

Assignment Title: A Comparative Analysis of KFC's International Marketing Strategies in the United Kingdom and Bangladesh.

Module Title: International Marketing: Principles and Practices

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Section 1: Report

1. Introduction

This report analyses KFC, a multinational fast-food company, and compares its international marketing strategies in the United Kingdom and Bangladesh.

International marketing is the concept of planning and executing the marketing strategies in various countries putting into consideration the differences in culture, economic factors, legal frameworks and consumer behaviour. Globalisation and technology have reshaped the marketing practices in the modern business world, and companies can now access customers via digital platforms, including mobile applications, websites, and social media (Ng, 2020). This has seen digital marketing being necessary in enhancing customer interaction and brand visibility among the global level.



Figure 1: Kentucky Fried Chicken

Source: (KFC, 2023)

The fast-food industry has been growing tremendously and is estimated to be over 900 billion US dollars world over (Sievert et al., 2025). This has been due to urbanisation, the changing lifestyle, and the rising demand of convenience food. In developed economies like the United Kingdom, consumers are dependent on the

quick service restaurants because of their hectic schedules. Conversely, there is a fast growth in emerging markets like Bangladesh, which are backed by the growing income and the desire to have a modern meal.

The report has been divided into various sections. The report then discusses major marketing models such as PESTEL analysis, Hofstede cultural analysis, STP (Segmentation, Targeting, Positioning), VALS segmentation, marketing mix (7Ps), directional development strategies and ethical issues and finally reflects on them with the help of Gibbs Reflective Cycle.

2. Background Information of the Company

KFC was established in 1952 by Harland Sanders who was a colonel in the United States. The corporation started as a small roadside restaurant and then grew to be an international fast-food chain with branches in more than 150 countries and serves millions of clients per day (Hân and Surender, 2024).

The company is known to have its own fried chicken recipe, and a renowned global brand name, but it also modifies its marketing strategies accordingly to the market conditions in various countries.

2.1 Mission

KFC mission is to provide high quality food and offer a consistent and satisfying customer experience in all the global markets. The company is aimed at providing freshly cooked meals, keeping the taste at the standard and providing an effective service. This mission is applied in the United Kingdom in the form of speed, convenience, and digitality by over 900 locations and superior order systems (Lin et al., 2023). However, in Bangladesh, the mission focuses on affordability and cultural adaptation where its operations are focused on big cities like Dhaka which houses a population of over 20 million people. The necessity of halal-certified goods and flavours that are adjusted to the local culture proves that the mission is adjusted to the cultural demands Pandey et al., 2021).

2.2 Vision

KFC has a vision and the vision is to be the most loved, the most trusted and the most growing restaurant brand in the world. In the United Kingdom, the vision is realised using innovation, digitalisation, and competitiveness in the saturated market (KFC, 2023). The vision in Bangladesh is based on growth and penetration of the market which is instigated by the population over 170 million people and increasing middle classes (Kfcbd, 2026). Although this is favorable to growth opportunities, it is important to ensure that there is a constant quality of services to all the outlets as they expand to achieve long term success.

3. PESTEL Analysis (United Kingdom vs Bangladesh)

The PESTEL model analyses the macro-environmental forces that influence the KFC international marketing strategies. The comparison of the United Kingdom and Bangladesh emphasizes the fact that the political, economic, social, technological, legal and environmental circumstances demand a strategic adaptation.

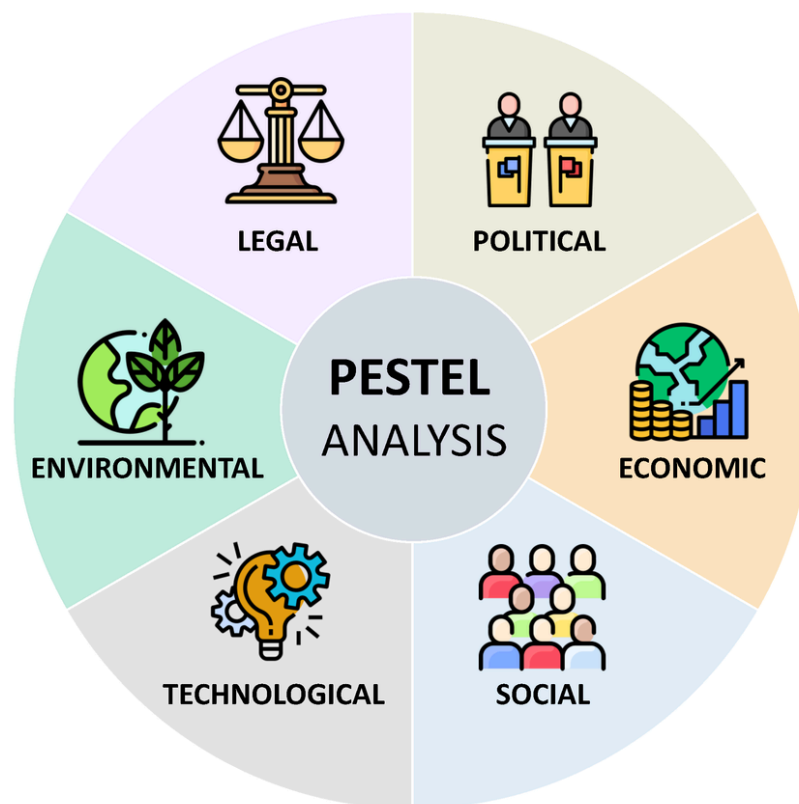


Figure 2: PESTEL Analysis

Source: (Segura et al., 2023)

3.1 Political Factors

United Kingdom:

UK has a good political system and institutions. The food regulatory agencies such as Food Standards Agency control more than half a million food enterprises by keeping the standards of hygiene and safety (Food Standards Agency, 2026). But stringent rules add to the price of operation and demand constant control.

This is a favourable environment since there is good political stability and straightforward regulations that favour long-term business planning. Nonetheless, it

is also a bit unattractive owing to high compliance costs and regulatory requirements.

Bangladesh:

The political environment in Bangladesh is evolving with the rising foreign investment, which is more than 3 billion USD per annum (The Business Standard, 2026). This promotes business growth, yet bureaucracy and unstable laws pose a challenge to business, and businesses such as KFC must plan well.

This is in partly favourable since as more foreign direct investment is raised, there are expansion opportunities that are presented. It is however not favourable also because of bureaucracy, inconsistency in regulations and delay in administration that may impact on business efficiency.

3.2 Economic Factors

United Kingdom:

The UK has a GDP of over 3 trillion USD, median income of over £30,000, which justifies a frequent consumption of fast food (OECD, 2024). This is because high consumer demand leads to a high revenue in the industry and allows KFC to be stable in pricing in the competitive market.

This is very favourable as the high levels of income and high purchasing power permits the consumers to spend more on fast food. The market is however tough due to the high operating costs and competition.

Bangladesh:

The GDP of Bangladesh is above 400 billion USD, and its population is more than 170 million, which forms a great market potential (PWC, 2023). Low-income levels however render consumers price-sensitive therefore KFC needs to target low prices despite the increased demand of fast-foods in urban areas such as Dhaka.

This is favourable because of a high population and an expanding economy that offers market opportunities. It is however unfavourable since it is low-income levels that result in consumers being very price sensitive.

3.3 Social and Cultural Factors

Social Factors

United Kingdom:

The consumption of fast food has been on the rise in the United Kingdom due to busy lifestyles, urbanisation and the need to consume convenience food.

This is favourable to KFC because it helps in boosting the demand of quick service restaurants. The increasing health consciousness and awareness about obesity is however not favourable as consumers are slowly moving towards healthier dieting.

Bangladesh:

Social trends in Bangladesh are determined by the rapid urbanisation and the increase of the middle-class people, especially among young consumers. This is favourable as it creates new opportunities for fast-food brands. Nevertheless, conservative eating habits and liking home-cooked meals are still high, and this is not good because it does not allow people to consume fast food on a regular basis.



Figure 3: Hofstede Cultural Comparison – Bangladesh vs UK

Source: (Theculturefactor, 2020)

Cultural Factors (Hofstede Analysis)

The Hofstede Cultural Dimensions Theory assists in comparing the cultures and aids in strategy adaptation. The advantages of the Hofstede Cultural Dimensions Theory are in the fact that it allows to compare cultures and strategize internationally, whereas its disadvantages are oversimplification, reliance on outdated data, neglecting differences among individuals, and inability to capture the dynamic aspects of culture and globalisation forces.

United Kingdom:

United Kingdom Hofstede dimensions depict that the country has high individualism (89) and low power distance (35), which means that consumers cherish autonomy, convenience and choice. Indulgence is also high (69) in the country as it encourages lifestyle-driven consumption like fast food and moderate uncertainty avoidance (35) enables the country to be open to new food.

These are favourable to KFC since they promote fast-food and experimentation. Nonetheless, the growth of health-consciousness among this culture is not good, because it puts pressure on companies to provide healthier products.

Bangladesh:

Conversely, Bangladesh is collectivist (low individualism, 20) and high-power distance (high, 80). The increased uncertainty avoidance (60) indicates that one prefers to eat familiar and traditional foods, as well as the significance of halal demands.

These factors are favourable as they allow KFC to localise products and build cultural relevance. They are, however, also negative as they reduce the acceptance of new or non-traditional menu items.

3.4 Technological Factors

United Kingdom:

In the UK, there is advanced technological infrastructure whereby there are more than 60 million internet users and have high Smart phone usage. There are millions of orders through delivery platforms per week (Romanko, 2019). KFC is utilizing apps and kiosks to improve efficiency, convenience, and data-driven marketing processes.

This is very favourable as the sophisticated digital systems enhance efficiency, customer experience, and marketing. But it is not favourable as it is very expensive to maintain and upgrade technology.

Bangladesh:

Bangladesh boasts of more than 120 million internet users and a fast mobile connectivity. Foodpanda among other platforms receives thousands of orders a day particularly in urban areas. Nevertheless, infrastructure is still emerging, and the

traditional purchasing continues, which means that KFC will have to combine both online and offline approaches.

This is favourable owing to the speed in digital growth and rising mobile usage. But it is not favourable since infrastructure is yet to evolve and most consumers stick to traditional purchasing techniques.

3.5 Legal Factors

United Kingdom:

UK has very stringent laws on food safety, labour as well as environmental regulations. This is achieved by regular checks that guarantee cleanliness and safety of workers and boost consumer confidence. But such regulations increase costs of labour and complicate the business operations of companies such as KFC.

This is favourable as strong laws increase consumer trust and brand credibility. It is however unfavourable as there are stringent rules that make operations expensive.

Bangladesh:

Food safety and labour within Bangladesh have legal regulations, which are irregularly enforced. Cheap labour decreases costs yet increase ethical issues (Haque et al., 2025). Thus, KFC needs to uphold international standards to safeguard brand image in this less regulated environment.

However, not favourable as lax enforcement may pose ethical hazards and discrepancy.

3.6 Environmental Factors

United Kingdom:

The sustainability of the environment is one of the primary concerns in the UK, and it produces millions of tonnes of plastic waste each year. The growing consumer consciousness forces companies to become environmentally friendly, and KFC needs to invest in sustainable packaging and waste minimization policies.

This is not favourable because of the stringent environmental laws and the need to minimize waste. Nevertheless, it is also advantageous in the long term since sustainability enhances the brand reputation.

Bangladesh:

Waste management and pollution are some of the environmental challenges experienced in Bangladesh especially in large cities. Although the awareness is on the rise, it is not a major factor yet that shapes consumer behaviour. Nevertheless, the awareness is slowly being raised through government efforts and international trends (Ahmed and Akande Eniola, 2026). KFC can implement sustainable practices in the long-term strategy.

This is currently favourable as there is less regulatory pressure. As an example, Ethical Use of recyclable packaging and sustainability initiatives in the UK. Nonetheless, the trend is becoming disadvantaged with the rise in environmental awareness and demands. Examples: Unethical Insufficient waste management or not taking care of the environment in developing markets.

3.7 PESTEL Comparison

Comprehensively, the United Kingdom offers a conducive and highly regulated business environment that enhances business predictability but raises expenses. Conversely, Bangladesh has high growth potential and market size but more risks because of the poor infrastructure and legislative obstacles. Thus, KFC will need to strike a balance between standardisation in the UK and adaptation strategies in Bangladesh to be successful in both markets.

4. STP Analysis (Segmentation, Targeting, Positioning) with VALS

STP is an essential model that helps KFC to recognize target markets and position its products properly in various countries.

4.1 Segmentation

United Kingdom:

The UK market is very urbanised and has a population of about 67 million individuals. KFC cuts the market in geographical segments in big cities and suburbs. Demographically, it appeals to the consumers ranging between 18 to 45 years of age, they may be students, working professionals or families. Convenience-based psychographically, consumers are mostly time-starved and thus they love fast meals because of their hectic schedules. Nevertheless, the growing health consciousness means KFC will have to consider the changing preferences (Tamella Azimli, 2024).

This type of segmentation works well in a mature market where consumers have varied needs, which are convenience-based.

Bangladesh:

Bangladesh is a country with a population of over 170 million people, yet fast-food is a product consumed in the urban regions of the country including Dhaka and Chattogram. KFC focuses on young people and those in the middle-income level who are more inclined to eat out in international fast-food restaurants. Socially, psychographically, consumers are also driven by their social status and lifestyle aspirations, and they perceive brands such as KFC as a symbol of modernity (Ahmed, 2025).

This segmentation indicates an emerging market at which fast food is equated with lifestyle and status.

4.2 VALS Segmentation

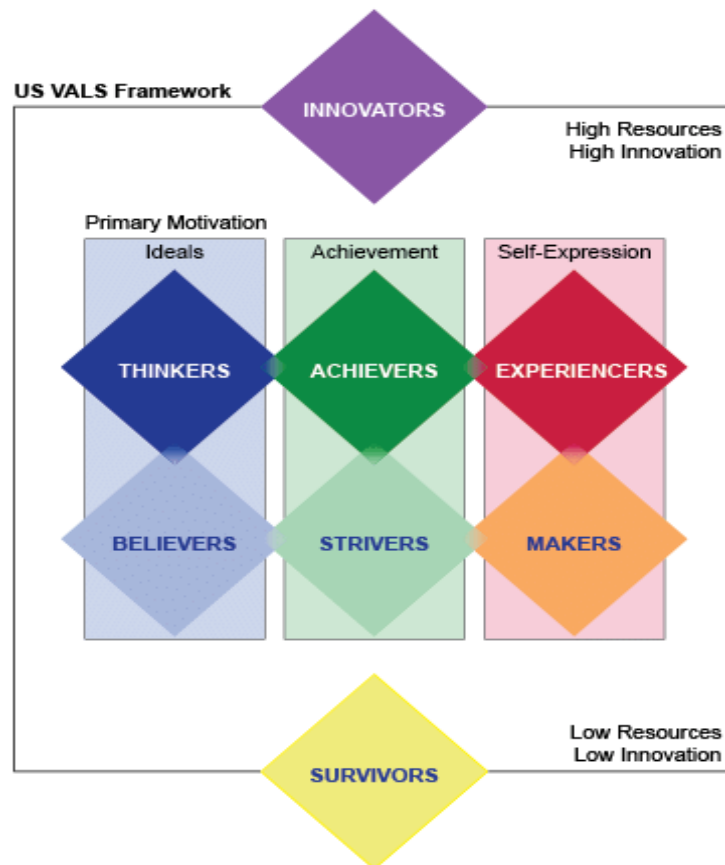


Figure 4: VALS Segmentation

Source: (Töpfer and Bug, 2015)

United Kingdom:

KFC is aimed at Achievers and Experiencers. Achievers are career-driven people that are sensitive to convenience and efficiency, whereas Experiencers are younger shoppers that want to be diverse and experience novelty (Choudhury, 2020). This is an indication of a mature market with functional as well as lifestyle needs.

Bangladesh:

KFC focuses on Experiencers and Strivers in Bangladesh. Strivers are the aspirational consumers who are brand driven and socially recognized whereas Experiencers are trendsetters and driven by social media. This shows the significance of emotional and symbolic value in the market.

The VALS model assists KFC in comprehending psychological motivations not just based on demographics but enhances their targeting accuracy.

Nevertheless, one of the disadvantages of VALS is that it can simplify consumer behaviour and not reflect all the cultural variations.

4.3 Targeting Strategy

United Kingdom:

KFC is a company with a broad targeting strategy, having many customers in hundreds of stores. This is backed by the high consumer spending and high consumption of fast-foods though competition is stiff. The mass targeting strategy is appropriate in a mature and very competitive market.

Bangladesh:

KFC has a specific targeting strategy in Bangladesh that involves the middle-class consumers, as well as the youth segments, of urban areas. This enables the effective utilization of resources and restricts the market to groups (Hussain et al., 2025). This focused targeting is suitable in a growing market that has less purchasing power.

4.4 Positioning Strategy

United Kingdom:

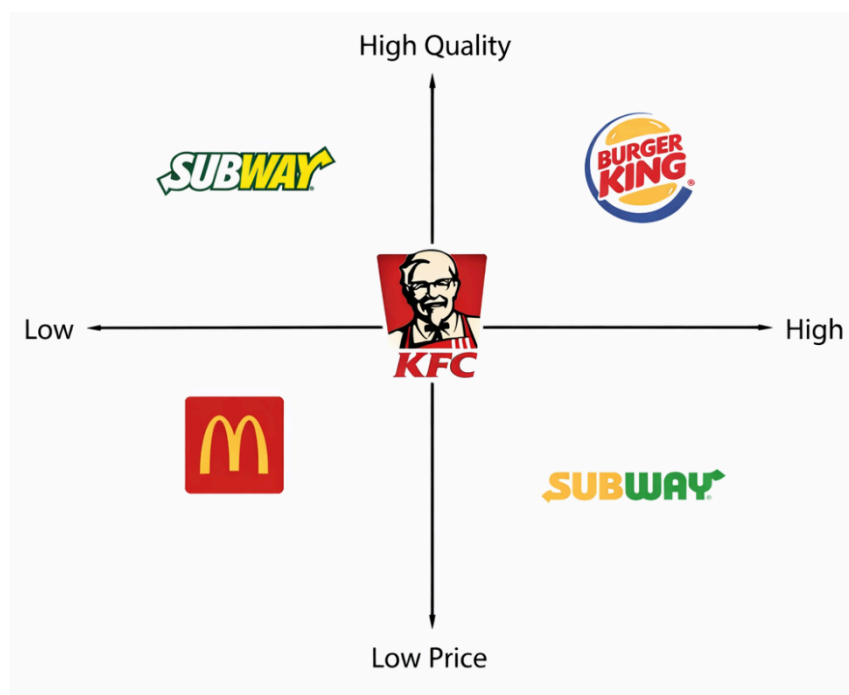


Figure 5: Perceptual Map – United Kingdom

Source: Own

KFC is a fast-food company that is a convenient and affordable brand competing with international restaurants like McDonalds and Burger King. It is value-oriented, fast and consistent yet differentiation is required in a competitive market. The positioning is based on convenience, affordability and speed.

Bangladesh:

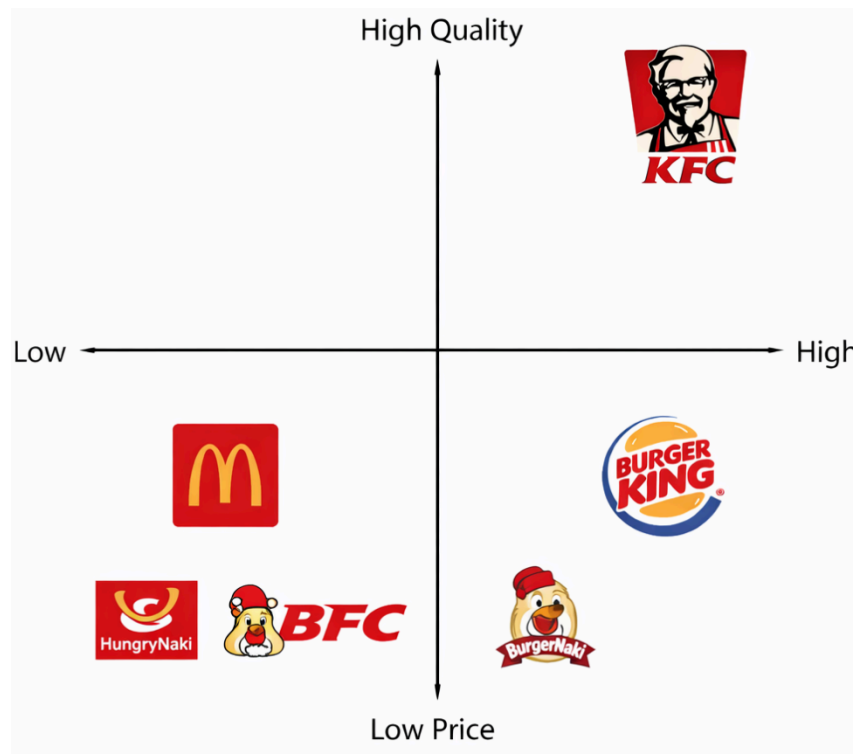


Figure 6: Perceptual Map – Bangladesh

Source: Own

KFC occupies a high-end global brand. An increased cost and more luxurious outlet design generate an impression of the high-quality and status and attracts aspirational customers but may restrict accessibility (Saputra et al., 2022). The positioning is based on high image and status.

4.5 STP Comparison

Similarity, in both nations, KFC appeals to the young people and urban populations, and this is a consistent measure throughout the entire world. Differences, In the UK, mass-market is based on convenience whereas in Bangladesh, niche is based on middle-class and aspirational customers. Also, positioning is quite different since KFC is a cheap daily brand in the UK and a high-end international brand in

Bangladesh. In general, KFC modifies its STP concept accordingly to the market maturity, the level of income, and consumer behaviour in every nation.

5. Marketing Mix (7Ps) Analysis

The marketing mix facilitates KFC to apply its strategies in the various markets. The 7Ps model shows how the company is changing its products in both the United Kingdom and Bangladesh without compromising on its global brand image.



Figure 7: Marketing Mix (7Ps) Analysis

Source: (Hanlon, 2023)

5.1 Product

Product width is the extent of product categories that are available whereas product depth is variations in the product category. KFC demonstrates broader and more profound products in the UK, whilst Bangladesh demonstrates narrower width and more localised depth to suit the cultural inclinations.

United Kingdom:



Figure 8: KFC Menu Display Board in the UK

KFC has a considerably uniform menu in over 900 locations, which includes fried chicken, burgers, wraps and side dishes. In a mature market, product consistency is critical where consumers demand consistency in taste and quality. Nevertheless, with rising demand on healthier food items, there has been the introduction of lighter meals and reduced portions (Khan, Khan and Gadelrab, 2018).

The quality of products and safety are highly enforced under stringent regulations, which guarantee high quality and consumer confidence.

Bangladesh:



Figure 9: KFC Menu Display Board in Bangladesh

In Bangladesh, product adaptation is more significant. The menu consists of spicy tastes and rice-based meal to suit the local eating habits. All products are also halal-certified, which reflects the needs of the majority Muslim population. Although this improves local acceptance, it adds complexity in the product development and supply chain management.

The challenge in maintaining quality products as well as adapting to local tastes is a major strategic challenge. Ethical case study, Giving straightforward nutritional data and food safety measures. Unethical case, Advertising bad food without having the appropriate health knowledge.

5.2 Price

United Kingdom:

The UK has a competitive pricing strategy that is based on the purchasing power of the consumers. The consumers have incomes above 30,000 pounds per annum, which makes them spend on convenience food (Gan et al., 2024). KFC competes with big brands by pricing its products at low prices with combo meals and family bullets. Pricing is competitive with the saturated market and value based.

Bangladesh:

In Bangladesh, pricing is affordability oriented. Reduced levels of income imply that fast food is usually viewed as a luxury. KFC provides value food and promotional offers to appeal to the middle-income population. Nevertheless, it is a strategic challenge to maintain a premium brand image and at the same time offer low prices. This is an indication of a trade-off between price and branding.

5.3 Place

United Kingdom:

KFC has good distribution channels with more than 900 stores in both urban and sub urban locations. Accessibility is a strength because digital delivery platforms process millions of orders every year. The incorporation of mobile-based applications and delivery services make the customer more convenient.

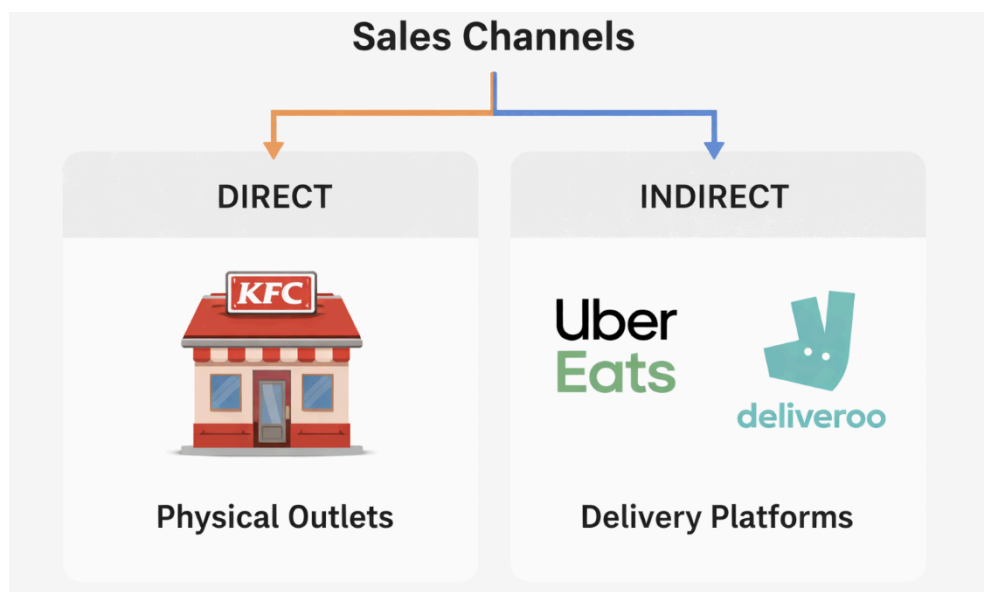


Figure 10: KFC Sales Channels UK (Direct and Indirect)

Physical stores are direct channels, whereas the indirect channels are the delivery services like Uber Eats and Deliveroo.

Bangladesh:

In Bangladesh, the distribution is very centralized in the large cities like Dhaka and Chattogram. The main market is Dhaka which has more than 20 million population. Physical outlets have remained the primary distribution channel, whereas online delivery services like Foodpanda are growing and receive thousands of orders a day (Karim and Qi, 2018).

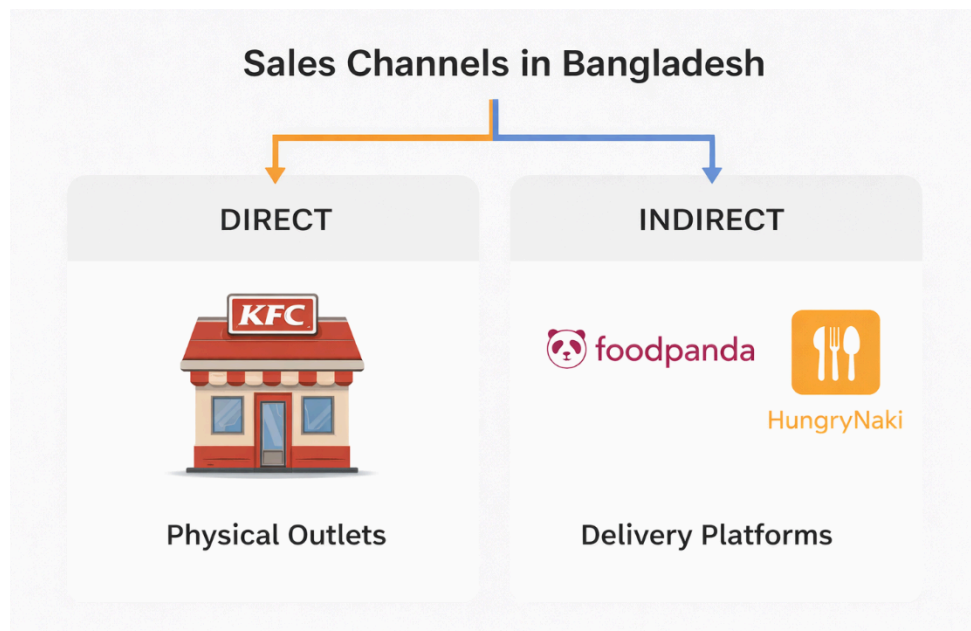


Figure 11: KFC Distribution Channels Bangladesh (Direct and Indirect)

The small geographical coverage underscores the growth prospects in small cities.

5.4 Promotion

United Kingdom:



Figure 12: KFC "Believe in Chicken" Advertising Campaign

Source: (Carroll, 2025)

Digital marketing, such as social media campaigns, mobile applications, and online advertising, is very critical in promotion in the UK. KFC is interacting with millions of users in platforms like Instagram and twitter. The competitiveness in the saturated market is maintained by creating creative campaigns and limited time offers. Promotion is very digital, data-driven and engagement-based.

Bangladesh:



Figure 13: Bangladesh Student Promotional Offer (99 TK Campaign)

Source: (KFC Bangladesh, 2025)

Promotion in Bangladesh is highly concentrated in social media especially Facebook with tens of millions of active users. KFC involves younger consumers through promotional activities, influencer marketing, and discounts. The transitional character of the market is also significant as it implies the importance of traditional methods like in-store promotions (Driessen et al., 2025).

5.5 People

United Kingdom:

KFC also focuses on effectiveness and uniformity in customer service in its expansive workforce. Employees are also trained to provide quick and standardised service, which is very imperative in a high-demand environment. Nonetheless, labour costs and staff turnover are still a challenge.

In the UK, KFC has about 30,000-40,000 employees in more than 900 stores, and its training is organized with elements of efficiency, speed, and digital technologies (Jordan, 2025). The motivation of employees is aided by incentives and career growth.

Bangladesh:

Customer service in Bangladesh is more hospitality-oriented and person-centered. Employees should be friendly and welcoming to the customers, and this is what is expected of employees according to the culture. Reduced labour expenses benefit the operations (Anning-Dorson, Christian and Nyamekye, 2020).

KFC has about 1,500-3,000 employees in its outlets in the major cities of Bangladesh and its training is based on hospitality and customer interaction. The financial incentives and job stability are the key factors that motivate.

5.6 Process

United Kingdom:

The processes in the UK are very efficient and technological. The large volumes of transactions that are performed by self-service kiosks and mobile ordering systems cut short on waiting time and enhance service delivery. Such systems are helpful in terms of operational efficiency, but they need constant investment. The digital platforms, mobile applications, and online feedback systems address customer complaints and enable prompt response and enhancement of the services.

Bangladesh:

Processes in Bangladesh are a mix of digital and manual processes. Although there is an upsurge in digital ordering, a considerable number of customers order within the store (Aktar and CDCS, 2024). Customer complaints are mostly addressed in store or in social media and so it might take more time to respond to them.

5.7 Physical Evidence

United Kingdom:



Figure 14: KFC outlet in UK

Source: (Umesh Ellichipuram, 2023)

Physical evidence dwells on consistency and functionality. KFC stores have a globalised design, which gives the customers a familiar experience. The hygiene and design are well kept strengthening brand dependability.

Bangladesh:



Figure 15: KFC outlet in Bangladesh

Source: (Wheree, 2025)

Premium positioning in Bangladesh is supported with physical evidence. The outlets have modern interior designs and are usually found in premium areas. This helps to amplify the quality sense and corresponds with the expectations of consumers towards international brands (Debenedetti, Philippe and Dion, 2025).

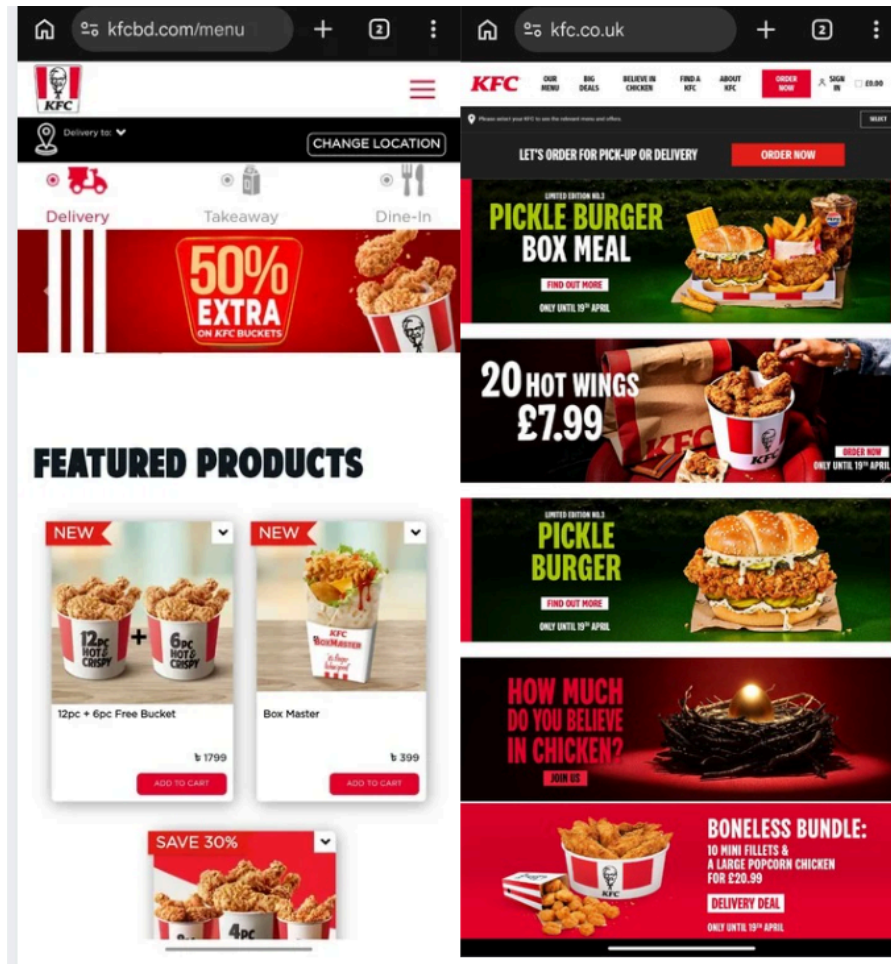


Figure 16: KFC Website Pictures (UK vs Bangladesh)

5.8 Marketing Mix Comparison

Similarity, KFC in both countries have been able to retain the same global brand image in all the 7Ps. Difference, UK is concerned with efficiency, convenience, and digitalisation whereas Bangladesh is concerned with affordability, localisation, and premium perception. Overall, the marketing mix illustrates how KFC has struck the balance between global standardisation and local adaptation to suit various market requirements.

6. Directional Development Strategy

Directional development strategies assist businesses in identifying growth opportunities and the Ansoff Matrix has been extensively applied in this regard.



Figure 17: Ansoff Matrix

Source: (Thestrategyinstitute, 2024)

For KFC, this model is applied to Bangladesh to analyse its growth strategy.

1. Market Penetration

KFC sells more in the current markets by offering discounts, combo meals, and deals to students (Guinto and Alcantara, 2022).

This is a good strategy because it enhances loyalty of customers and repeated buying in the city.

2. Product Development

KFC adapts its products including spicy chicken and rice-based dishes.

This approach is quite favourable since it is in line with the local taste and enhances market acceptance (Fang, 2025).

3. Market Development

KFC develops new cities outside Dhaka and Chattogram.

This offers a good growth potential because of a high population, although infrastructure issues might be experienced.

4. Diversification

KFC is not fully diversified and concentrates on its main offer of fast foods.

This is not as favourable because there are increased risks in an emerging market (Sievert et al., 2025).

The best strategies are market penetration and product development, as they are balanced between growth and risk. Overall, KFC has a conservative, flexible policy in Bangladesh.

7. Ethical Issues

The aspect of ethics plays a significant role in international marketing because it influences the brand reputation and consumer confidence. The health, environmental sustainability, and labour are some of the key ethical issues that KFC is dealing with.

The health issue is one of the greatest concerns in the UK, where obesity manifests as the major public health problem of millions of people. There is a pressure on fast-food companies to offer more nutritious menu options and complete nutritional information. The issue of environmental sustainability is also not ignored, and the UK generates a great quantity of packaging waste every year (Khalfan et al., 2025). Consumers require that companies should embrace environmentally friendly activities like recyclable packages and minimizing wastes.

The practices of labour are highly controlled, and workers should be given fair wages and working conditions. Adherence to these laws improves brand credibility at the expense of higher costs of operation.

Food safety, labour, and environmental concerns are some of the ethical issues in Bangladesh. Although there is a set of rules, they do not necessarily have to be uniformly enforced. Customer trust is vital to ensure that the food quality is of high standards (Atahar, 2023).

The environmental awareness is increasing, yet it is not a major factor in the consumer behaviour yet. The labour expenses are also cheaper, and companies should take care of their employees and treat them well to preserve the ethical standards. KFC must juggle between the economy and the ethical practices it undertakes globally.

8. Recommendations and Conclusion

8.1 Recommendations

Recommendations for the United Kingdom

First, KFC needs to diversify its health-focused product offering, such as low-calorie and vegan products, to the growing health awareness.

Secondly, the company must invest more in the sustainability programs, including green packaging and waste minimization, to meet the environmental expectations and regulations.

Lastly, KFC needs to increase digital innovation, such as AI-based ordering platforms and customised marketing, to stay competitive in an oversaturated market.

Recommendations for Bangladesh

First, KFC needs to focus on geographical expansion in secondary cities in Bangladesh to tap the potential market in Bangladesh.

Secondly, the company needs to reinforce its affordability strategies such as value meals and promotional prices to draw price-sensitive customers.

Moreover, expanding digital marketing and mobile ordering will enable KFC to exploit the rise in the number of internet users in the country.

Lastly, further product localisation like spicy flavours and rice-based meals will increase the aspect of cultural relevance and loyalty.

8.2 Conclusion

This report highlights that international marketing requires a balance between global standardisation and local adaptation. KFC has a great international brand name and adapts to the circumstances in the United Kingdom and Bangladesh.

UK market is defined by technology, high purchasing power and high competition which need innovation and efficiency. Conversely, Bangladesh has good growth prospects but needs to adjust to economic factors, culture and emerging infrastructure.

Overall, the fact that KFC can customize its marketing strategies to various environments and remain consistent is one of the reasons that this company has achieved success in the international market.

Section 2: Reflective Account Using Gibbs Reflective Cycle

This reflection report uses the Reflective Cycle of Gibbs to appraise the procedure that was used in researching, analysing, and preparing the previous parts of the assessment (Gibbs,1988). The cycle consists of six steps: description, feelings, evaluation, analysis, conclusion and action plan.

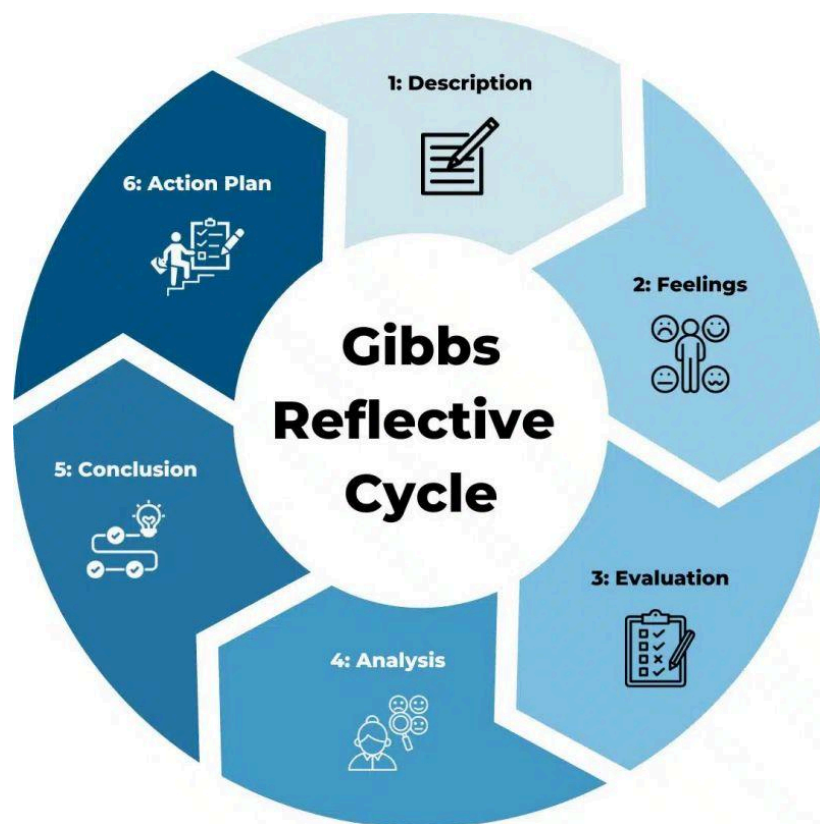


Figure 18: Gibbs' Reflective Cycle

Source: (Gibbs,1988)

1. Description

The assignment involved an in-depth discussion of international marketing practices with KFC as a case study in the comparison of its activities in the United Kingdom and Bangladesh. This was done by first choosing the appropriate company that is operating on a global scale and has enough available data. KFC was selected because it is a company with a great worldwide coverage.

The research process included the collection of the information based on academic sources, industry reports, and reliable online sources. The analysis was organized using important frameworks PESTEL, STP, VALS segmentation, and marketing mix.

The concepts of digital marketing and relationship marketing were also incorporated to be able to evaluate them comprehensively. This demanded a lot of organisations of information and critical thinking to make sure that all sections of it were consistent and logically related.

2. Feelings

In the initial stages of the assignment, I was confused because of the difficulty of the requirements. The necessity to use various frameworks, involve some numerical data, and compare two markets complicated the task. The use of relationship marketing and VALS segmentation in the analysis was a point of uncertainty especially on how one could incorporate the two in a substantial manner. Nevertheless, my confidence grew as I continued with the research. The ability to access pertinent information and the way KFC has adjusted its strategies in various markets has assisted me to form a better orientation. Towards the end of the assignment, I was more confident and could arrange the report and put forth arguments in a good manner. The writing and revision of every part of the paper also helped me learn more about the concepts of international marketing.

3. Evaluation

The successful application of the marketing frameworks was one of the main strengths of the assignment. PESTEL analysis helped in gaining a clear picture of external forces influencing KFC in the two markets. In like manner, STP and VALS segmentation enabled more in-depth examination of the consumer behaviour and targeting strategies.

The use of numerical data to make arguments was another strength. Such data as population size, GDP and internet users were used to enhance the analysis and make it more realistic. The differences between the digital marketing strategies in the United Kingdom that has over 60 million internet users and Bangladesh that has over 120 million internet users proved the difference in the comparison (Kabir et al., 2020).

Nevertheless, some difficulties were present as well. A weakness was the fact that it was hard to locate consistent and reliable data on Bangladesh as opposed to the UK. There were instances when data was to be interpreted or estimated, this can be

a source of inaccuracy. Also, it was difficult to control the number of words used and at the same time have depth of analysis since every section had to be described and critically evaluated.

4. Analysis

The process of accomplishing this assignment helped to understand the significance of critical thinking and systematic analysis in academic writing. It became evident that describing marketing strategies is not enough, but one must compare and evaluate arguments and provide evidence to support them.

Application of models like PESTEL and STP helped in presenting the complex information in an organized manner. Indicatively, PESTEL analysis has been used to determine the impact of economic diversities on pricing mechanisms, e.g. income, and market size. The economy of the UK is based on higher incomes, which can be priced above those of other countries, and Bangladesh is based on the low-income level, which demands affordability and promotion (Kung, 2023).

The VALS segmentation was an eye opener since it revealed that the consumers in the UK are more convenience oriented unlike the consumers of Bangladesh who are more guided by the social status and lifestyle ambitions. This proved the fact that it is necessary to study not only demographic conditions but also the psychological motivation.

The role of digital marketing in the contemporary business was also highlighted during the assignment. The high level of digital infrastructure in the UK can be used to promote data-based marketing, whereas in Bangladesh, the use of social media is more prevalent. This is a comparison that illustrated the role of technological development in the marketing strategies (Ali and Jiang Hailing, 2023).

5. Conclusion

The assignment helped to gain a meaningful experience with the area of international marketing and the implementation of theoretical frameworks in real-life settings.

It was also revealed that research, data analysis, and organized writing are of great importance in the development of a high-quality academic report. Nevertheless, the

task helped me grasp the concepts of marketing as well as improve my analytical ability even though it was not without challenges.

Overall, the experience was useful in acquiring not only academic but also practical knowledge of international marketing strategies.

6. Action Plan

In the future, it is possible to make several improvements to improve performance. To begin with, I will devote more time to research to gain access to a greater number of credible sources. This will assist in enhancing the quality of analysis.

Second, I will pay more attention to critical assessment as opposed to description by contrasting various points of view and arguments with more substantial evidence. This will enhance the academic standards of my work.

Third, I will enhance my time management abilities to make every part accomplished with enough depth and clarity. To be consistent throughout the report, it will be recommended to plan the structure beforehand.

Lastly, I will also enhance my skills in applying theoretical frameworks more in practice by applying them to various situations. This will enhance my confidence and capability to come up with well-structured and analytical assignments in future.

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