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***International Market Entry Strategy and Marketing Mix Analysis of KFC
in the United Kingdom and Pakistan***

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1. Introduction

The rapid globalisation of the fast-food industry has led multinational corporations to expand aggressively into diverse international markets, and this is the big change in the food cycle, which requires firms to balance standardisation with local adaptation. One good example is KFC, which operates in over 150 countries worldwide. KFC's global success is largely attributed to its ability to tailor its marketing strategies and product offerings to meet the socio-cultural and economic conditions of different markets while maintaining a consistent brand identity, which is very hard for any firm, but this brand maintains its reputation and quality in this era (Kotler et al., 2021).

This report provides a comparative analysis of KFC's international marketing strategies in the United Kingdom and Pakistan, and these two markets present significant contrasts in terms of economic development, cultural values, consumer behaviour, and the environment in the market. On one hand, the UK represents a mature, highly competitive fast-food market characterised by high consumer purchasing power and increasing demand for health-conscious products; on the other hand, Pakistan is an emerging market with a rapidly growing middle class, and it has strong cultural and religious influences, particularly halal consumption, which increases the demand for halal food (World Bank, 2023).

The purpose of this report is to critically analyze how KFC adapts its market entry strategy and its segmentation, targeting, and positioning (STP) and (7Ps) in two different environments like Pakistan and the UK these two are absolutely different environments from each other, and our aim is to know how KFC adopts the environment of these different nations. The analysis will begin with a comparative PESTEL framework to examine macro-environment factors that influence the consumer behaviour in two different regions and KFC's business operations and adaptation, and this will be followed by an evaluation of KFC's STP strategies and marketing mix adaptations in both countries, with particular emphasis on cultural and economic differences.

Furthermore, the report will assess KFC's directional development strategy in one selected market; also, it will critically examine ethical and social issues associated with its operations, and at the end, strategic recommendations will be provided to enhance KFC's effectiveness in international markets. Through this report, my aim is to demonstrate how multinational corporations navigate complex global environments while maintaining competitive advantage.

2. Comparative PESTEL Analysis

2.1 Political Factors

The political environments of the United Kingdom and Pakistan present different levels of stability and regulatory power, which significantly influence the operations of KFC. The UK benefits from a stable democratic system and transparent government system, which provides a low-risk environment for multinational corporations; on the other hand, Pakistan has a complex government system because the country is in the development stage, where KFC faces many difficulties to establish its business. But in the UK, due to their smooth and effective government system, KFC runs smoothly in particular areas such as taxation, labour laws, and food safety regulations (Johnson et al., 2020).

On the other hand, the Pakistani political environment is completely different from the UK political system; this system is volatile and famous for periodic government changes, policy uncertainty, and bureaucratic inefficiencies, and these instabilities can impact foreign investment decisions and operational consistency. However, despite these challenges, Pakistan is very active in encouraging foreign direct investment in the food and retail sector, and this system allows KFC to expand through franchise partnerships (World Bank, 2023).

2.2 Economic Factors

Economic conditions in the UK and Pakistan are very different because the UK economy is way better than Pakistan's, and the price of KFC is very expensive, but in Pakistan it's affordable; the UK is a high-income and developed economy, and there is strong consumer purchasing power and relatively stable inflation rates. Due to these economic benefits, KFC adopts value-based pricing while still offering premium menu items and targeting a broad consumer base (Statista, 2024).

Conversely, Pakistan represents a developing economy with lower per capital income and higher inflation volatility, and this means consumers in Pakistan are generally more price-sensitive, but the cost of running the franchise is also low, which particularly necessitates KFC a more affordable pricing strategy. As a result, KFC frequently offers value meals, discounts, and family bundles tailored to middle-income households (Khan, 2022). Additionally, KFC mostly relies on local sourcing to manage cost effects, which is a master stock in Pakistan to meet the requirement, and through this, the local market of Pakistan gets some profit and likewise KFC decreases its cost. Thus, while KFC operates in both markets successfully, its economic strategy in Pakistan is more cost-driven and adaptive, whereas in the UK it is more value-oriented and diversified.

2.3 Social Factors

While there is a big difference between Pakistan and UK social culture, this is one of the most significant influences on KFC's international marketing strategy. The UK is a highly individualistic society with diverse dietary preferences and mostly people are vegan, which means they do not eat chicken—they prefer only a plant-based diet and Just because of this, KFC UK has introduced plant-based alternatives, such as vegan burgers, to cater to evolving consumer preferences, and the demand for vegan and ethically sourced food options is increasing (Mintel, 2023).

In contrast, Pakistani people are very collectivist, where food consumption is strongly influenced by family, religious, and cultural traditions; one most important factor and requirement is that it should be halal certified food, which is essential for consumer acceptance, and KFC ensures it and

adopts this. KFC in Pakistan ensures all its products comply with halal standards, which significantly enhances brand trust and legitimacy (Hassan & Rahman, 2021).

Furthermore, eating activity is different in Pakistan and in the UK; in Pakistan, mostly people eat with their families—they eat together, and just because of this, KFC has big deal meals as compared to the UK. Because people eat with friends and family, they need big deals, but in the UK, eating fast food is more individualised and convenience-driven, so there is a strong emphasis on takeaway and delivery services. Therefore, KFC's ability to adapt to these socio-cultural dynamics demonstrates its strategic flexibility, with localisation playing a far greater role in Pakistan than in the UK.

2.4 Technological Factors

Technological advancement in the UK provides KFC with opportunities to enhance customer experience through digital innovation, which is very important for any business; the widespread use of smartphones, online delivery platforms, and mobile applications enables KFC UK to implement advanced ordering systems, self-service kiosks, and data-driven marketing strategies, which allow consumers to get things instant without any efforts. Integration with delivery platforms such as Uber Eats and Deliveroo has further strengthened its market reach, and such of these apps are the 50% source of UK food franchises

Digital adoption is increasing rapidly in Pakistan, but at a slower rate than in the UK. Many urban customers have access to food delivery apps as well as mobile devices; therefore, KFC can take advantage of using these digital platforms for ordering and marketing its products via promotions. However, the limited technological infrastructure in rural areas limits KFC's ability to fully integrate digitally (Ahmed, 2022).

Consequently, while KFC takes a more technologically integrated approach in the UK, it uses a more hybrid approach in Pakistan by combining new technology with traditional service styles to meet different levels of access to technology.

2.5 Environmental Factors

The UK's environmental issues are increasingly influencing how businesses develop strategy, with consumers and regulators strongly supporting sustainability which is very important for any business. KFC UK has responded very immediately to this through environmentally-friendly packaging, reducing its use of plastic and now mostly packaging of kfc is in paper bag which is cheap and eco-friendly, and pledging to source ingredients sustainably (KFC Sustainability Report, 2023). If KFC UK cannot meet expectations for sustainability, it may face reputational damage in a highly environmentally conscious market but they managed it very sharply and take some actions on this situation.

In Pakistan, awareness of the environment is growing but is still less important to consumers than price and taste but due to branding its changing . In Pakistan, there is still not as strong enforcement of environmental laws as there is in the UK. Despite this, pressure from global brands and expectations to be socially responsible (CSR) have prompted KFC Pakistan to gradually adopt sustainable practices (though not as rapidly).

The difference in environmental strategy indicates that environmental strategies are more proactive and consumer-driven in the UK. In contrast, in Pakistan, environmental strategies are more reactive and based on compliance.

2.6 Legal Factors

In the UK, food safety, employment, advertising standards, and consumer protection are governed by comprehensive legal frameworks with strict enforcement mechanisms like food department always check the food quality and standard of the food like its cooking temperature taste and use of ingredients. Consequently, KFC is required to comply with stringent requirements issued by agencies like the Food Standards Agency to ensure high-quality products and safe food (FSA, 2023).

The legal environment in Pakistan has somewhat similar legal regulations but has inconsistent practices regarding enforcement. This failure to strictly monitor food safety standards and labour laws could lead to the possibility of KFC having more flexibility in its operations in Pakistan but may also create a potential for negative publicity if these standards are not adhered to. KFC mitigates these issues by employing internal global standards, which typically exceed the local legal requirements.

In general, while the legal environment in the UK has more stringent compliance obligations than does that of Pakistan, KFC is able to maintain brand integrity and provide consumer assurance via a self-regulatory process in Pakistan than what was once required of KFC.

3. STP Analysis (Segmentation, Targeting, Positioning)

3.1 Segmentation

KFC uses market segmentation as a main component of international marketing by separating heterogeneous markets into different groups of consumers based on their commonalities (Kotler et al., 2021). KFC utilizes a combination of demographic, geographic, psychographic and behavioral segmentation to differentiate between different populations in the UK and Pakistan. However, KFC approaches each of these components differently due to socio-economic and cultural differences.

Demographically, this is evident in the UK where consumers are divided by age, particularly into young, adult, and working professionals. Convenience and speedy service are two major factors in determining who visits KFC. Psychographically, UK consumers use KFC based on different lifestyle choices, including health conscious, ethically conscious and environmentally conscious. Behavioral segmentation is prevalent, as UK consumers tend to

utilize digital platforms for food ordering—indicating a desire for convenience (Mintel, 2023).

In contrast, KFC targets a very different demographic in Pakistan, where demographic/ socio/cultural characteristics have a greater influence than any other segmentation variable. KFC, for example, only targets upper-middle and middle class because of price constraints; thus influencing family structure and size, since Pakistani consumers usually dine in large groups. Collectively, dining at KFC is more of a means of social bonding rather than individual consumption (Hassan & Rahman, 2021). Religious beliefs play a key role in how KFC segments itself from other fast-food restaurants; for example, Pakistani consumers have different requirements regarding Halal meat.

3.2 Targeting

Based upon this information, and the fact that KFC employs differentiated targeting strategies after segmentation in each market, the organization is able to target specific segments within both marketplaces in a way that aligns with the value propositions they provide to consumers.

In the United Kingdom, KFC is targeting a mass-market strategy by targeting the younger generation (students/university students). KFC has also been targeting individuals who have consumption habits for late-night meals, fast food with some degree of convenience (through delivery services), and urban professionals. The organization has adapted its channel of distribution by extending hours of operation through the use of delivery options and expanding its delivery services (Deloitte, 2023).

As has been mentioned previously, KFC has been targeting consumers in the UK with plant-based items to increase attractiveness to niche segments of consumers who are either vegetarian or are seeking flexitarian options due to shifting consumer preferences and competitive pressures.

Conversely, KFC in Pakistan has targeted a relatively small, urban middle- and upper-middle-class consumers for their core target segments. The

majority of families fall within this group, so KFC promotes sharing meals with family members as a dining experience. Younger generations (teenagers and young adults) are targeted by the organization through the use of modern branding and digital marketing campaigns (Khan, 2022).

KFC in the UK has broad and diversified targeting strategies, while the organization uses concentrated methods to target consumers based upon purchasing power and an individual's likelihood of purchasing discounted fast food items.

3.3 Positioning

To consumers, how they perceive a brand compared to its competition is referred to as the brand position (Kotler et al., 2021). KFC has established a worldwide brand identity where the promise of "finger-lickin' good" food is at its core but this position has been modified slightly from the UK to Pakistan due to local market conditions.

In the UK, KFC is viewed as both a convenient and low-cost fast food choice that provides truly pleasurable ("comfort") meals. Due to expanding health trends KFC has sought to recast itself by producing healthier selections and showcasing the quality of its food products and sourcing. Even so, KFC competes in a very crowded area with other quick service or QSR competitors including McDonald's and Burger King which means continuous innovation is needed to remain current in the marketplace (Statista, 2024).

In Pakistan KFC is viewed more as a high-end, premium fast-food option, to represent a modern-day, Western-style way of living. KFC's prices are generally higher than those of local alternatives and therefore KFC is viewed as an aspirational product and to possess both social status and quality. This premium brand position is also demonstrated through KFC restaurant atmosphere, customer service, and marketing and promotional activities supporting family-oriented events and a gathering place for social events (Ahmed, 2022).

Finally, cultural adaptation plays a large role in brand positioning. In Pakistan, brand trust and acceptance of KFC are largely based on whether or not the restaurant's products are certified halal, or fit within the Islamic religion of dietary laws.

4. Comparative Marketing Mix (7Ps) Analysis

4.1 Product

KFC's product adaptation is a primary means of responding to cultural variances in the regions of Pakistan and the UK. Because of the need to maintain some consistency across its global branding, KFC primarily delivers its core product – fried chicken – through substantial product adaptation at both UK and Pakistan locations.

As the UK experience continues to be influenced by health concerns and varied diets, so too has the UK's KFC product strategy changed to provide plant-based options, lower-calorie choices, and more transparent menu content (Mintel, 2023). The importance of ethical consumption and awareness of health consciousness by consumers has increased in the developed markets, hence the packaging and the quality of the food products being offered – and this example reflects an increasing number of consumers that have occurred over recent years.

In Pakistan, however, cultural and religious considerations factor heavily into product adaptation for KFC. All menu items are halal-certified and compliant to be acceptable for consumers to purchase. In addition, KFC offers the Pakistani food experience that is consistent with what has been culturally and religiously relevant for the consumer. For example, KFC has several variations of spicy products that would be suitable for a consumer who enjoys heat with their food. Another area of product adaptation in Pakistan is in respect of offering larger portion sizes to allow for sharing – which reflects a

culture that has collectivist/communal consumption models as its baseline(s) (Hassan & Rahman, 2021).

To summarise, the UK has a product strategy focused on the introduction of health and innovation; conversely, the focus for Pakistan is placed on offering culturally relevant products with religious compliance included.

4.2 Price

Pricing strategies are impacted by varying levels of income and consumer price sensitivity; both items across the UK have very similar competitive based pricing strategies having been established as having been established within a saturated and fast food industry. KFC's customer base is far less focused on price when determining what to purchase from KFC, which allows the restaurant to include premium items for purchase alongside value based meals, as a result of which there is an increased potential for incremental sales in the UK Market (Statista, 2024).

In Pakistan the main driver for KFC's customers is therefore pricing; and as such the organisation have a penetration oriented, value driven based pricing strategy due to the lower average incomes that exist within that country, provides a use of pricing promotions and discounts and bundled purchasing options and family/ group meals, goods and also uses pricing promotions for use to acquire price sensitive customers so that they can remain competitive with the various local price sensitive operators within Pakistan (Khan, 2022).

So prices in the UK are largely flexible and value anchored and prices in Pakistan are notably more strategic and value oriented in similar ways to customers from both countries.

4. 3 Place

Difference in infrastructure, urbanisation, and consumer behaviour will affect distribution strategy. In the UK, KFC has an advanced logistics network that enables KFC to have a wide range of accessibility via dine-in restaurants,

drive-thru restaurants, and third-party applications like Uber Eats and Deliveroo (Deloitte, 2023). KFC distribution in Pakistan has more concentration to major urban centres where consumer purchasing power is greater (e.g. Karachi, Lahore, Islamabad) and limited infrastructure coupled with the low level of rural consumer buying power has limited expansion into smaller urban centres. Food delivery services like Uber Eats have increased KFC's presence in cities (Ahmed, 2022) and made it easy for people living in urban areas to get KFC products via an app. Franchises will help KFC expand its presence throughout Pakistan through additional outlets and share the operation of those locations with their franchise partners, thereby minimizing some of the risk associated with investing in new KFC locations. In contrast, KFC's UK operations are more standardised and centrally managed. Thus, KFC distributes via more technology integrative and extensive means in the UK compared to Pakistan, which is primarily selective and concentrated to urban development.

4.4 Promotion

KFC's methods of advertising in both the international and domestic market share the same goals and are carried out using a combination of global branding and individual brand. In the United Kingdom, KFC utilizes integrated marketing strategies to target the younger age group through various forms of digital media (especially social media and working with influencers). These types of IMC programs incorporate humour, branding characteristics and innovation (Intel, 2023). Conversely, KFC's promotional strategy in Pakistan is based upon traditional family-oriented values and the community and seasonal calendars (for example, during Ramadan). The idea of building and coming together as a group through the consumption of food is of significant importance; as such, KFC's relationships to collectivist ideals will continue to be reinforced through promotions based on low price as evidence of price sensitivity exists in Pakistan (Hassan & Rahman, 2021). More importantly, therefore, even though KFC operates a global franchise and has no alterations in its branding, its promotional messages have all been sufficiently customised for each country in which they do business to meet the respective characteristics of each host country.

4.5 People

"People" is one aspect of the marketing mix that demonstrates the impact of service expectations and different types of labour markets. While employees in the UK are thoroughly trained to provide efficient and standardised service with a heavy focus on speed and convenience, it typically reflects the transactional nature of the customer as an individual (individualistic consumer behaviour). In contrast, there is a greater emphasis on the experiential side of service with an emphasis on hospitality to build interpersonal rapport with the customer base in Pakistan when compared to the UK. Service will be delivered through more personalized means to dine-in (particularly for families) than what would typically be the case in the UK; this is reflective of local cultural norms in terms of interpersonal relationships and warmth (Khan 2022). Labour costs make it easier to achieve greater staff-to-customer ratios in Pakistan, thus enhancing the quality of service. Due to the higher cost of labour in the UK, automated and self-service options are relied upon more for the delivery of service.

4.6 Process

Factors such as advancing technology and changing customer expectations can both influence the way an organisation operates. In the UK, KFC has developed highly productive ways of doing business (i.e. through the use of self-service kiosks, mobile order and contactless payment) that have led to improved efficiency for their operations. Thereby, by waiting less, customers can receive their food quicker (Deloitte, 2023).

In Pakistan, KFC is still introducing digital options to customers but many customers are still using traditional means of ordering (i.e. brick and mortar). For example, when dining out, customers are more likely to order through direct interaction than through use of mobile apps or delivery methods. However, as more customers live in urban centres, digital ordering from KFC will increase (Ahmed, 2022).

Standards for KFC's processes are further developed in the UK compared to those in Pakistan; therefore, the development of standards for KFC processes in Pakistan is also in process of becoming Hybrid.

4.7 Physical Evidence

The way that physical evidence can shape how customers perceive quality and overall customer experience is very important. In KFC restaurants across the UK, the restaurants are designed to create a cool, clean and efficient environment whilst exhibiting the company's progressively modern approach to sustainability and minimalism. On the other hand, restaurants in Pakistan focus more on experience and the social aspect of eating out with friends/family rather than solely functional consumption. KFC restaurants tend to employ larger seating arrangements allowing for large groups to be seated together and creating a more relaxed and social dining experience. The ambience of KFC restaurants in Pakistan serve to enhance the company image as an aspirational and high-end brand (Hassan & Rahman, 2021).

The research indicates that KFC employs a "glocalising" strategy; balancing global standardisation with local adaptation. In the UK KFC demonstrates a greater use of standardisation in the form of efficiency, technology and health trends, whilst in Pakistan KFC uses a greater degree of localisation through its consideration of culture, religion, affordability and family focus. KFC's ability to meet the needs of both global and local customers allows them to maintain a very competitive presence in various international markets and provide customers with a consistent global brand experience.

5. Directional Development Strategy (Pakistan)

The growth of KFC in Pakistan can be investigated critically through the application of Ansoff's Growth Matrix, which includes several strategic options, including market penetration, market development, product development and diversification (Ansoff, 1957). For KFC in Pakistan, the predominant strategies employed are market penetration and market development in addition to selective product adaptation.

KFC is using market penetration strategies to gain more market share in its existing urban markets. These include aggressive advertising, pricing strategies based on value, and an array of bundled meal promotions directed at the lower-middle class. Because the total number of customers who can afford to buy premium fast food in Pakistan is limited, the company has identified increasing the number of times existing customers purchase from KFC as a priority (Khan, 2022). Also, by providing more convenient access through the use of new delivery systems and digital technology, KFC hopes to further increase the frequency with which existing customers purchase their products.

Secondly, KFC is employing a geographical expansion as its growth strategy by entering areas of urban development outside of its traditional hubs of Karachi, Lahore, and Islamabad (i.e., areas where KFC has a significant customer base) to take advantage of potential new customer bases created as the middle class continues to grow throughout Pakistan and become more exposed to western-style businesses (Ahmed 2022). However, KFC also needs to be mindful of the limitations that exist due to differences in infrastructure, wealth, and purchasing abilities of consumers, which can vary greatly from region to region. Therefore, KFC must choose carefully when selecting geographic locations for its development, as it can only justify investment based on there being appropriate levels of demand to warrant that investment. Along with developing new geographic locations, KFC's product development strategy supports its overall business strategy in Pakistan through the introduction of locally developed menu solutions. In particular, they have incorporated items that are of cultural importance and that are more suitable to the cultural preferences of the families purchasing their products (i.e. they have added spicier chicken menu items, and created family meal bundles) (Hassan & Rahman, 2021). As a result, product development is a key factor in developing customer satisfaction and to developing brand loyalty in a culturally different marketplace.

KFC is still dealing with numerous issues that will inhibit its growth in Pakistan despite the strategic developments that have occurred. High inflation rates, a depreciation of currency values and increased competition from

international and local fast food brands have contributed to significant pressure on profitability, limiting KFC's position in the market.

Additionally, KFC's above average pricing will not appeal to those consumers that operate within lower income brackets, which has caused a limitation to overall market expansion.

KFC's directional strategy for Pakistan has placed significant emphasis on gradual/newer methods of growth rather than radical approaches to growth, indicating that KFC is being conservative in the way it operates in what is classified as developing and unpredictable markets. While working towards limiting overall risk, KFC could be significantly stunted in terms of long-term growth potential if they do not follow the same patterns as their competitors that are expanding aggressively into the market.

Overall, KFC's growth strategy in Pakistan can be characterised by a balanced method that includes portions of penetration marketing, development of markets and localising products in very much a way that solidifies KFC's competitive position and enables KFC to be flexible enough to respond to the economic and cultural realities that exist within the market.

6. Ethical Issues in International Marketing

KFC operates internationally, including in the UK and Pakistan, giving rise to numerous ethical dilemmas, especially regarding health concerns, environmental sustainability, and cultural values. These ethical dilemmas differ significantly between the two countries due to variations in the countries' regulations, culture expectations of customer service. The number one ethical concern facing KFC concerns health and nutrition. Fast food products typically have high fat, salt and calories along with many other unhealthy attributes that add to the growing problem of obesity; especially in advanced markets such as the UK. As concern about the health consequences of diet continues to rise at a societal level, KFC will be under intense pressure to develop more healthful menu items and provide greater transparency about the nutritional value of the food it offers (Mintel, 2023). If KFC fails to respond to the

emerging ethical concerns about the impact of food on health, and the ability of customers to make informed choices about what they eat, the company's reputation could suffer and/or it may face regulatory action. In Pakistan, health and nutrition awareness levels are lower than in the UK. . Therefore price and/or taste are more relevant to customers than health-related products. Nevertheless, there are still ethical concerns associated with targeting youth consumers with fast food advertisements as this can lead to long-term changes in the eating habits of consumers. As a result, there continues to be a tremendous amount of social responsibility associated with multinational corporations doing business in emerging markets like Pakistan.

7. Recommendations

Based on the analysis presented, recommendations can be made for KFC to improve its operations in both the UK and Pakistan.

To broaden its reach in Pakistan, KFC may wish to reassess its Localisation Strategy and offer a wider selection of affordable menu items to capture the attention of customers in the middle-income and lower-income segments; implementing new product lines at reasonable prices will help establish KFC's presence within the Pakistani market, regardless of its brand image.

KFC's investment in digital transformation in Pakistan should also continue to increase, with an emphasis on providing mobile apps and delivery infrastructure to support the increasing penetration of the internet through digital platforms, which plays a key role in influencing consumer behaviours and enhancing operational efficiencies.

In the UK, the introduction of health-driven products represents an excellent opportunity for KFC to position itself competitively in a health-driven market by providing consumers with plant-based products and reduced calorie counts, reflecting a shift toward the consumption of healthy food options.

Furthermore, KFC should establish a more consistent approach to its global sustainability initiatives; establishing a gradual roll-out of KFC's existing environmental initiatives in the UK to Pakistan would improve the company's image and provide more evidence of its corporate responsibility.

Finally, KFC should improve its ethical transparency surrounding its supply chain, labour practices, and nutritional information; by providing access to data regarding the company's supply chain, KFC will demonstrate to consumers that it is fully accountable for the quality and safety of its products.

8. Conclusion

This report has examined the marketing strategies of KFC on an international level, particularly in both the UK and Pakistan. The report highlights that both the UK & Pakistan have different levels of development in political, economic and socio-cultural terms. These differences have a direct impact on consumer behaviour & therefore, KFC's strategic development for each country needs to consider how they will impact on consumer behaviour.

PESTEL analysis shows that both countries have significant differences in their economic, political & cultural environments and therefore, have different opportunities for KFC. KFC has taken a very localised approach towards its marketing in Pakistan whereas KFC has adopted a more standardised and efficiency based approach in the UK.

Directional strategies illustrate that KFC's growth strategy in Pakistan is characterised by careful market penetration & development. In addition, ethical issues such as public health, environmentally sustainable and culturally responsible practices must be considered in all of KFC's global operations & should be continually improved upon.

All recommendations made within this report illustrate that KFC must continue to follow the recommendations if it wishes to achieve maximum levels of success within the global marketplace. Continued localisation of KFC's

product offerings followed by innovative use of technology and ethical approaches to business practice will be essential components for sustaining KFC's competitive advantage in the increasingly complex and dynamically evolving global marketplace.

Section 2: Reflective Account (Gibbs Reflective Cycle)

1. Description

The purpose of this reflective piece is to evaluate the process that I went through to conduct research for, analyze and compile an international marketing report for KFC in the UK and Pakistan. The completion of this report required me to utilize key marketing frameworks; including a PESTEL analysis; Segmentation, Targeting & Positioning (STP); and a Marketing Mix (7P's), as well as critically evaluating any ethical concerns regarding my final recommendations within that report.

The researching process required me to collect information from a wide range of academic and industry sources; including; journal articles; market reports; and corporate documents. In addition, I focused on finding current and reputable data to support my examinations of the companies being compared. The comparative analysis of KFC between the UK and Pakistan is complicated by the vast differences in the socio-economic and cultural contexts of these two countries and this is perhaps the single most difficult part of analyzing the countries from a research perspective.

2. Feelings

At first, I felt somewhat unsure about how to approach the task of doing a comparative analysis and how to ensure that my work met Level 7 for critical evaluation rather than merely providing a description of something. The size of the comparative analysis was daunting since it covered a number of different frameworks and required an in-depth comparison of each. As I moved through my research, I gained a greater sense of confidence and

clarity in my understanding of how to use various theoretical frameworks in relation to one another and how they relate to the practical aspects of commercial business strategies. I also enjoyed comparing and contrasting between the UK and Pakistan with regard to assessing cultural differences; I gained several very useful insights into the ways in which multinational corporations adapt to different geographical markets.

3. Evaluation

Utilizing multiple academic sources was one of the major assets of my methodology. I was able to develop a more critical approach and avoid writing purely descriptively by reviewing established research." Additionally, I was able to structure my report in a logical way using tools like PESTEL and STP — all of which ensured that every vital area of international marketing was addressed (Kotler et al., 2021).

I was also able to highlight the disparity between the UK and Pakistan's consumer behaviour, economic environment and cultural influences via comparative analysis. As a result, my arguments contained deeper analysis and stronger justification; this is particularly important at master's level.

Challenges were also present. One limitation presented itself as there was a lack of specific data available specifically about Pakistan; therefore, care needed to be taken to ensure that the sources utilised were legitimate through the process of selection and evaluation. Additionally, the objective of keeping the same level of critical analysis across all sections was challenging due to being reverted to descriptive writing when discussing factual information.

Analysis

This assignment emphasized how critical thinking is vital to understanding theoretical concepts and then applying those theoretical concepts into real life. The utilization of Gibbs' reflective cycle (1988) allowed me to evaluate my learning process and identify what I need to improve upon in the future.

One of my major learning's has been how to connect theory to practice. For example, when conducting a PESTEL analysis, I didn't just list the factors that were part of the external environment, I explored how those factors impact KFC's strategic decision-making within each individual market. I, therefore, needed to conduct a broader and more in-depth analysis of consumer behaviour for each person who used the STP framework rather than simply dividing the market according to demographic characteristics.

The other key learning for me is how important cultural differences are when conducting international marketing. By comparing the UK to Pakistan, I learned that factors such as religion, social norms and income level can have a considerable impact on the development of a marketing strategy. This has further reinforced my belief that while globally standardising your product may be appropriate, products must be modified to meet the local needs of a market in order to achieve success.

4. Conclusion

This assignment was an excellent opportunity to learn more about international marketing and strategic analysis. I have improved my skill sets applying theoretical frameworks, performing comparative analysis and using scholarly evidence to support arguments.

There is still room for improvement in areas such as developing a consistent critical voice throughout the report and being able to evaluate different perspectives. Improving my time management skills would allow me to perform more detailed research and refine my analysis.

5 Action Plan

My future plans for the future include making significant changes to the way I approach my coursework through improving structure and being more proactive (e.g. do research earlier, giving more time for critical analysis and revision, and improving my writing style in the use of Harvard references). I intend to practice using theoretical frameworks correctly; however, when applying them to assignment completion, I am going to emphasise critical

analysis rather than simply describing them (and hopefully increase my use of academic journal articles).

By implementing these strategies, I aim to enhance my academic performance and develop the skills required for my future plan and these strategies will help me to gain future success and in future I will use these strategies to gain profit from my business and one thing I noticed is that by practicing these strategies I gain confidence to handle future business concept problems which is very important for any business student because through these strategies we can understand the business and their requirements and their pattern.

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