The study seeks to establish the challenges that face the distributors of soft drinks as a result of globalization in Kenya with a special reference to Sofia Bottling Company Limited (SBCL) which came up after an advent of diversification by Kuguru Food Complex Limited (KFCL). The company has come a long way and has made a mark in the Kenyan market due to its diverse range of carbonated soft drinks it offers in the market. The company's plants are located in industrial area, enterprise road, Nairobi. Globalization have really affected the performance of manufacturing firms within the Carbonated Drinks' industry, and this research study will mainly be carried out to deal with this phenomenon. The general objective of the study is to oversee how the various challenges that face distributors of Softa products in Meru Central District can be solved in order to oversee an increase in the performance. Based on this, there are specific objectives to be achieved and have been well elaborated in the vast literature that has been reviewed. The target population of this study consists of Sofia distributors in Meru Central District and employees of SBCL in Nairobi, especially those in marketing departments and the sales force. The researcher will select the study sample by the use of stratified random sampling technique. The data collection instrument will be a questionnaire that will be self administered with the help of a research assistant. The collected data will be analyzed by the use of the statistical package for social sciences (SPSS) and will be presented by the use of tables, charts and graphs.