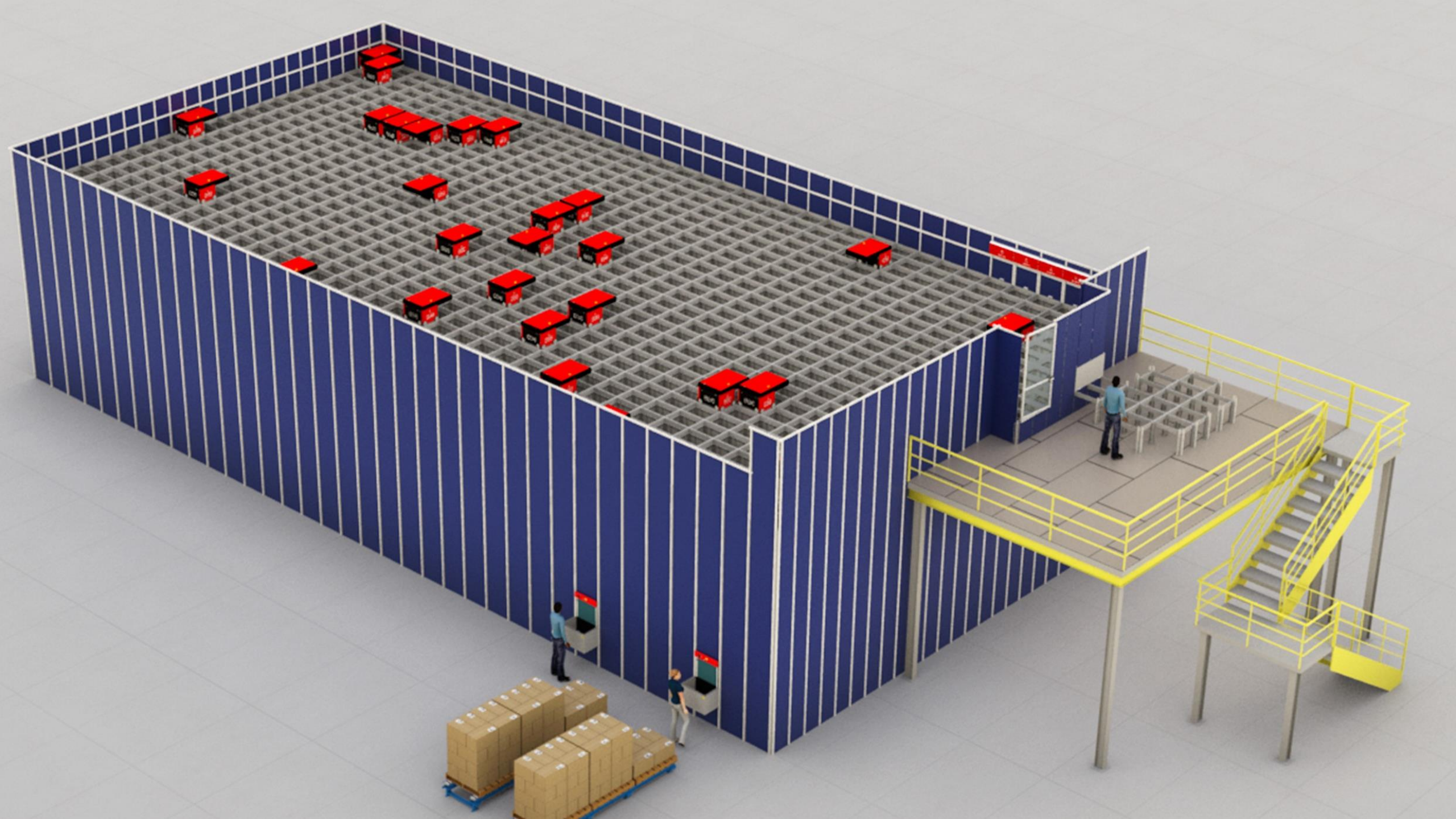
Scale-up
successes

The complexity of picking



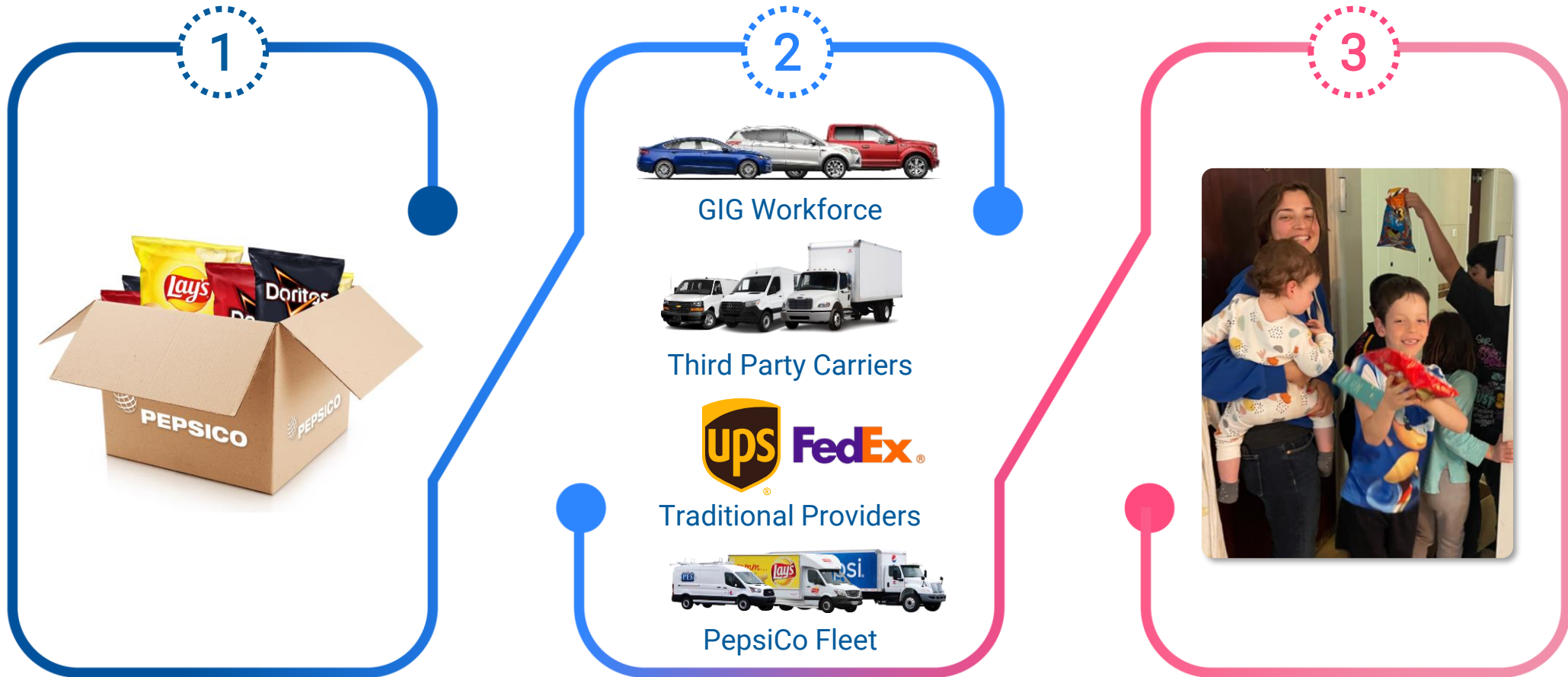
The complexity of picking





The complexity of shipping

Who will deliver the Doritos??



....

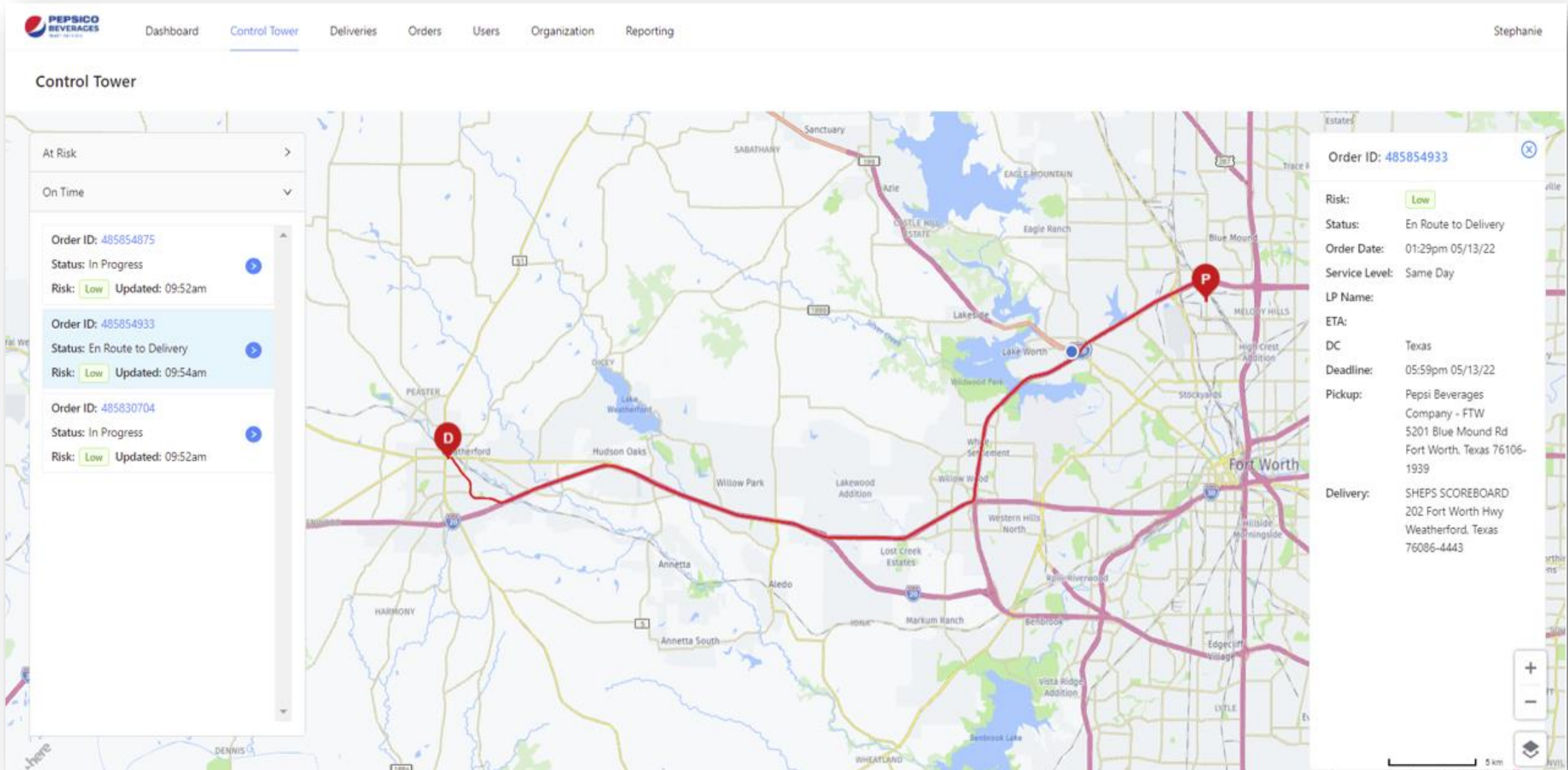
How many? How big? Latent PepsiCo

Where are they going? ... Assets?

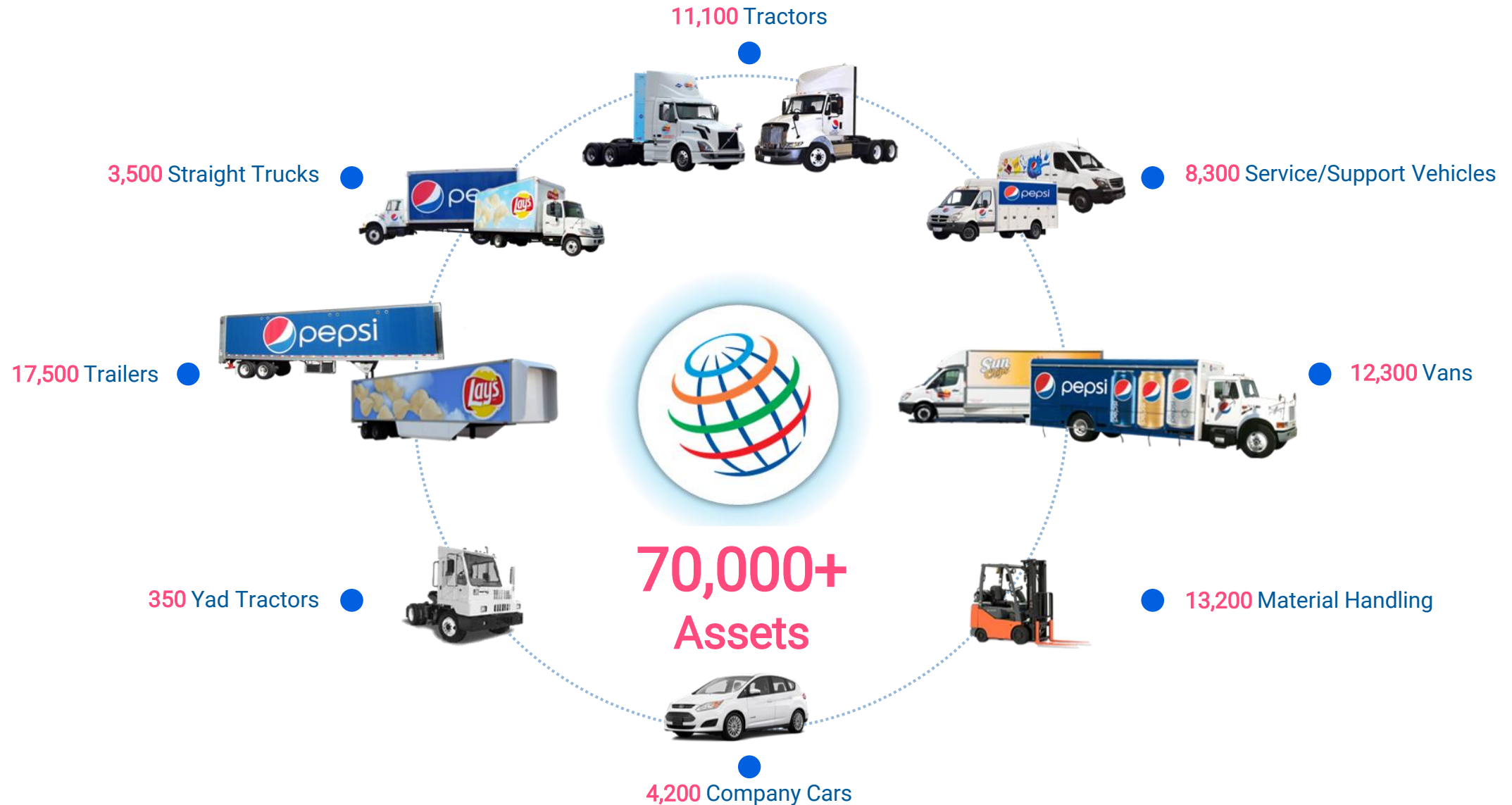
How heavy? When are they needed?

How far away? **Cost to deliver?** Acceptance Rate?

Cancellation Rate? **Are Text alerts** What proof of
 ... **needed?** : Do we delivery is needed?
 : want customer feedback? ...



The complexity of electrification



Please find us at

<https://labs.pepsico.com/>

Thank You!



Any Questions?

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Please remember to
complete your session
evaluation.

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