

Customer

Pepsico SA (Pty) Ltd: Simba (Pty) Ltd, Frito-Lay SA (Pty) Ltd
Fru Nche - Director Research & Development

Industry

FMCG - Macro Beverages and Macro Snacks

Challenge

1. Initiate the Innovation strategy for country
2. Initiate the Innovation programme for country

Solution

→ Generative Innovation Solutions

- ✓ Strategic Intervention (Capacity Diagnosis, Ideation)
- ✓ Innovation Blueprint
- ✓ Innovation Station
- ✓ Idea Central



PEPSICO



*Sagacious Jones*TM
Generative Innovation Solutions