Same year, same measure: comparing two companies fairly

Name: Class: Date:

Comparing two companies sounds easy until the years, the measures or the sizes don't match. In this lesson you will compare Coca-Cola and PepsiCo using four rules.

What to do

1. Read the four rules and the two companies' numbers below with a partner.
2. Compare their totals in Part C of your worksheet.
3. Compare their $100 receipts in Part D.
4. The exit ticket is on page 2 of your worksheet.

The receipts

Where each $100 went: Coca-Cola, FY2025

Line	Per $100 that came in
Cost of goods sold	$35.5
Selling, general and administrative	$28.0
Other operating charges	$2.4
Interest expense	$3.2
Income tax	$5.5
Partners' share in subsidiaries	$0.1
Kept as net income	$25.3
Total	$100.0

Source: Coca-Cola's FY2025 Form 10-K, filed Feb 20, 2026; Item 8, consolidated statements of income (Cityfort calculation: each line ÷ total money in × 100).

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Where each $100 went: PepsiCo, FY2025

Line	Per $100 that came in
Cost of sales	$45.9
Selling, general and administrative	$39.8
Brand write-downs	$2.1
Net interest, pension and other	$1.3
Income tax	$2.1
Minority partners' share	$0.1
Kept as net income	$8.8
Total	$100.1

Source: PepsiCo's FY2025 Form 10-K, filed Feb 3, 2026; Item 8, consolidated statement of income (Cityfort calculation: each line ÷ total money in × 100). Lines are rounded to the nearest 10 cents, so the total may differ from $100 by a few cents.

Part A. Warm-up (made-up numbers)

Shop X earned $10,000 in 2025. Shop Y earned $4,000 in 2024.

1. A1. Name two things that make this comparison unfair.

_____

_____

Part B. Four rules

Write each rule in your own words.

Same period: _____

Same measure: _____

Same unit: _____

Adjust for size: _____

Part C. Totals, FY2025 (US$ million)

Coca-Cola: revenue $47,941 million; net income $13,107 million

PepsiCo: revenue $93,925 million; net income $8,240 million

C1. PepsiCo's revenue ÷ Coca-Cola's revenue = _____ times

C2. Which company reported more net income in dollars? _____

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Part D. Per $100

Use the two $100 receipts on the student page or slides 7–8.

D1. Kept as net income per $100: Coca-Cola $_____; PepsiCo $_____

D2. Which line appears on only one receipt? _____

1. D3. How can PepsiCo take in more money but keep less of each $100?

Part E. Write it fairly

Write two sentences. Each needs both companies' numbers, the year, and no verdict word.

1. E1. A comparison of totals:

2. E2. A comparison per $100:

Advanced (optional)

Net income ÷ revenue × 100.

1. Coca-Cola _____%; PepsiCo _____%. Why does Coca-Cola's differ from its "kept" line while PepsiCo's matches?

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Exit ticket

1. Name the four rules for a fair comparison.

2. Why do per-$100 amounts help when two companies differ in size?

3. Rewrite so it only describes: "Coca-Cola is the stronger company."

4. True or false? The company with more revenue always keeps more of each $100.

Word bank

Fiscal year	The 12 months a company uses for its yearly report.
Revenue	The money a company takes in from what it sells.
Net income	What is left after all costs and taxes.
Per $100	An amount out of every $100 that came in, so sizes don't get in the way.
Write-down	Lowering the recorded value of something a company owns, such as a brand; it counts as a cost.

Sentence starters

- In FY____, ____ reported $____ of ____, and ____ reported $____.
- Out of each $100 that came in during FY____, ____ kept $____ and ____ kept $____.
- Only ____'s receipt has a line for ____.

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student page

Scan the code or type: **cityfort.co/class/same-year**

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