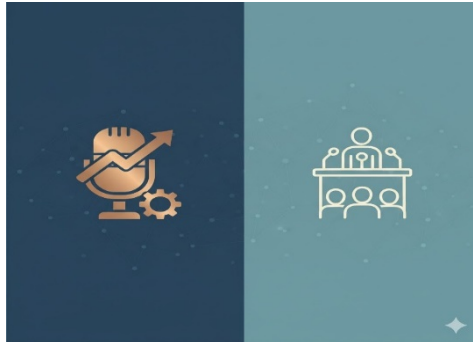




University of Wales
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Master of Business Administration International Business pathway



Contemporary employability skills

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Table of Contents

Table of Contents	3
Section 1: International Business Report	5
1. Introduction	5
2. Industry and country Overview.	5
2.1 The Fast Food Industry in Bangladesh	5
2.2 Major Firms and Competitive Landscape	6
2.3 Competitive Positioning Map	7
3. Porter's Diamond Model of National Advantage	8
3.1 Factor Conditions	9
3.2 Demand Conditions	10
3.3 Supporting and Related Industries	10
3.4 Strategy, Structure, and Rivalry of Firm	11
4. Critical Evaluation of Factors Impacting KFC's Operations in Bangladesh.....	12
4.1 PESTEL Analysis of KFC in Bangladesh	12
4.2 Hofstede-based Culture Analysis	16
5. Conclusion	20
Section 2: Reflective Account.....	21
Description	21
Feelings.....	21
Evaluation	22
Analysis.....	22
Conclusion and Action Plan	23
Reference List.....	24

KFC in the Fast-Food Industry of Bangladesh:

An International Business Report

Section 1: International Business Report

1. Introduction

The fast food market in the world has experienced a phenomenal change in the last 20 years, with global companies persistently targeting emerging markets in the emerging economies (Hill and Hult, 2022). Bangladesh is a rapidly developing country in South Asia with the population of over 170 million people, which offers a favorable case study to analyse the international business operations in the context of the quick-service restaurant business (World Bank, 2025). This report is a critical analysis of the fast food business in Bangladesh and specifically Kentucky Fried Chicken, which is locally run by Transcom Foods Limited as the exclusive franchisee of Yum! Brands. The report gives a summary of the industry and nation environment, analyzing the competitors using positioning analysis, and then uses the Diamond Model of National Advantage by Porter. This is followed by a step by step analysis of the operations of KFC through the PESTEL framework and Hofstede cultural dimensions model. Strategic recommendations are provided at the end of the report.

2. Industry and country Overview

2.1 The Fast Food Industry in Bangladesh

Over the last ten years, the foodservice sector in Bangladesh has seen a massive growth rate, which can be largely attributed to the high rate of urbanisation, increasing middle-class population, and changing tastes and preferences of young population groups (Mordor Intelligence, 2025). As of 2024, the Bangladesh foodservice market was estimated to have USD 3.79 billion in market value and will grow to USD 8.05 billion by 2030, with a compound annual growth rate of 13.25 per cent (Mordor Intelligence, 2025). In this larger context, the Quick Service Restaurant segment controls approximately 48 per cent of the overall market share, which means it is the powerhouse in the foodservice economy in the country (Mordor Intelligence, 2024). It is estimated that the chained outlets segment will record strong growth of about 15 per cent CAGR between the years 2024 and 2029, largely due to expansion of the QSR segment in the major urban centres (Mordor Intelligence, 2025).

The macroeconomic growth trend of Bangladesh supports the growth of the industry. Although the recent developments due to political instabilities after the July 2024 uprising and high inflation rates of about 10.2 per cent in FY2025 have been a

characteristic of the country, the GDP of the country was USD 450.12 billion in 2024 and the per capita income was about USD 2,593 (World Bank, 2025). Asian Development Bank estimates that the GDP will recover to 5.1 per cent by FY2026, which will mark a new wave of economic activity that may further boost discretionary consumer spending on dining out (ADB, 2025).

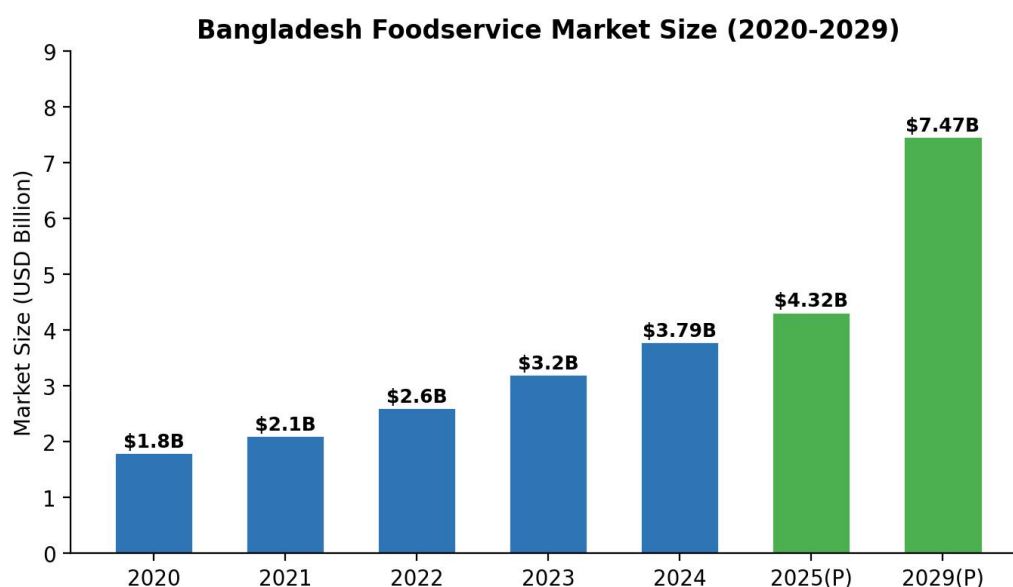


Figure 1: Bangladesh Food Service Market Size

Source: (Mordor Intelligence, 2025)

2.2 Major Firms and Competitive Landscape

Bangladeshi fast food market can be described as a fragmented competitive environment where international franchises and locals live in a dynamic ecosystem (Mordor Intelligence, 2025). KFC has 46 outlets in twelve cities such as Dhaka, Chittagong, Khulna, Cox's Bazar, Bogura, Rajshahi, Barishal, Gazipur, Comilla, Sylhet, Mymensingh, and Savar, which were all franchised to Transcom Foods Limited (Transcom Foods, 2025). Pizza Hut has 24 restaurants under the same parent company, and as a result, Transcom Foods is the biggest restaurant company in Bangladesh with more than 1,700 workers (Transcom Foods, 2025). Burger King has also developed a young urban target market, and A&W, which serves the Dhaka, Chittagong, and Sylhet markets with its root beer and traditional American burgers.

Nevertheless, local brands have become fierce competitors and have radically transformed the competition in the industry. Best Fried Chicken (often referred to as BFC) has more than 80 locations around the country, and its fried chicken costs

significantly less than KFC, with one of its most iconic products being a fried chicken burger priced at about BDT 290 when compared to the Zinger offered by KFC at BDT 329 (Business Post, 2022). Having opened a food cart in 2016 close to BRAC University, Chillox has been a rapidly growing chain of outlets with a focus on customisable burgers and a unique menu including the birizza and chowmin burger (Business Inspection, 2023). Khana has expanded into more than 40 outlets with a mix of Western and Bangladeshi cuisines, whereas Takeout has gone global to Sri Lanka, and it shows the increasing ambition and ability of Bangladeshi homegrown fast food chains (Business Post, 2022). It is approximated that the local brands collectively control between 70 and 80 per cent of the market share of the fast food industry, not least due to their affordability, localised menu and widespread geographic coverage that the international chains have not as yet made inroads into (Business Post, 2022).

2.3 Competitive Positioning Map

Positioning map below shows the relative position of the key fast food operators in Bangladesh in terms of price level and brand perception. KFC stands in the high-end quadrant where brand awareness is high, and price is higher, presenting itself as a luxurious experience of eating out to the urban population (Kotler and Keller, 2021). Burger King and Pizza Hut are placed on the nearby positions and compete mostly on the diversity and ambiance of dining. Conversely, local competitors like BFC and Khana focus on the low-end of the mass market segment with reduced prices and moderate brand perception, whereas Chillox is in an interesting middle ground targeting the trend-oriented youth with modern branding at a mid-range price (Cavusgil, Knight and Riesenberger, 2020).

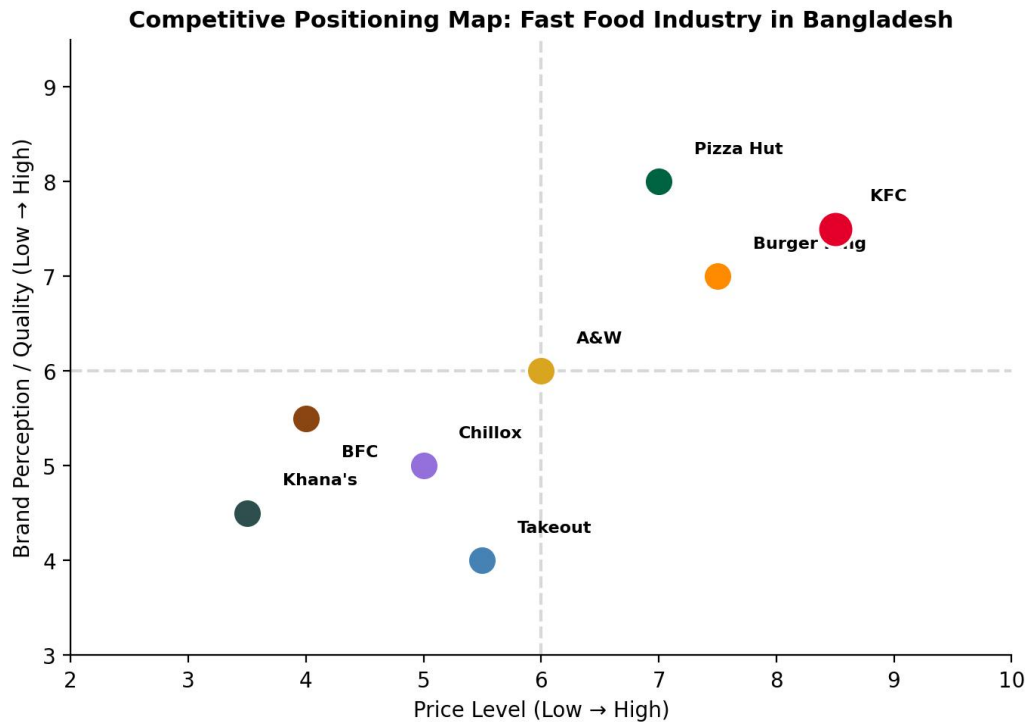


Figure 2: Competitive Positioning Map

Source: (BBS, 2021)

Company	Origin	Entry Mode	Outlets	Price Tier	Target Segment
KFC	USA	Franchise	46	Premium	Urban youth, families
Pizza Hut	USA	Franchise	24	Premium	Families, groups
Burger King	USA	Franchise	15+	Mid-Premium	Young adults
BFC	Bangladesh	Owned	80+	Budget	Mass market
Chillox	Bangladesh	Owned	10+	Mid-range	Youth, students

3. Porter's Diamond Model of National Advantage

Diamond Model developed by Michael Porter is a powerful analytical tool to be used to analyze the competitiveness of industries in particular national settings (Porter, 2011). Four interdependent determinants of national competitive advantage have been named by the model including factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry (Porter, 1990). When this framework is applied to the fast food market in Bangladesh, there are substantial opportunities, as well as structural limitations that are the aggregate determinants of the competitive trend of the sector within the international market.

Porter's Diamond Model of National Advantage

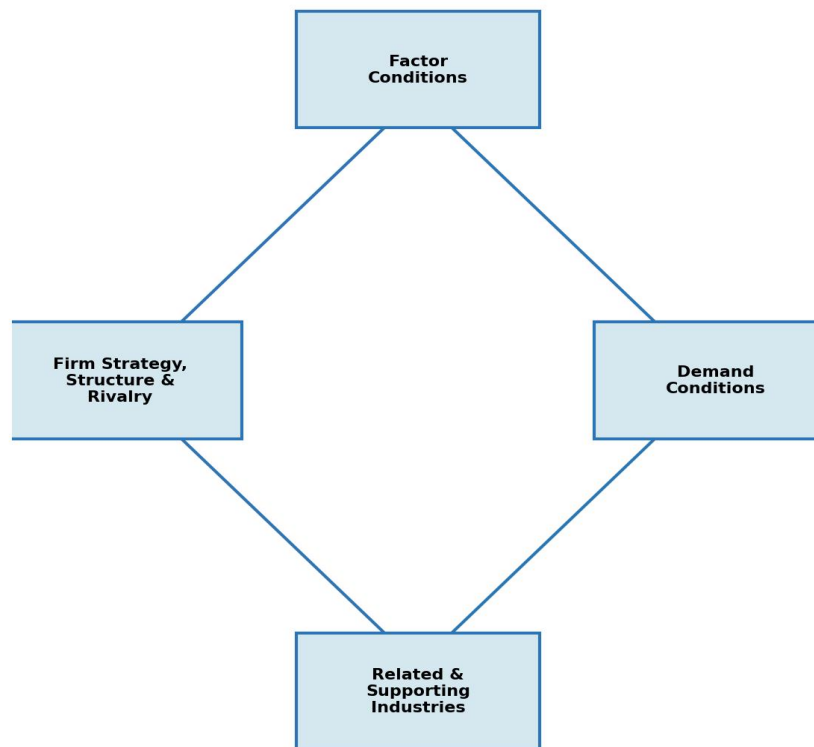


Figure 3: Porter's Diamond Model

Source: (Porter, 1990)

3.1 Factor Conditions

Bangladesh has a number of basic factor advantages that form the foundation of the operations of the fast food industry. The nation boasts of an inexpensive low-cost labour force, and the minimum wages in the service industry are significantly lower than regional rivals like India and Vietnam, allowing QSR operators to keep service-based labour-intensive models at low-cost (ILO, 2023). In addition, the poultry sector in Bangladesh has expanded significantly with an annual output exceeding 400 million birds, which can be a stable source of domestic supply chain of chicken-based QSR activities (FAO, 2023). The presence of affordable real estate in the secondary cities like Rajshahi, Bogura and Comilla further contributes to the geographic expansion of the fast food chains beyond the saturated Dhaka metropolitan region. Nonetheless, high factor conditions are still underdeveloped. The logistics infrastructure of the country, although it is undergoing an improvement owing to the opening of the Padma Bridge and the Dhaka Metro Rail, continues to struggle with the issue of chronic urban congestion and cold-chain insufficiency that hinders the management of perishable food supply when distributed through isolated networks of outlets (Rahman and

Anwar, 2021). There is a shortage of talented managerial human resources to manage the hospitality industry, and it is usually a costly exercise to expose employees to training programmes to make sure the service quality is maintained at uniform levels regardless of the location (Transcom Foods, 2025).

3.2 Demand Conditions

The fast food industry is becoming favourable due to the domestic demand conditions in Bangladesh. The median age of the population stands at about 28 years, which makes the population of young people large and also predisposed to Western-style fast-food restaurants (UNDP, 2024). The prevalence of fast food consumption among college-going youth is estimated at around 68 per cent, which means that there are strong fundamentals of demand in the most commercially viable segment of consumers (Mordor Intelligence, 2024). Furthermore, the increased urbanisation rates (around 40 per cent of the population currently living in urban centres) have formed the agglomeration of demand in urban centres, including Dhaka, Chittagong and Sylhet, that allow the economies of scale required to conduct QSR business profitably (World Bank, 2024). The complexity of the local demand is also remarkable and poses competitive pressure that is favorable to the development of the industry. The consumers of Bangladesh are moving towards homogenization, quality and convenience, compelling international and domestic operators to keep on innovating in their menu items and delivery systems (Hossain and Rahman, 2022). Increased accessible demand due to the development of food delivery services like Foodpanda and Pathao Food allows QSR operators to tap into residential demand that would not necessitate the investment of stand-alone outlets (Statista, 2024).

3.3 Supporting and Related Industries

The related and supporting industries are a decisive factor of the competitiveness of the industry in the framework of Porter (Grant, 2019). The poultry farming sector, agro-processing industry and the growing packaging industry in Bangladesh offer necessary upstream connection to the fast food operators and the digital infrastructure is growing to enable operational and marketing capacities. The internet penetration is above 25 per cent and the mobile payment systems are expanding, which allows online ordering platforms to operate successfully in big urban centres (BTRC, 2024). The media and advertising sector in Bangladesh also has come of age and social

media sites like Facebook and YouTube are also effective mediums of marketing fast foods through marketing campaigns directed at the younger age groups. However, the industry still has weaknesses in the fields of automated food processing equipment, dedicated cold-chain logistics solutions, and modern marketing analytics tools, which limit the industry in terms of competing on the productivity basis with more mature QSR markets in Thailand, Malaysia, and Indonesia (Verbeke and Kano, 2020). The comparative lack of maturity of the franchise consultancy and quick-service restaurant management training infrastructure also restricts the rate of professionalisation and expansion of activities throughout the country (Daniels, Radebaugh and Sullivan, 2021).

3.4 Strategy, Structure, and Rivalry of Firm

The level of domestic rivalry within the fast food industry in Bangladesh is a high level and has become a major source of competitive innovation which is an essential element in the development of the national competitive advantage, a process that Porter has termed as paramount (Porter, 2011). The presence of around 67,991 fast food establishments in the country, as well as international chains, is an extremely competitive environment that forces them to keep on improving their quality of service, pricing, and developing a menu (BBS, 2021). Local brands have an especially strong competitive pressure against international corporations like KFC because of their affordability and familiarity with the local culture, which can take the mass market with the overall local brands holding an 70 to 80 per cent market share (Business Post, 2022). This is because of competitive pressure, which has prompted KFC to embrace localisation strategies that are unique.

Most notably, Bangladesh is the first and the only nation in the world that serves beef in KFC restaurants, and this illustrates how local competition can lead to strategic adjustment and menu development unlike in less competitive markets (Wikipedia, 2025). The global brand consistency and the local market flexibility and knowledge of operations, as seen in the strategic structures of franchise-based business model embraced by international entrants, through established local conglomerates such as Transcom Group (Daniels, Radebaugh and Sullivan, 2021).

4. Critical Evaluation of Factors Impacting KFC's Operations in Bangladesh

This section is a critical evaluation of the external forces that will trigger the success of KFC operations in Bangladesh. As a foreign multinational corporation utilizing the franchise of the transcom Foods Limited of the Transcom Group conglomerate, KFC performance rate is determined by the establishment of interplays of political, economic, legal, and cultural climates in the hosting nation (Griffin and Pustay, 2020). It will apply the PESTEL tool and the cultural dimension as formulated by Hofstede to provide general insight to the levels of attraction, risks associated with conducting business in these markets, and strategic imperatives of the market.

4.1 PESTEL Analysis of KFC in Bangladesh

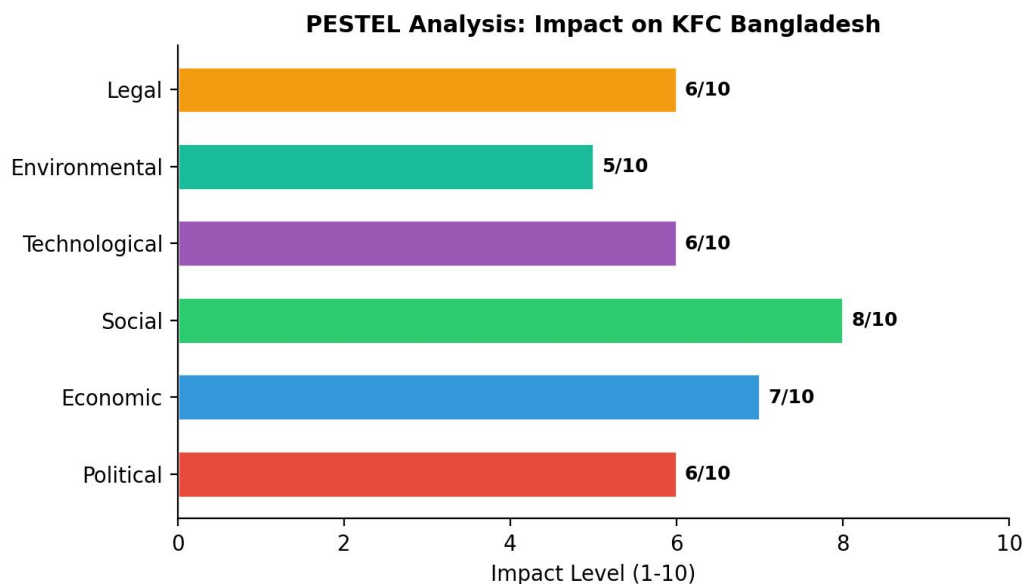


Figure 4: PESTEL Analysis: Impact on KFC Bangladesh

Source: (World Bank, 2025)

Political Factors: The political environment in Bangladesh is both an opportunity and a great source of threat to foreign investors (Wild and Wild, 2023). It was only in July-August 2024 that the country experienced a major political crisis, which dethroned the then governing regime and led to an interim government that created much uncertainty about the running of businesses (World Bank, 2025). Systematic risk that expresses political risk in Bangladesh includes how leadership changing impacts the country, procedural risks that relate to the corruption of bureaucracy, and distributive risks that relates to a fair distribution of economic gains of foreign investment (Wild and Wild, 2023). At KFC, the political instability directly affects the level of consumer spending,

the sourcing supply chain, and the investment environment in general. The cost estimates goes up to USD 1.2 billion at the national level in the protests of 2024, and restaurants are not the exception as part of ongoing forced closures and broken supply chains were caused because of the implementation of curfews (The Daily Star, 2024). In addition, the introduction of 37 per cent reciprocal tariffs on the products of United States-Bangladesh in April 2025 can be viewed as one indicator of the bigger geopolitical threat environment that can potentially affect consumer confidence and currency supply (New York Times, 2025).

Economic Factors: Bangladesh has made the multinational operators become very unfriendly with its economic environment. An increase in GDP has risen up to 5.82 per cent during the FY 2024, but it is projected to grow down to between 3.9 and 4.0 per cent during the year 2025, where inflation rate is projected to rise to about 10.2 per cent, which is unfavorable to consumer purchasing power (ADB, 2025). Due to the declining of the Bangladeshi Taka against the major currencies, global cost of imported inputs has escalated and it is particularly acute with KFC which imports part of its raw materials in Saudi Arabia including processed beef and its own proprietary spice mixtures (Transcom Foods, 2025). The growth of the private investment is also low and the fiscal deficit has reached 4.7 per cent in FY2025 due to the high borrowing rates (World Bank, 2025). The long run economic outlook is optimistic however. In November 2026, Bangladesh will mature in the club of the Least Developed country, and it is projected to receive the reward of an augmented foreign direct investment (World Bank, 2025). The inflows in the form of remittances have shown a positive increase, which is an insurance against the headwinds against the domestic economies (ADB, 2025). Even now that the country has a GDP of USD 450.12 billion and a rising middle-class, it has a large consumer base that is yet to be attracted by the global QSR competitors (FRED, 2025).

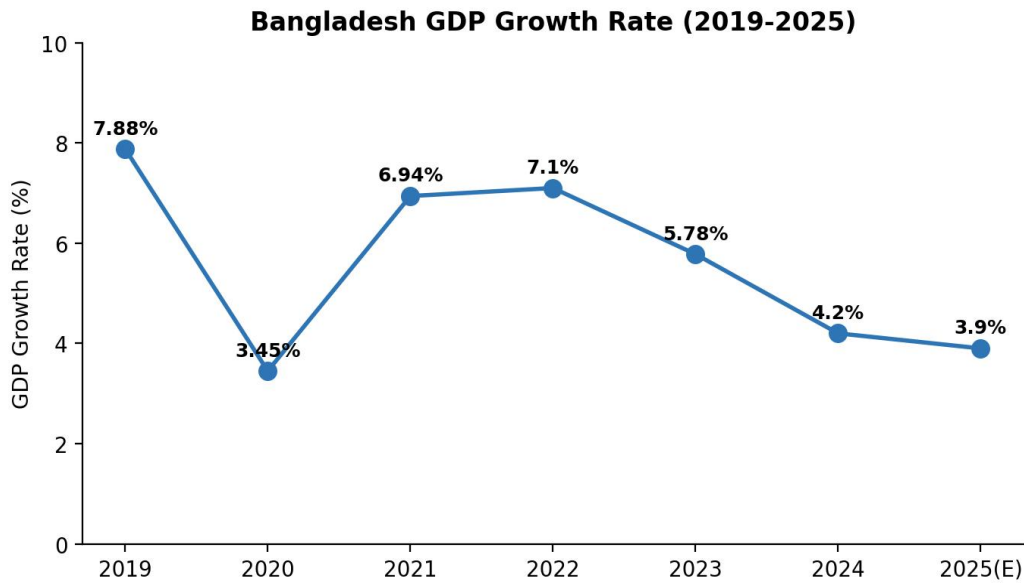


Figure 5: Bangladesh GDP Growth Rate

Source: (FRED, 2025)

Social Factors: As far as the fast food business in Bangladesh is concerned, there are social processes that are overwhelming. The young population of the country with an average age of approximately 65 per cent below 35 years of age is one of the basic target groups of the QSR operators who equate the internationally known brands to modernity and social status (UNDP, 2024). The heightening urbanisation, the growth of families with two sources of income, and cultural change of the middle classes towards the shift of eating out are also seen as contributing to the sustainability in demand (Hossain and Rahman, 2022). The advent of digitally-connected generation of youths creates fertile grounds on which brand interactions can be developed and loyalty levels achieved. However, the intensity of the impact on health connected with the consumption of fast foods is growing since an increasing number of individuals are thinking about obesity, diabetes, and heart threats (WHO, 2023). These concerns are what KFC will need to bargain in the areas of open nutrition labeling and slow evolution of the unhealthy menu units to healthy ones. Moreover, the adherence to minimum wage in the restaurant sector is a reputational concern as it is also necessary to operate it with great care (Business Post, 2022).

Technological Factors: Bangladesh has great opportunities associated with technology that can be exploited by KFC. The progress of online ordering and delivery of food can be described because of the fast growth of smart phones presence, and the use of digital payment (BTRC, 2024). KFC Bangladesh has already invested in

their customized mobile application and web site to place orders directly and partnered with the third parties in the delivery services such as Foodpanda, Pathao Food and others (Transcom Foods, 2025). The KFC will be able to access its target audience with minimal expenditure through the inclusion of digital marketing tools, such as target social media campaigns on Facebook and Instagram where the number of users is one of the highest in the world (Statista, 2024). However, technological infrastructure is not standardized and can only be consistent in urban centres thus it is possible that the scalability of digital ordering in semi-urban markets can be limited due to the inability of the other services and infrastructure to be as consistent (ITU, 2024).

Environmental Factors: Environmental sustainability is a recent development that both the fast food operators of the global scale and Bangladesh are subjected to, both by the regulation and by the shifting consumer demands (Verbeke and Kano, 2020). Bangladesh encompasses among the highest ranks of the countries endangered by the climate change with frequent floods, tropical storms, rising higher levels of sea, which puts at risk the agricultural chains of supply and even the physical infrastructure that the food industry based on (IPCC, 2023). Among KFC, the environmental risks would take the form of a disruption of the supply chain in the nature of poultry and vegetable input in the food chain during extreme weather conditions and an increase in regulatory and consumer pressure regarding the reduction of single-use plastic waste in packaging and the responsible disposal of food waste (Rahman and Anwar, 2021). Environmental sustainability in the food industry is an international trend that demands KFC demonstrates that it is indeed committed to a sustainable sourcing and waste management which can become a competitive advantage in the Bangladeshi market, particularly to young consumers who are environmentally conscious (Cavusgil, Knight and Riesenberger, 2020).

Legal Factors: The legal environment in Bangladesh is a fairly accommodating one to the foreign investor. Even though the country has had the capacity to establish the legal provisions regarding foreign investment and intellectual property protection under the Bangladesh Investment Development Authority, the enforcement of the rules is not steady, and bureaucracy and the protection of intellectual property are often time-consuming and obscure (BIDA, 2024). Transcom Foods franchise and Yum! Not only as the subject to international and domestic provisions of an international franchise law, but also as the layer to a legal compliance requirement,

brands require the services of specialised legal counsel (Griffin and Pustay, 2020). The food safety regulations in the acts establish the operation standards that are expected to be adhered to by KFC in all the outlets it operates as provided in food safety regulations set by the acts but instead, provided by the food safety authority of the food safety act of 2013 (BFSA, 2024). The comparatively slow conflict resolution operation of the legal system allowing commercial cases to require many years to be resolved and the chance of alteration of the regulatory context with every political shift also add to the legal risk profile that KFC will have to actively manage (Wild and Wild, 2023).

4.2 Hofstede-based Culture Analysis

The cultural environment is a key factor that any multinational company should understand well on its operation in an overseas market setting since cultural values are considered the basis of consumer preferences, employee behaviour, and business relationship norms (Hofstede, Hofstede and Minkov, 2010). Culture dimensions framework by Hofstede offers an organized methodology in the analysis of the effects of national cultural values on the business activities and strategic decisions within the host nation (Hofstede, 2001). The analysis below looks into how the scores of the cultural dimension of Bangladesh affect the KFC operations and marketing strategies.

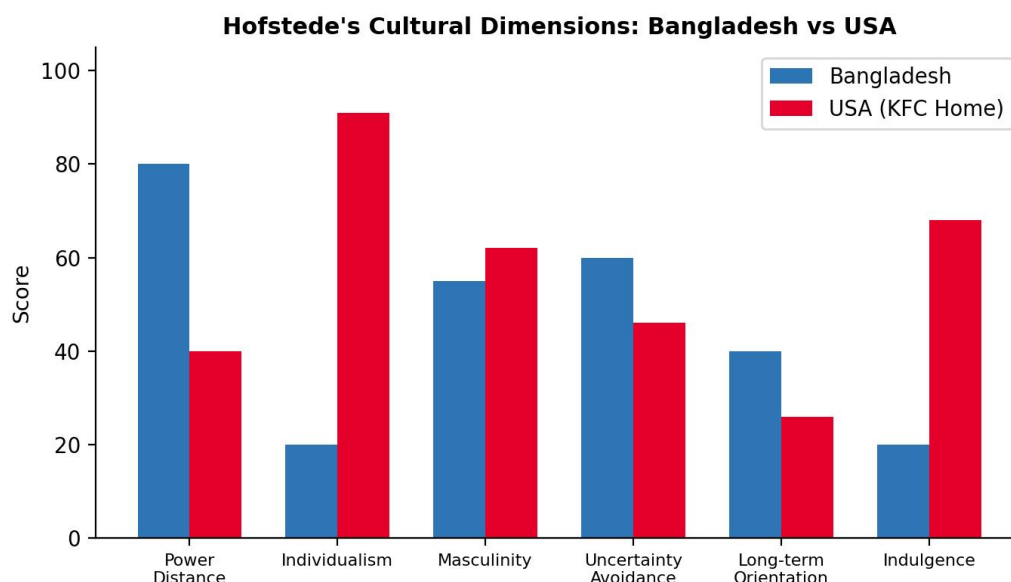


Figure 6: Hofstede Cultural Dimensions: Bangladesh vs USA

Source: (Hofstede, 2010)

The Power Distance dimension score is 80 that is a hierarchy society in which disparities are not only tolerated but centralised and acts by the authority are the status quo (Hofstede, Hofstede and Minkov, 2010). This concerns the KFC case in terms of practical organisational management whereby staff expect rigid lines of command, directive style of leadership, and control to dominate the management of restaurants (Haque and Mohammad, 2013). This cultural element is quite compatible with the franchisee model, which provides a clear hierarchy of command with the international franchisor via the local franchisee administration all the way down to the supervisors and employees of the separate stores. Such a hierarchical alignment reduces the level of friction in the organisation and typifies the process of implementing the standardised operating procedures in every outlet.

Its score on individualism is a low 20 indicating that the Bangladesh is an extreme collectivistic society, where relationships with groups, families and community have greater importance than the individual preferences and achievements (Hofstede, 2001). This cultural peculiarity has its possibilities and difficulties to KFC. On the one hand, the collectivist orientation implies that family dining outings, celebrations, and group meals make up a considerable share of restaurant visits that help KFC family bucket and group meal to become a major source of revenue (Kotler and Keller, 2021). The suggestions derived via personal contacts within small social groups is also a powerful and cost effective marketing tool that can guarantee brand awareness despite longer advertisement costs. However, the collectivist mindset also means that the local brand identities often built on the basis of the community ties and the interpersonal contacts with the owners can be quite intense and difficult to be shaken by the external brands, particularly in the tiers two and three cities, where the personal geographical associations are common in the business transactions (Cavusgil, Knight and Riesenberger, 2020).

Bangladesh has a score of 60 in uncertainty avoidance, and it implies that this state anticipates procedures and orderly conditions over unstructured and unorthodox approaches (Hofstede, Hofstede and Minkov, 2010). In the case of KFC, this means that its consumers expect uniform quality of products, uniform method of service delivery and uniformity in the dining experience of all their outlets including each location (Al-Mamun, 2025). Culture demands of predictability and reliability are well received by its operational processes which are amicably and globally standardised

as the proprietary Original Recipe which contains eleven herbs and spices and has stringent quality control measures. At the same time, the moderate uncertainty avoidance score implies that the Bangladeshi consumers are not totally locked out of novelty and innovation; therefore, KFC has strategic leeway to introduce new menu items and service format at a time but will need to position the new innovations as an addition to the already proven items but not a complete rejection of the familiar product offerings (Daniels, Radebaugh and Sullivan, 2021).

The aspect of Indulgence with the score of 20 makes Bangladesh a part of tight societies where the social norms control the indulgence of the desires, and even the leisure activities are not prioritized highly (Hofstede, Hofstede and Minkov, 2010). This has a big implication on the marketing strategy of KFC because overtly hedonistic advertising messages that focus on pleasure and indulgence might not appeal as much as a value-oriented message that focuses on family togetherness, affordability and quality nourishment (Czinkota and Ronkainen, 2019). KFC promotional programs in Bangladesh must therefore be aimed at creating a balance between ambitious brand imagery and practical value propositions that depict the culturally subdued consumption orientation. Having a score of 40 on the Long-Term Orientation, the culture is relatively short-term oriented and focused on tradition and fast results so that the marketing strategies employed by KFC should be built on the short-term visible returns such as promotional offers, value meals, and limited-time offers rather than on the long-term brand-building narratives (Peng, 2021).

QSR Market Share Distribution in Bangladesh (2024)

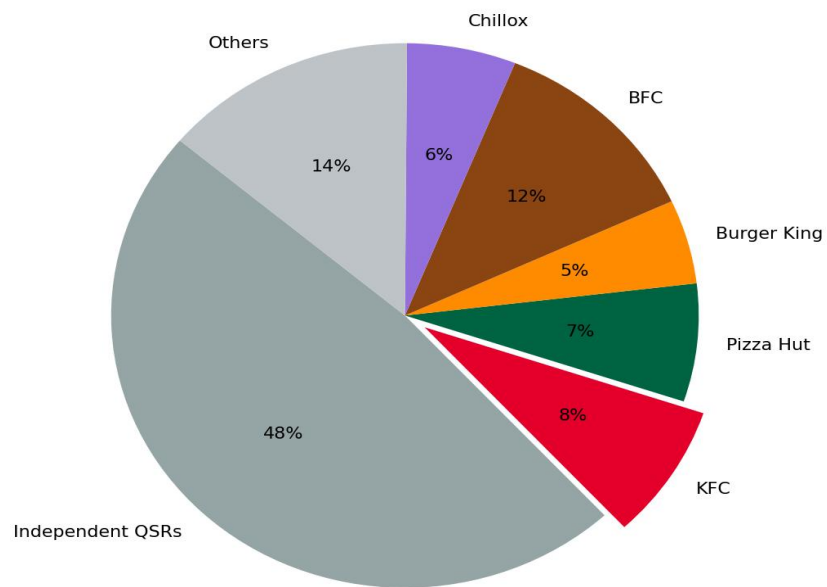


Figure 7: QSR Market Share Distribution Bangladesh

Source: (Hossain and Rahman, 2022)

5. Conclusion

This report has given a detailed analysis of the fast food industry in Bangladesh with a particular emphasis on the operations of KFC as a foreign multinational company using the franchise model with Transcom foods limited. According to the analysis of the industry, we can observe the presence of a dynamic and rather fast developing market of around USD 3.79 billion in 2024, where the competition is intense between international chains and the local operators which are gaining more and more capabilities (Business Inspection, 2023).

The use of the Diamond Model by Porter reveals that Bangladesh has a number of core competitive advantages such as the availability of low-cost labour, high number of young and high number of consumers and the rising consumer preference to quick service food. Nevertheless, the drawbacks of the higher-level factor environment, logistics facilities, and the internal resources of the supporting industry inhibit the capacity of the sector to reach a world-competitive level (Grant, 2019). The PESTEL analysis shows an active operating environment with a lot of tremendous opportunity and threats. The short term challenges are political instability, high inflation, and depreciation of the currency and the long term demographic dividend, adoption of technology and the impending LDC graduation may bring up growth opportunities.

Cultural analysis based on Hofstede dimensions demonstrates that it is crucial to adjust the managerial practice and the modes of marketing to the hierarchical, collectivistic, and restrained culture of Bangladesh. The success of KFC in Bangladesh will require it to ensure constant quality and global brand image besides showing strong cultural sensitivity and local relevance (Moon et al., 2019). Some strategic suggestions involve further localisation of the menu, incorporation of digital ordering and delivery platforms, building on the relationship with local agricultural suppliers to reduce the cost of the importation and achieving sustainability programs that address the emerging environmental issues among young consumers. With a balance between its global operational excellence and a local accommodation, KFC will be able to reinforce its competitive advantage and harness the large growth potential the Bangladeshi market brings.

Section 2: Reflective Account

This reflective narrative adheres to the reflection cycle of Gibbs to reflectively consider the act of conducting research, analysing, and writing the international business report on KFC in the Bangladeshi fast food industry (Gibbs, 1988). The cycle consists of six steps namely description, feelings, evaluation, analysis, conclusion and action program which are discussed individually below.

Description

The assignment involved the need to select a country-industry combination and to create a detailed report with an overview of the industry, analysis with use of the Porters Diamond Model, and analysis of the operations of a foreign MNC based on the appropriate theoretical frameworks. The fast food sector in Bangladesh and KFC were chosen as the target market, since I am well familiar with the Bangladeshi economy and the opportunity to find publicly accessible data. Data collection methods were the review of academic literature on international business theories such as Porters Diamond and Hofstede cultural dimensions, the collection of the industry data through Mordor intelligence, and the reference to institutional sources such as the world bank and Asian development bank, and the analysis of the company specific data that was offered by Transcom Foods Limited. This process of writing took me several weeks, the duration of which I organized my report on the basis of the assessment brief, rewrote the analysis on several drafts and improved it.

Feelings

Originally, I was a little bit stressed out by the scope of the assignment that it involved combining several theoretical frameworks with a deep empirical study within a limited number of words which was around 4,000 words in full in the first section. Searching relevant and current information in the Bangladeshi fast food market was a particularly aggressive task to perform because most of the information available was too old, non-academic, or behind a publisher paywall. Nevertheless, during the course of the research, I have become confident about my skills in synthesising different sources and meaningfully applying theoretical models to a subject of reality. The exercise of developing the Porters Diamond analysis was thought provoking because it demanded the need to go beyond the explanatory narratives of market conditions to the truly critical assessment of the relationship among various determinants in the context of

the concrete country and work as feedback mechanisms that result into industry competitiveness (Moon, Rugman and Verbeke, 2019). I also experienced an increasing feeling of satisfaction as the relationship among various frameworks became evident, especially the relationship of how the cultural analysis fits the PESTEL framework in explaining the strategy dilemmas.

Evaluation

Looking back on the experience, there are a number of things that happened in a positive way. The choice of KFC was beneficial due to the variety of source material, such as press release by Transcom Foods, news coverage, Business Post and Daily Star, and data on market research, provided by Mordor Intelligence. The structured analytical considerations offered by the Hofstede cultural dimensions and the PESTEL framework were able to group complex information into a logical story covering all the assessment requirements (Saunders, Lewis and Thornhill, 2019). But the first habit I did was to provide some descriptive summaries of theories, and not analyse their relevance to the context at hand, and this was a habit that had to be intentionally countered at revision. Also, the analysis could have been enhanced by using more comparative data about other markets in South Asia (Bryman, 2021).

Analysis

The experience also taught a number of significant lessons regarding the way to conduct research in international business on a post-graduate level. At the outset, it was necessary to consider the significance of triangulating sources since basing the analysis only on a single data source would represent the risk of a one-sided or biased view of the situation in the market and diminish the validity of the analysis (Bell, Bryman and Harley, 2022). Second, the practice made the theoretical frameworks useful to a greater extent than as mere descriptions; it acted as a pair of lenses through which to focus on the underlying dynamics and relationships, which would otherwise be concealed beneath the superficial observation. As an example, the use of Porter's Diamond would reveal a tense reality between the fact that Bangladesh possesses a vast array of basic factor endowments and the fact that it has a severe lack of advanced factors, including specialised logistical practices and managerial skills, a fact that would not have been easily perceivable via the description analysis only (Grant, 2019). Third, the Hofstede-based cultural analysis helped me realize further

that international business success cannot be achieved without profound sensitivity to cultural norms of hosts, as I needed to go beyond the mere cultural stereotypes and realise how particular cultural values impacted in my business operations and related management, consumer marketing, and stakeholder involvement. The concept has far-reaching implications on my future practice in a more globalised business world (Deresky, 2021).

Conclusion and Action Plan

This test has greatly enhanced my knowledge on the intricacies of analyzing international business and the real implementation of theoretical knowledge to the real business scenarios. In the future, I will improve my research capabilities by being more active in working with primary sources of data such as industry databases, annual reports of companies, and government publications of statistical data instead of mostly using secondary academic sources and a summary of market research. I will also use this process of making my critical analytical abilities evolve further by rehearsing the systematic transfer of theoretical frameworks to various business circumstances in various business sectors and geographic locations, so that I always emerge beyond the practice of surface description in coming up with truly evaluative knowledge that will add analytic value.

In addition, I intend to enhance my skill of seamlessly combining quantitative and qualitative data in research reports because it is one of the major competencies of efficient business analysis, both at postgraduate and professional level. The experience has essentially strengthened my urge to value the complexity and interconnectedness of international business contexts and the need to perpetually learn, be culturally aware, be strategically adaptive, and manoeuvre in such environments successfully (Peng, 2021).

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