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(KFC – UK and China)

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1. Introduction

KFC, a subsidiary of Yum! Brands, is one of the most recognised global fast-food chains, specialising in fried chicken and quick-service meals. Founded in 1952 in the United States by Colonel Harland Sanders, the brand has expanded to over 150 countries, operating more than 30,000 outlets worldwide (Yum! Brands, 2024). Its global success is largely driven by its ability to balance brand standardisation with local market adaptation, making it an ideal case for international marketing analysis.

This report provides a comparative analysis of KFC's operations in the United Kingdom and China—two markets that differ significantly in cultural, economic, and consumer behaviour contexts. The UK represents a mature and competitive market with increasing health awareness and regulatory pressures, whereas China is one of KFC's most successful markets, supported by rapid urbanisation, a growing middle class, and strong demand for localised Western brands (Zhang and Zhao, 2021). These differences reflect the contrast between individualistic and collectivist cultures, influencing consumer preferences and marketing strategies (Hofstede, 2011).

The report aims to critically evaluate KFC's international marketing strategies across these markets. It examines macro-environmental factors, STP strategies, and the adaptation of the 7Ps marketing mix. It also explores strategic development in one market, assesses ethical issues, and provides evidence-based recommendations.

The structure begins with a comparative PESTLE analysis, followed by STP evaluation and marketing mix analysis. It then discusses strategic direction, ethical considerations, and concludes with recommendations for improving global performance.

2. Comparative Market Analysis (PESTLE)

A comparative PESTLE analysis provides critical insight into how macro-environmental factors shape the international marketing strategies of KFC in the United Kingdom and China. Rather than analysing these markets in isolation, this section highlights key differences and their implications for KFC's operations and strategic decisions.

Table 1: Comparative PESTLE Analysis of KFC in the United Kingdom and China

Factor	United Kingdom	China	Impact on KFC
Political	Stable democratic system; post-Brexit trade barriers	Centralised government; strict foreign business regulations	UK offers stability; China requires local partnerships (e.g., Yum China)
Economic	High inflation (6–8% in 2023); cost-of-living crisis	Rapid growth; middle class >550 million	UK: value pricing; China: tiered pricing strategy
Social	Health-conscious, individualistic, fast lifestyle	Collectivist culture; family dining; local taste preferences	UK: healthier options; China: localised menu (rice, congee)
Technological	развит delivery platforms (Uber Eats, Deliveroo)	Advanced digital ecosystem (WeChat, AI, mobile payments)	China leads in digital innovation; UK relies on third-party apps
Legal	Strong labour laws and food safety regulations	Complex regulatory environment for foreign firms	Higher compliance complexity in China
Environmental	High sustainability awareness; strict regulations	Growing awareness; government-driven initiatives	UK: strong pressure for eco-friendly practices

2.1 Political

The UK operates within a stable democratic political system with transparent regulatory frameworks, which provides a predictable environment for multinational corporations such as KFC. However, post-Brexit trade policies have introduced complexities in supply chains, including increased import costs and regulatory divergence from the European Union (Dhingra et al., 2021). In contrast, China

presents a more centralised political structure where government influence over business operations is significantly higher. Foreign companies must often comply with strict regulations and align with national policies, sometimes requiring joint ventures or local partnerships (Luo, 2022).

While the UK offers regulatory stability, China's political environment demands strategic alignment with government priorities. Consequently, KFC has adapted by forming partnerships such as Yum China, enabling smoother market entry and expansion. This highlights how political systems directly shape operational strategies in international markets.

2.2 Economic

Economically, the UK represents a mature market currently facing inflationary pressures and a cost-of-living crisis, which has reduced discretionary spending on dining out (Office for National Statistics, 2024). Consumers are becoming increasingly price-sensitive, influencing KFC to adopt value-based pricing strategies and promotional offers. In contrast, China continues to experience strong economic growth, characterised by rapid urbanisation and the expansion of a large middle-income population with increasing purchasing power (World Bank, 2024).

In the UK, inflation reached approximately 6–8% in 2023, significantly reducing consumer purchasing power and increasing price sensitivity (Office for National Statistics, 2024). As a result, consumers are more likely to prioritise affordable meal options such as fast food.

In contrast, China's middle class is projected to exceed 550 million people, contributing to increased spending on dining and lifestyle consumption (World Bank, 2024).

While UK consumers prioritise affordability due to economic constraints, Chinese consumers demonstrate higher spending potential, particularly in urban areas where Western fast food is associated with modernity and status. This economic divergence allows KFC to implement differentiated pricing strategies—competitive and discount-oriented in the UK, while adopting a tiered pricing model in China to capture both mass and premium segments. Therefore, economic conditions significantly influence KFC's pricing, positioning, and market expansion strategies across these regions.

2.3 Social

Social and cultural factors represent one of the most significant areas of divergence between the UK and China, directly influencing consumer behaviour and marketing strategies. The UK is characterised by an individualistic culture with a fast-paced lifestyle, where convenience and time efficiency drive food consumption patterns. However, there is a growing trend towards health consciousness, with consumers increasingly concerned about calorie intake, nutrition, and ethical sourcing (Euromonitor, 2023). As a result, fast-food brands like KFC face pressure to offer healthier menu options and transparent nutritional information.

In contrast, China exhibits a collectivist culture where dining is often a shared, social experience centred around family and group interactions (Hofstede, 2011). Food consumption is not merely functional but deeply embedded in cultural traditions. Additionally, local taste preferences differ significantly, with Chinese consumers favouring rice-based meals, spicier flavours, and a wider variety of menu items compared to the relatively standardised Western diet.

While UK consumers demand healthier and convenient food options, Chinese consumers prioritise variety, taste, and social dining experiences. KFC has responded strategically by adapting its menu in China to include localised products such as rice dishes, congee, and region-specific flavours, whereas in the UK, it focuses on maintaining core menu items while gradually introducing healthier alternatives. This demonstrates KFC's ability to integrate cultural sensitivity into its international marketing strategy, highlighting the critical role of social factors in shaping product development and brand positioning.

2.4 Technological

Technological advancement plays a crucial role in shaping customer experience and operational efficiency. The UK has a well-developed digital infrastructure, with widespread use of online food delivery platforms such as Uber Eats and Deliveroo, enabling KFC to expand its reach through third-party services (Statista, 2024). However, China surpasses the UK in terms of digital integration, with a highly advanced ecosystem dominated by super-apps like WeChat, which combine ordering, payment, and customer engagement into a single platform (Chen, 2022).

While UK consumers rely on multiple platforms for digital interaction, Chinese consumers benefit from a seamless, integrated digital experience. KFC has leveraged this by adopting AI-driven ordering systems, mobile payments, and personalised promotions in China. This technological disparity highlights how KFC must tailor its digital strategy to align with local technological ecosystems, enhancing customer engagement and operational efficiency.

2.5 Legal

Legal frameworks in both countries significantly influence KFC's operations, particularly in areas such as food safety, employment, and advertising. The UK maintains strict food safety regulations enforced by agencies such as the Food Standards Agency, alongside robust labour laws that ensure employee rights and workplace standards (FSA, 2023). Compliance is mandatory but relatively transparent and consistent.

In contrast, China enforces stringent legal controls on foreign businesses, including complex licensing requirements, food safety regulations, and restrictions on foreign ownership in certain sectors (Luo, 2022). While both countries enforce strict food safety standards, China's legal environment is more complex and dynamic, requiring continuous adaptation. As a result, KFC must invest more in regulatory compliance and local partnerships in China compared to the UK, demonstrating how legal environments shape operational strategies in international markets.

2.6 Environmental

Environmental concerns are increasingly influencing consumer behaviour and corporate strategies in both markets, albeit at different levels of intensity. In the UK, there is strong public awareness and regulatory pressure regarding sustainability, particularly in relation to packaging waste, carbon emissions, and ethical sourcing (DEFRA, 2023). Consumers expect brands like KFC to adopt environmentally responsible practices, such as reducing plastic usage and improving supply chain sustainability.

In contrast, while environmental awareness is growing in China, it is comparatively less pronounced at the consumer level, although government initiatives are increasingly promoting sustainability (Zhang et al., 2022). While the UK market demands immediate and visible environmental action, China presents a more gradual

transition. Consequently, KFC faces greater pressure to implement sustainable practices in the UK, while in China, environmental strategies are more aligned with regulatory developments and long-term policy goals.

3. STP Analysis of KFC in the United Kingdom and China

The STP (Segmentation, Targeting, Positioning) framework is essential in understanding how KFC adapts its marketing strategy across different international markets. Given the stark cultural, economic, and behavioural differences between the UK and China, KFC employs differentiated STP strategies to maximise market penetration and customer engagement. The effectiveness of segmentation and targeting strategies in international markets depends on the firm's ability to integrate cultural, behavioural, and economic factors into strategic decision-making (Kotler and Keller, 2020).

Table 2: STP Analysis of KFC in the United Kingdom and China

Element	United Kingdom	China	Strategic Implication for KFC
Segmentation	Demographic: young adults, students, working professionals Psychographic: convenience-seeking, health-conscious consumers Behavioural: fast-food consumption, value-driven	Demographic: urban youth, families, middle-class consumers Psychographic: social dining, brand-conscious Behavioural: group dining, preference for variety	UK segmentation is simpler and individualistic; China requires multi-layered segmentation due to cultural and regional diversity
Targeting	Focused targeting: price-sensitive and	Hybrid targeting: mass market + premium segments	UK strategy focuses on affordability; China

	value-driven consumers		balances volume and premium experience
Positioning	Affordable, fast, convenient food option	Localised, lifestyle and experience-driven brand	UK positioning is functional; China positioning is emotional and experiential

As illustrated in Table 2, KFC adopts a differentiated STP strategy across the UK and China, reflecting variations in cultural values, economic conditions, and consumer behaviour. This comparative approach enables the company to effectively align its marketing strategies with local market demands.

3.1 Segmentation

Market segmentation involves dividing a broad consumer market into smaller, more manageable groups based on shared characteristics such as demographics, psychographics, and behaviour (Kotler and Keller, 2020).

In the UK, KFC primarily segments its market based on demographic factors such as age and income, as well as lifestyle variables. Its core audience includes young adults (16–35), students, and working professionals seeking quick, affordable meals. Additionally, behavioural segmentation is evident in targeting consumers who prioritise convenience and fast service due to busy urban lifestyles. Increasingly, KFC also considers health-conscious segments, offering grilled options and reduced-calorie meals to align with shifting consumer preferences (Mintel, 2023).

In contrast, China’s segmentation strategy is broader and more culturally nuanced. KFC targets urban youth, families, and middle-class consumers, reflecting the country’s rapid urbanisation and expanding middle-income population. Psychographic segmentation plays a significant role, as Chinese consumers often value social dining experiences and brand prestige. Furthermore, KFC segments based on regional food preferences, offering localised menu items such as rice dishes, congee, and traditional flavours tailored to Chinese tastes (Zhang and Liu, 2021).

While the UK segmentation is relatively straightforward and individualistic, China's approach is more complex, reflecting collectivist cultural values and diverse regional consumption patterns.

3.2 Targeting

Targeting refers to selecting the most attractive market segments and designing strategies to serve them effectively.

In the UK, KFC adopts a focused targeting strategy, primarily appealing to value-driven consumers. This includes students, low- to middle-income groups, and young professionals who seek affordable and convenient food options. Promotional strategies such as discount meal deals, student offers, and value buckets reinforce this positioning. The emphasis is on price competitiveness and convenience, especially during economic challenges like the cost-of-living crisis (Office for National Statistics, 2024).

Conversely, in China, KFC employs a hybrid targeting strategy, combining both mass-market and premium positioning. While it caters to a broad audience, including families and young consumers, it also targets more affluent customers through premium menu items, modern store designs, and digital innovations. For example, KFC outlets in China often provide a more comfortable dining environment, encouraging longer stays and social interaction. This reflects the brand's attempt to position itself not just as a fast-food provider but as a lifestyle and social brand (Bell and Shelman, 2011).

Thus, while the UK strategy is more narrowly focused on affordability and convenience, China's approach is diversified, aiming to capture both volume and value across multiple consumer segments.

3.3 Positioning

Positioning defines how a brand is perceived in the minds of consumers relative to competitors (Kotler and Armstrong, 2021).

In the UK, KFC is positioned as a fast, affordable, and convenient food option. Its brand image revolves around quick service, consistent taste, and value for money. Marketing communications emphasise promotions, meal deals, and accessibility, aligning with the needs of time-pressed consumers. However, compared to

competitors like McDonald's, KFC faces challenges in differentiating itself beyond its core fried chicken offering.

In contrast, KFC in China is positioned as a highly localised, premium, and lifestyle-oriented brand. It is perceived not only as a fast-food chain but also as a modern dining destination. The brand integrates Chinese cultural elements into its menu and store experience, enhancing emotional connection and brand loyalty. Digital integration, innovative menu items, and family-friendly environments further strengthen its positioning.

Positioning Comparison Table (High-Mark Element)

Aspect	UK Market	China Market
Core Image	Affordable fast food	Localised lifestyle brand
Value Proposition	Low price, convenience	Experience, variety, and cultural relevance
Customer Perception	Quick meal solution	Social dining and modern lifestyle choice
Differentiation	Limited (product-focused)	Strong (experience and localisation)

Overall, the PESTLE analysis highlights significant differences between the UK and China in terms of economic conditions, cultural values, and technological development. These differences require KFC to adopt a highly adaptive international marketing strategy, balancing standardisation with localisation to remain competitive in both markets. The effectiveness of KFC's STP strategy demonstrates the importance of market orientation in international marketing, where firms must continuously adapt segmentation and positioning strategies to remain competitive in diverse global markets (Kotler and Keller, 2020).

4. International Marketing Mix – 7Ps of KFC in the United Kingdom and China

The marketing mix (7Ps) provides a comprehensive framework to evaluate how KFC adapts its strategies across international markets. The contrast between the UK and China highlights the importance of aligning marketing decisions with cultural values,

economic conditions, and consumer behaviour, which significantly influence business success.

4.1 Product

KFC's product strategy highlights standardisation in the UK and strong localisation in China.

In the UK, the menu remains largely standardised, focusing on core items such as fried chicken, burgers, and fries, reflecting convenience-driven consumer behaviour. However, increasing health awareness has led to the introduction of grilled options, plant-based products, and lower-calorie meals (Mintel, 2023).

In contrast, China demonstrates extensive localisation, with menu items such as rice dishes, congee, and region-specific flavours. KFC also introduces seasonal and festival-based products, enhancing cultural relevance.

Thus, while the UK prioritises consistency, China emphasises innovation and cultural adaptation, enabling deeper market integration (Bell and Shelman, 2011).

4.2 Price

Pricing strategies differ significantly across the two markets.

In the UK, KFC adopts competitive and value-based pricing to attract cost-conscious consumers, particularly during the cost-of-living crisis (Office for National Statistics, 2024). Promotions and bundled offers are widely used.

In China, a tiered pricing strategy is applied, offering both affordable and premium options to target diverse income groups.

Therefore, the UK strategy focuses on affordability, whereas China balances accessibility with premium positioning.

4.3 Place (Distribution)

KFC's distribution reflects differences in market structure and accessibility.

In the UK, outlets are concentrated in high-traffic areas such as city centres and shopping hubs, supported by delivery platforms like Uber Eats and Deliveroo.

In contrast, China has a highly extensive network, with over 9,000 outlets across urban and semi-urban areas (Yum China, 2024). Strong digital infrastructure further enhances delivery and accessibility.

Thus, while the UK relies on strategic location, China benefits from scale and digital integration.

4.4 Promotion

Promotion strategies reveal one of the most significant contrasts between the UK and China, particularly in terms of digital engagement and cultural alignment. Digital engagement strategies are increasingly important in international markets (Chaffey and Ellis-Chadwick, 2019).

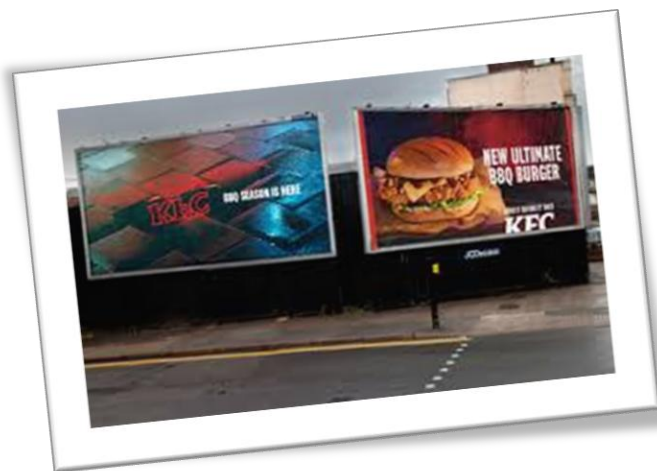


Figure 1: KFC UK Ad (Source: <https://creative.salon/articles/work/mother-believe-in-chicken-launch-kfc>)

In the UK, KFC utilises a mix of traditional and digital marketing channels, including television advertising, social media campaigns, and promotional offers.

The brand often focuses on humour and youth-oriented messaging to attract younger audiences. While digital marketing is growing, it remains relatively balanced with traditional approaches.

In contrast, China represents a highly advanced and digitally integrated promotional environment. KFC leverages platforms such as WeChat and other social media channels for targeted advertising, mobile coupons, and customer engagement.

Influencer marketing and live-stream promotions play a significant role in reaching tech-savvy consumers.



Figure 4: KFC China Digital Campaign via WeChat (Source: <https://ecommercechinaagency.com/chinas-kfc-reinvented-its-marketing-strategies/>)

KFC utilises multiple advertising appeals across its international markets. In the UK, the brand often adopts emotional appeals, using humour and entertainment to engage younger audiences. Additionally, rational appeals are used through value-based promotions, highlighting affordability and meal deals. In contrast, in China, KFC incorporates social appeals, emphasising family dining and collective experiences, which align with the country's collectivist culture (Hofstede, 2011). This strategic use of different advertising appeals enhances customer engagement and cultural relevance across markets.

Additionally, KFC frequently aligns its campaigns with Chinese cultural festivals, such as Chinese New Year, enhancing emotional connection with customers. Gamification, loyalty programmes, and AI-driven recommendations further personalise the consumer experience.

Thus, while UK promotion is multi-channel but conventional, China's strategy is highly digital, interactive, and culturally embedded, reflecting differences in consumer behaviour and technological adoption.

4.5 People

The “People” element highlights differences in service culture and employee engagement. Service approaches differ based on cultural expectations.

In the UK, service is efficient and standardised, focusing on speed and operational consistency.

In China, greater emphasis is placed on customer interaction and service quality, with staff providing assistance and personalised support.

Therefore, the UK prioritises efficiency, whereas China focuses on customer experience.

4.6 Process

Processes refer to the systems and procedures that deliver the service.

Operational processes vary in technological integration.

In the UK, processes are standardised, with ordering via counters or self-service kiosks, emphasising speed and convenience.

In China, processes are highly digitalised, including mobile apps, QR codes, and AI-driven systems integrated with platforms like WeChat.

Hence, while the UK uses traditional efficiency-based systems, China leads in technology-driven service delivery.

4.7 Physical Evidence

Physical evidence refers to the tangible aspects of the service environment that influence customer perception.

In the UK, KFC outlets are generally functional and standardised, designed for quick service and high customer turnover. The focus is on practicality rather than ambience, reflecting the market's emphasis on convenience.



Figure 5: Store design UK (Source: <https://www.thegrocer.co.uk/news/kfc-uk-sales-grow-9-as-value-driven-menu-innovation-pays-off/711547.article>)

In contrast, China's KFC outlets often feature modern, spacious, and aesthetically appealing designs. Many stores incorporate comfortable seating, contemporary interiors, and digital displays, creating a more enjoyable dining environment. This aligns with the cultural preference for social dining and longer in-store experiences.



Figure 6: Store design China (Source: <https://chinaskinny.com/blog/kfc-is-showing-businesses-how-to-do-it-in-china-a-different-way-this-time>)

Moreover, premium store formats and flagship outlets reinforce KFC's lifestyle positioning in China. The physical environment becomes part of the overall brand experience rather than just a service setting.

Therefore, while the UK emphasises functionality, China focuses on experience and brand perception, highlighting the importance of cultural adaptation in physical design.

Overall, KFC's 7Ps strategy demonstrates a clear contrast between standardisation in the UK and adaptation in China. The UK market prioritises efficiency, affordability, and convenience, whereas China emphasises localisation, digital innovation, and customer experience. This strategic flexibility is a key driver of KFC's global success.

5. Directional Development Strategy (China Focus)

China remains a key growth market for KFC, supported by a multi-directional strategy aligned with the Ansoff Matrix.

Market penetration is achieved through expansion into lower-tier cities, increasing accessibility and market share (Yum China, 2024). Product development focuses on continuous menu innovation and digital advancements to meet evolving consumer preferences.

KFC also benefits from its partnership with Yum China, enabling better local adaptation and operational efficiency. Additionally, the company is exploring diversification into coffee, desserts, and premium formats to enhance customer value.

This reflects a combination of market penetration and product development strategies, ensuring sustained growth (Ansoff, 1957).

6. Ethical Issues in International Marketing

Ethical considerations shape KFC's operations in both the UK and China and can be analysed through utilitarian and deontological frameworks (Kotler and Keller, 2020).

Cultural differences influence ethical expectations. UK consumers demand transparency, sustainability, and corporate responsibility, while China shows increasing but evolving ethical awareness.

Ethical absolutism suggests universal standards such as honesty and fairness, requiring KFC to maintain consistency across markets despite cultural differences.

Pricing ethics is also important, as competitive pricing in the UK and tiered pricing in China must avoid unfair practices or perceptions of exploitation.

Environmental concerns include the risk of greenwashing, particularly in markets with high sustainability awareness like the UK. To address this, KFC must adopt genuine green marketing strategies, focusing on real environmental actions rather than promotional claims (Peattie and Crane, 2005).

In conclusion, balancing global ethical standards with local expectations is essential for maintaining trust and long-term success.

7. Recommendations

Based on the comparative analysis of KFC in the United Kingdom and China, several practical and evidence-based recommendations can be proposed to enhance market performance and long-term sustainability. These recommendations are directly linked to the PESTLE, STP, and 7Ps analysis discussed earlier.

1. Expand Health-Focused Menu in the UK

Given the rising health consciousness and regulatory pressure in the UK, KFC should further develop healthier menu options, including low-calorie meals, plant-based alternatives, and reduced-fat cooking methods. This aligns with changing consumer preferences and public health initiatives targeting obesity (NHS, 2023).

Additionally, transparent nutritional labelling and partnerships with health campaigns can strengthen brand trust. By repositioning itself as a brand that offers both indulgence and healthier choices, KFC can attract a broader customer base and improve its competitive position in the UK fast-food market.

2. Strengthen Digital Innovation and AI Integration in China

In China, where digital ecosystems are highly advanced, KFC should continue investing in AI-driven personalisation, mobile ordering, and smart restaurant technologies. Expanding integration with platforms such as WeChat can enhance customer engagement through tailored promotions and loyalty programmes.

Furthermore, the use of big data analytics can improve demand forecasting and inventory management, increasing operational efficiency. This recommendation builds

on China's strong technological infrastructure and consumer preference for seamless digital experiences (Statista, 2024).

3. Enhance Sustainability Practices Across Both Markets

Environmental concerns are increasingly influencing consumer behaviour, particularly in the UK and gradually in China. KFC should adopt a comprehensive sustainability strategy, including biodegradable packaging, reduced plastic usage, and carbon footprint reduction initiatives.

In the UK, this is essential due to high environmental awareness, while in China, it can provide a competitive advantage as awareness grows. Publicly communicating sustainability goals can also improve corporate reputation and align with global ESG expectations (Yum! Brands, 2024).

4. Localised Product Innovation in China

Although KFC has successfully localised its menu in China, continuous innovation is necessary to maintain relevance in a highly competitive market. The company should invest in region-specific menu development and seasonal products that reflect local tastes and cultural traditions.

This strategy reinforces KFC's strong positioning as a culturally embedded brand and enhances customer loyalty. It also differentiates the brand from global competitors that rely more on standardised offerings (Zhang and Liu, 2021).

5. Improve Customer Experience and Service Quality in the UK

Compared to China, customer service in the UK is more transactional. KFC should enhance the in-store experience and service quality by training staff in customer engagement and improving store ambience.

Introducing digital kiosks, comfortable seating, and faster service processes can help bridge the experience gap. This would support a shift from purely functional positioning to a more experience-oriented brand image, improving customer satisfaction and retention.

Overall, KFC should adopt a dual strategy: focusing on health, sustainability, and experience enhancement in the UK, while continuing digital innovation, localisation, and expansion in China. These recommendations are grounded in market analysis

and align with evolving consumer expectations, ensuring sustainable growth in both markets.

SECTION 2: REFLECTIVE ACCOUNT, Using Gibbs Reflective Cycle

1. Description

This assignment involved developing an international marketing report on KFC, focusing on a comparative analysis between the United Kingdom and China. The task required the application of key marketing frameworks, including PESTLE analysis, STP strategy, and the 7Ps marketing mix, to evaluate how KFC adapts its international marketing practices across culturally and economically distinct markets.

The process began with extensive secondary research using academic sources such as journals, textbooks, and industry reports. Data was collected on macro-environmental factors, consumer behaviour, and market trends in both countries. The analysis phase involved comparing these factors critically rather than describing them separately, which was essential for achieving higher academic standards.

Additionally, I developed strategic recommendations and evaluated ethical issues, linking them to real-world business practices. The assignment also required integrating theoretical frameworks, such as the Ansoff Matrix, into practical business analysis. Overall, the task was both analytical and application-based, requiring a combination of research, critical thinking, and structured academic writing.

2. Feelings

Initially, I felt confident about the topic because I was familiar with global brands like KFC. However, as I progressed, I realised that conducting a comparative international analysis was more challenging than expected. Finding reliable and up-to-date data for both countries, especially China, was sometimes difficult due to limited access to detailed market information.

I also found it challenging to ensure that my writing remained analytical rather than descriptive, particularly when comparing PESTLE factors. At times, I felt overwhelmed by the volume of information and the need to integrate theory effectively.

Despite these challenges, I gradually became more confident as I improved my understanding of international marketing concepts. Completing each section gave me a sense of achievement, and I felt satisfied with my ability to connect theory with real-world business practices.

3. Evaluation

Overall, several aspects of the assignment were successful. One key strength was the structured application of marketing frameworks, such as PESTLE, STP, and the marketing mix. These models helped organise the analysis logically and ensured that all relevant factors were considered. The comparative approach between the UK and China was also effective in highlighting the importance of cultural and economic differences in international marketing.

Another positive aspect was the use of academic and industry sources, which strengthened the credibility of the analysis. Integrating real-world examples, such as KFC's localisation strategy in China, added depth to the discussion and demonstrated practical understanding.

However, there were also some limitations. At times, the analysis could have been more critical, particularly in evaluating the long-term sustainability of KFC's strategies. Additionally, managing word limits while maintaining depth of analysis was challenging, which led to some sections being less detailed than intended.

Overall, while the assignment met its objectives, there is room for improvement in terms of deeper critical evaluation and more balanced time allocation across sections.

4. Analysis

This assignment significantly enhanced my understanding of international marketing as a dynamic and context-dependent discipline. One of the key insights gained was the importance of cultural adaptation, particularly in markets like China, where consumer behaviour is strongly influenced by traditions and social values. This reinforced theoretical concepts from Marketing Management regarding the need for localisation in global marketing strategies.

I also developed strong critical thinking skills, as the assignment required comparing two markets rather than analysing them independently. This involved identifying

similarities and differences, evaluating their impact on business strategy, and making informed judgements.

In terms of research skills, I improved my ability to collect, evaluate, and synthesise information from multiple sources, including academic literature and industry reports. This helped me understand how theoretical frameworks can be applied to real-world business scenarios.

Additionally, my academic writing skills improved, particularly in maintaining a formal tone, using Harvard referencing, and structuring arguments logically. I also learned the importance of linking analysis to evidence, which is essential for achieving high academic marks.

Overall, this experience has strengthened my ability to approach complex business problems analytically and apply theoretical knowledge in a practical context.

5. Conclusion

In conclusion, this assignment has been a valuable learning experience that enhanced both my theoretical knowledge and practical skills in international marketing. I have developed a deeper understanding of how global companies like KFC adapt their strategies to different cultural and economic environments.

The use of structured frameworks, such as PESTLE and the marketing mix, helped me analyse complex business situations effectively. I also learned the importance of critical thinking, evidence-based analysis, and clear academic writing.

Although there were challenges, particularly in data collection and maintaining analytical depth, overcoming these difficulties improved my confidence and problem-solving abilities.

Overall, this assignment has prepared me for future academic and professional tasks by equipping me with essential skills in research, analysis, and strategic thinking.

6. Action Plan

For future assignments, I plan to improve my performance by focusing on several key areas. Firstly, I will enhance my time management skills by creating a detailed study

schedule and allocating sufficient time to each section of the assignment. This will help ensure a more balanced and in-depth analysis.

Secondly, I aim to conduct more extensive and diverse research, including accessing a wider range of academic journals and industry reports. This will improve the quality and depth of my analysis.

Thirdly, I will focus on developing stronger critical evaluation skills, moving beyond description to provide deeper insights and arguments.

Additionally, I plan to improve my referencing accuracy and academic writing style by reviewing feedback and practising regularly.

By implementing these strategies, I aim to achieve higher academic performance and further develop my skills in international marketing analysis.

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Appendices

Appendix A: Comparative PESTLE Analysis Table

Factor	United Kingdom	China	Impact on KFC
Political	Stable democratic system; post-Brexit trade challenges	Strong government control; strict foreign regulations	UK offers stability; China requires local partnerships (e.g., Yum China)
Economic	High inflation; cost-of-living crisis; price-sensitive consumers	Rapid economic growth; expanding middle class	UK: value pricing; China: tiered pricing strategy
Social	Health-conscious, individualistic, fast lifestyle	Collectivist culture; family dining; preference for local flavours	UK: healthier options; China: localised menu (rice, congee)
Technological	развит delivery platforms (Uber Eats, Deliveroo)	Advanced digital ecosystem (apps, AI, mobile payments)	China leads in digital innovation; UK relies on third-party apps
Environmental	High sustainability awareness; regulatory pressure	Growing awareness; government-led initiatives	UK: eco-packaging pressure; China: gradual sustainability adoption
Legal	Strong labour and food safety laws	Complex regulatory system; strict foreign business control	Higher compliance cost in China; transparency in UK

Appendix B: STP Framework Diagram

Segmentation – Targeting – Positioning Overview

Segmentation

Market	Key Segments
UK	Young adults, students, working professionals, health-conscious consumers
China	Urban youth, families, middle-class consumers, regional taste segments

Targeting

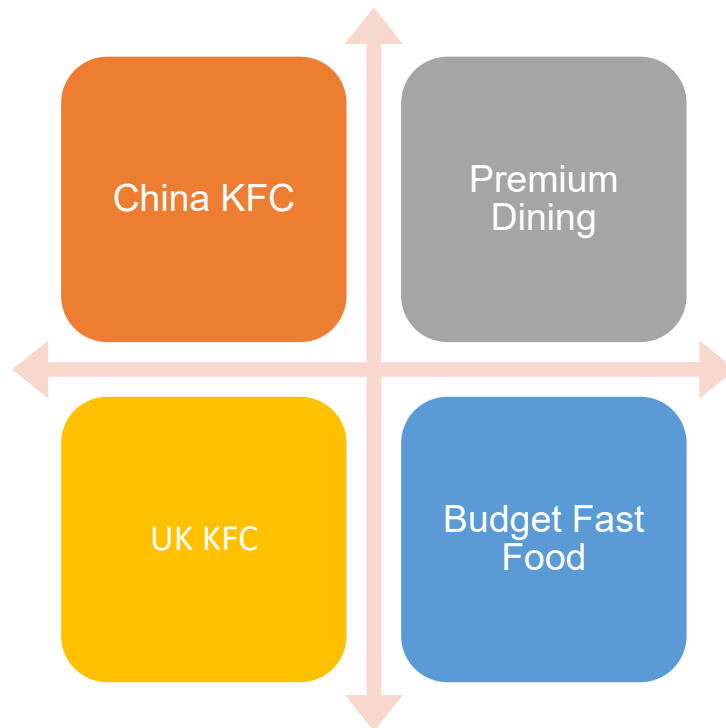
Market	Strategy
UK	Focused targeting (value-driven, price-sensitive consumers)
China	Hybrid targeting (mass market + premium segments)

Positioning

Market	Brand Position
UK	Affordable, fast, convenient food
China	Localised, lifestyle, experience-driven brand

Appendix C: Positioning Map (Perceptual Chart)

Price vs Experience Positioning



- UK KFC → Low price, functional experience
- China KFC → Higher experience, lifestyle positioning

Appendix D: Ansoff Matrix for KFC (China Strategy)

Strategy	Application in China
Market Penetration	Expansion into smaller cities; increasing outlet numbers
Product Development	Localised menu (rice dishes, congee, seasonal items)
Market Development	Entering new regions and untapped urban areas
Diversification	Expansion into coffee, desserts, and premium dining formats

Appendix E: 7Ps Summary Comparison Chart

Element	UK Strategy	China Strategy
Product	Standardised menu	Highly localised menu
Price	Competitive pricing	Tiered pricing
Place	High street outlets	Extensive nationwide expansion
Promotion	Traditional + digital	Highly digital (apps, influencers)
People	Efficient service	Customer-focused service
Process	Standardised	Tech-driven (AI, mobile ordering)
Physical Evidence	Functional stores	Premium, experience-based design