



## Assessment on

**An Analysis of KFC's International Marketing Mix and Strategic Positioning:  
UK & Bangladesh, with a Reflective Account.**

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## **Section 1: Comparative Analysis of the International Marketing Mix and Strategic Positioning of KFC in the UK and Bangladesh**

### **1. Introduction**

International marketing has also emerged as a vital approach to international firms that want to continue their operations and access wide markets of consumers (Riyanto, Sudarso and Sumardi, 2024). With the businesses crossing the borders, the businesses need to know how the economic, cultural, social and legal differences affect consumer behaviour and marketing policies. Global companies have the tendency of balancing between the standardised international strategies and the localisation in order to stay competitive in various markets.

KFC is a global brand in the quick-service restaurant industry, known to manufacture fried chicken products and has a high presence across the world. The organisation has many countries of operation and tailors its marketing strategies to suit local consumers in terms of preferences and cultural influence. This report is aimed at comparative discussion on the global marketing practises of KFC in Bangladesh and the United Kingdom. The two markets are vastly different with regard to economic growth, buyer behaviour as well as cultural inclinations.

This report critically compares the macro-environmental conditions, cultural dimensions using Hofstede's framework, segmentation, targeting and positioning (STP) strategies, and the international marketing mix (7Ps) strategies of KFC across both markets. The report further evaluates the directional development strategy and ethical considerations of the brand within a single market, before offering strategic recommendations for enhancing KFC's international marketing approach. A reflective account of the report is provided using Gibbs' Reflective Cycle.

### **2. Company Background: KFC**

#### **2.1 History and Global Presence**



(KFC, 2024)

KFC is a brand of one of the most recognised fast-food restaurants in the world. The firm was invented by Colonel Harland Sanders back in 1952 in the US. KFC has thousands of restaurants today in over 150 different countries with millions of clients per day. Yum! is the present owner of the company. Brands, an operator of a number of famous restaurant brands in the world.

One of the main factors that have made KFC successful in the whole world is its capacity to blend local market adaptation with a standard global brand image (Martusenکو, 2025). Although the main product of fried chicken is in the centre of the brand, KFC alters its menu, promotion, and customer experience, often to meet the needs, cultures and consumers habits of various countries. This is because the company is able to retain the worldwide brand name and at the same time attract local customers in various markets.

## **2.2 Mission and Vision**

KFC's mission is to serve high-quality, great-tasting chicken to customers around the world while delivering a memorable dining experience. The brand operates under Yum! Brands. broader organisational vision, which centres on building iconic brands that people trust and champion (Husna et al., 2020).

The company aspires to be the leading quick-service restaurant brand in every market it operates in, driven by a people-first culture and a focus on consistent product quality. (Yum! Brands, 2024)

These principles underpin KFC's dual approach of maintaining a standardised global brand identity while adapting its offerings to meet the distinct cultural, religious, and consumer expectations of local markets such as Bangladesh and the United Kingdom.

### **2.3 KFC in Bangladesh**

KFC has been operating in Bangladesh since the middle of 2000s and over time, it has been able to establish itself in the largest urban centres. The brand has been popular especially among the youths, college students and middle-rise families who consider foreign fast-food brands as a status of contemporary living and convenience. The KFC restaurants in Bangladesh are usually situated in the shopping malls and busy business hubs where there is the presence of high consumer traffic. The company has provided menu services that are spicier and fit local food preferences to attract local tastes, whilst all their products are within the requirements of halal foods.

### **2.4 KFC in the United Kingdom**

The UK is one of the most developed and competitive markets where KFC can find itself in Europe. Since the 1960s, the brand has been in operation in the UK and is currently running hundreds of outlets in the country. KFC has stiff competition in this market with other global and local fast-food chains. Consequently, the company is constantly launching new menu items, such as healthier ones and plant-based, to address the evolving consumer preferences and the growing health consciousness. Also, the UK market has a large number of digital ordering systems, delivery and drive-through restaurants to increase consumer convenience and service efficiency (P, 2025).

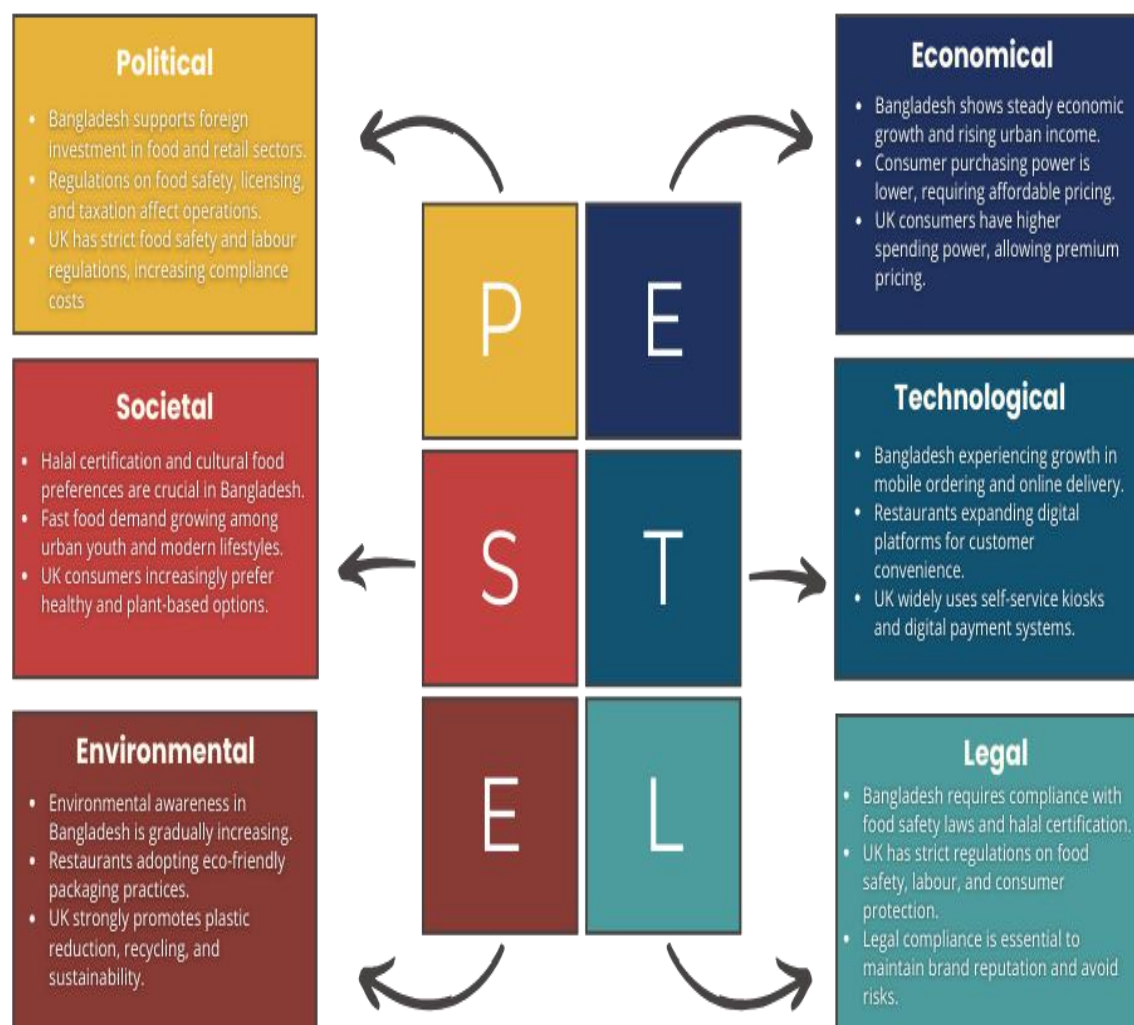
## **3. Comparative Market Analysis of Bangladesh and the United Kingdom**

### **3.1 PESTEL Analysis**

A PESTEL analysis is a management instrument of strategy used to analyse and track the macro-environmental forces which could remarkably influence the performance of an organisation. PESTEL acronym represents Political, Economic, Social, Technological, Environmental, and Legal, which are the factors that are used together

to give a clear picture of the external factors that impact a business or a project (Yuksel, 2012).

The framework finds most application in new business ventures or where venturing in foreign markets and is mostly utilised together with other models such as SWOT or Porters five forces to strengthen strategic decision-making. The analysis can assist organisations in predicting trends across the market, recognising market risks and opportunities as well as coming up with resilient strategies for success in the long term.



*(PESTEL Analysis Summary, Source: Author's own creation)*

### **3.1.1 Political Factors**

Political stability and government policies are also major factors that have influenced the business environment in both countries. The environment is generally favourable in Bangladesh and places greater compliance pressures on the UK.

The government in Bangladesh has a comparatively stable economic policy, and it has significantly promoted foreign direct investment in such industries as retail and food services. The regulatory measures restricting food safety, business licencing and taxation have become more organised to provide a more predictable business environment to the international restaurant chains. This stability minimises the risk of market entry and endorses the long-term planning in the operations of KFC.

The political environment in the United Kingdom is much more complicated. The business environment is a very controlled area as there are tough standards of food safety, hygiene and labour practises. The issue of post-Brexit regulatory divergence has already presented multinational food operators with more compliance factors, especially those relating to supply chain management and source of ingredients (Rincon-Gallardo Patino et al., 2020). Although these regulations enhance brand credibility, it is equally negative in terms of costs management as these regulations raise operational costs of KFC.

### **3.1.2 Economic Factors**

Consumer buying power and expenditure patterns of fast-food are highly conditional on the economic state (Liu, 2024). Economic determinants offer KFC a two-sided image; it has better prospects of growth in Bangladesh and is also well placed in the UK in terms of spending power, whereas both markets have different economic risks.

The GDP growth in Bangladesh has been stable over the last ten years, today is 3.49, and GNP is about 481.5 billion, which are indications of an emerging economy, with increased consumer goals (Bangladesh Bureau of Statistics, 2024). This has however been hampered by the inflation rates of about 9.13% that have put strain on the household budgets implying that KFC has to keep its prices at competitive rates to

ensure that it does not lose its middle-income customer base (The Business Standard, 2026).

The Bangladesh market continues to make a small contribution to KFC revenue compared to the rest of the global operations, though again at the early stages of market growth, with revenues of Tk 5.12 billion (about \$47 million) according to Mordor Intelligence.

The economic environment in the United Kingdom is more mature. The GDP per capita of the UK is around \$ 60.01 thousand, and consumer spending on food service is also resilient within the face of the inflationary pressure raised over the last years (IMF, 2026). Recently, inflation in the UK is between 3.2% as as of January 2026 (ONS, 2025). However, KFC UK is generating about PS280 million every year (direct turnover of KFC Great Britain Ltd) thus one of the most important European markets of KFC (Endole.co.uk, 2024). The economic conditions are mostly favourable in the long term as the greater purchasing power of the UK consumers allows KFC to sell a wider range of products with a higher margin.

### **3.1.3 Social Factors**

In both markets the social factors are favourable to KFC but on two markedly different trends that have to be reacted to through unique strategy.

The urbanisation is taking place very quickly in Bangladesh thus redefining consumer lifestyles. The urban population of the country has increased tremendously in the last decade, and a larger number of the younger generation consumers have started to live a modern, convenience oriented lifestyle. The increase in the number of working women and the urban middle population has triggered higher demand of fast foods, which presents a favourable market to be exploited by KFC.

Health consciousness, dietary diversity, and ethical consumption are growing as bases of consumer behaviour in the United Kingdom (Mallinson, Russell and Barker, 2016). An increasing percentage of consumers in the UK are interested in lower-calorie, plant-based, and sustainably sourced food, as well as in the greater societal tendency towards wellbeing and environmental accountability. The diversity in the UK

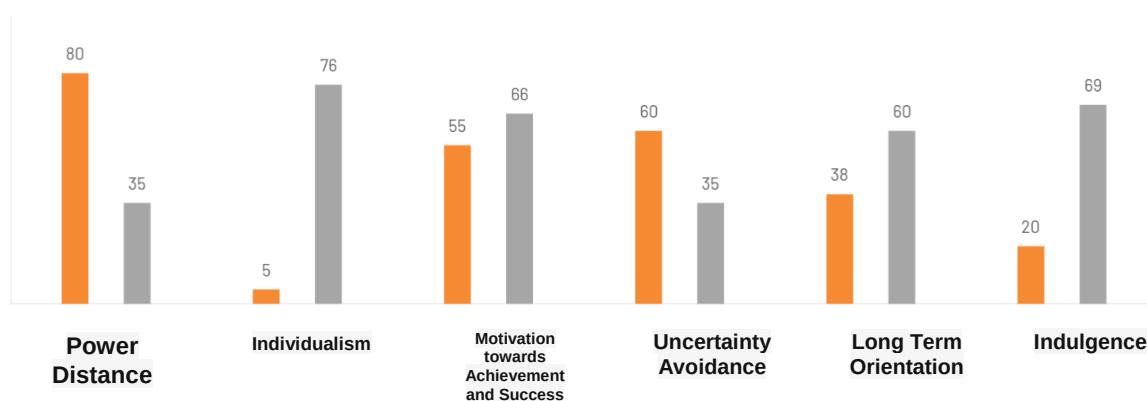
demographic structure also indicates that there is a wide and embracing menu presentation that is required in the UK and the need to have convenience constantly keeps the KFC outlets very busy in the UK.

### 3.1.4 Hofstede Cultural Dimensions and Cultural Factors

In both countries, cultural factors are favourable to KFC assuming the brand keeps on adjusting its offering to the local cultural expectations.

In Bangladesh, the social identity and the values of religion are entrenched in the consumption of food. The Halal certification is an uncompromised aspect in this market that is predominantly Muslim. Customers have high favour towards spiced flavours and their familiar ingredients and therefore international brands have to meaningfully adapt their menus and not merely translating their global menu. As a reaction to this, KFC Bangladesh has introduced hotter versions and full-fledged halal adherence, which helps to legitimise the culture and win the confidence of consumers (RACHWAL-MUELLER and FEDOTOVA, 2024). Consumer culture in the United Kingdom is individualistic and prefers high standards of convenience (Mallinson, Russell and Barker, 2016), which is why continued menu renewal is driven by the constant demand of plant-based and lower-calorie options.

The Cultural Dimensions provided by Hofstede provide a more analytical perspective in which these differences can be viewed. The two countries, Bangladesh and the United Kingdom, are barely similar in all the six dimensions of the Hofstede model (Hofstede, 2011), as depicted in the Figure below.



*Hofstede Country Comparison: Bangladesh vs United Kingdom*  
(*Theculturefactor.com, 2020*)

Bangladesh has a significantly greater score on Power Distance (80) than the UK (35), which implies that hierarchical social organisations are more entrenched in Bangladesh society, and brand prestige and aspirational positioning have a higher impact on consumer buying decisions. This is directly reflected through the mall based locations and the polished service environment of KFC in Bangladesh. By comparison, lower score in the UK indicates an egalitarian consumer culture in which brand relationships are founded on convenience and value as opposed to status.

The most prominent difference is the gap on Individualism with Bangladesh having a score of only 5 as opposed to the UK where the score is 76 and therefore, Bangladesh is one of the most collectivist societies in the world. This corroborates that personal preference, individual choice and self-expression is a major drive of the UK consumers and justifies KFC UK investment in digital self-service and personalisation app-based. The close to total collectivist orientation in Bangladesh implies that family meal deals, group dinner promotions, and community-based campaigns have a better chance of winning the interest of Bangladeshi consumers, and the fact that KFC is positioned as a family dining out spot is a cultural necessity, rather than an option.

Both nations are at medium scores in regards to Masculinity (Bangladesh: 55, UK: 66), and achievement and brand aspiration become pertinent motivators both in the markets. The greater Uncertainty Avoidance (60) compared to that of the UK (35) implies that the higher the Uncertainty Avoidance, the more the product consistency, consistent brand cues, and compliance with Islamic doctrine as a perceived risk reduction tool, which supports the strategic significance of halal certification.

The UK (60) scores higher than that of Bangladesh (38) on Long-Term Orientation indicating that the consumers of the UK are pragmatics and future-oriented in their consumption behaviour. This is in favour of KFC UK investing in long-term loyalty programmes, long-term sustainability, and digital engagement strategies, whereas KFC Bangladesh needs to consider more short-term, occasion-based incentives to fuel consumer engagement. Most prominently, the fact that the UK scored much higher on the Indulgence score (69) than Bangladesh (20) confirms that a pleasure-

driven, lifestyle-oriented marketing based on enjoyment and social restaurant is much more effective within the UK, whereas KFC Bangladesh needs to position the communication according to the value of family and cultural familiarity as opposed to indulgence.

### **Critical Analysis of Hofstede Model.**

Even though widely used, the Hofstede has its strengths and weaknesses. The main benefit of it is that it offers a systematic, measurable approach to the comparisons of culture differences between countries, which allows multinationals to make evidence-based strategic choices (Yeganeh, 2025). Its six-dimension breadth reflects a broad range of cultural variability and its large cross-national data base provides it with authority as a diagnostic instrument of global brand strategy.

Nevertheless, the model also has limitations, which are equally important. The process of devaluing rich and vibrant national cultures into quantifiable numbers can lead to over simplification of social behaviour (Signorini, Wiesemes and Murphy, 2009). The initial data were taken some decades ago, which makes it questionable whether it is relevant to modern cultural changes in the context of globalisation and digital connectivity. Moreover, the model presupposes national homogeneity of cultures, which hides a significant intra-national difference, urban Dhaka shoppers are entirely different than rural Bangladeshi residents, yet both have the same national scores. In that regard, the Hofstede framework is best used when combined with other supplementary market research tools, rather than as an independent analytical tool (Venkateswaran and Ojha, 2019).

#### **3.1.5 Technological Factors**

In both markets, technology provides favourable conditions to KFC although the level of maturity differs. Mobile applications and online food ordering have grown at a very high rate in Bangladesh. It is worth mentioning that online delivery services have become one of the key channels through which quick-service restaurants seek to operate, which makes operators invest in digital infrastructure to stay competitive (Giri, Bimal Paudel and Shah, 2025). In the United Kingdom, the technological integration is significantly more progressive, with the self-service kiosks, mobile ordering, and

digital payment widely available. The general adoption of delivery aggregator services like Deliveroo and Uber Eats has radically changed the consumer demands concerning speed of service and convenience within the UK fast-food industry, making this a very favourable condition to KFC.

### **3.1.6 Environmental Factors**

In both markets, the environmental factors are mostly unfavourable to KFC because increasing regulatory and consumer pressure requires expensive changes in the operations. The situation is less strict in Bangladesh, but the awareness is growing slowly (Phelan et al., 2022). There is an emergent consumer demand concerning sustainable packaging with particularly older geographical segments of the population, which puts reputational strain on global brands. In the UK, the pressures are relatively intense. Environmental compliance is a strategic category of KFC UK, as it is highly regulated and consumers are pressured to avoid single-use plastic items and enhance recycling systems to support the sustainable sourcing process.

### **3.1.7 Legal Factors**

The legal aspects are somewhat not favourable to KFC in both markets because of compliance expenses, yet the legal environments are not volatile and help in long terms brand credibility. Food enterprises in Bangladesh should be in line with the regulations on food safety, licencing, and halal certification (None Ehisuoria E. Akhuemonkhan et al., 2025), among which the current halal compliance at KFC places it in a favourable position. In the UK, all the aspects of operations are under the control of the comprehensive food safety legislation, labour laws, and consumer protection regulations. Compliance involves long-term commitment to staff training, supply chain audits and systems quality, raising operational expenses, but eventually improving consumer confidence, as well as minimising reputational risk.

## **3.2 Similarities and Differences in the two markets**

Although KFC business in both Bangladesh and the United Kingdom have a common global identity, it is influenced by different macro-environmental factors. In terms of similarities, the two markets are both technologically advanced with the adoption of digital ordering and mobile delivery systems. Moreover, the issue of environmental

sustainability has become a burning problem in both countries and requires more responsible ways of operation. The two nations also have stringent food safety laws, making legal compliance a key operational imperative.

In contrast, distinctions are vivid. The United Kingdom is a developed, high expenditure economy and Bangladesh is a developing economy with price sensitivity as one of the key factors. The British environment is politically and legally more complex in terms of regulatory frameworks, which makes it more expensive to do business in the country than the Bangladeshi environment. Moreover, whereas the United Kingdom has one of the most tightly-knit technological frameworks, Bangladesh is in the middle of a fast digital shift. The Bangladeshi market is socially driven by the growing urban youth population, but the UK market is being driven by the trend in consuming health-conscious products.

In general, although KFC has managed to achieve brand uniformity globally, localisation needs in Bangladesh and sophistication in the UK point to the fact that a dual-market international marketing approach is a very complicated task to undertake.

## **4. Segmentation Targeting and Positioning (STP)**

### **4.1 Segmentation**

Market segmentation helps companies target clear consumers and become more straightforward and effective in their marketing behaviour (Clarke, Freytag and Cortez, 2024). The difference in the economic maturity and cultural orientation is very high in the two markets and therefore KFC has used different segmentation strategies in the two markets. Bangladesh segmentation is primarily demographic and psychographic targeting the urban population aged 18-35 years with students, young professionals and middle-income families. The core consumers of KFC Bangladesh fall best under two psychographic segments, “Strivers and Experiencers”, which are especially applicable to emerging urban market segments. Achievement motivates strivers, and opinion and approval of others influence them significantly, so aspirational brand associations can be effectively used to guide their consumption choices. Experiencers, on the other hand, are youthful, high energy consumers who desire variety and excitement and who spend what is considered a relatively large percentage of income on fashion, socialising and restaurant visits as forms of self expression. Geographic segmentation also narrows down KFC operations in Dhaka and Chittagong where

purchasing power and consumer footfall is highest. The UK needs a more advanced multidimensional segmentation methodology, including behavioural, demographic, and lifestyle bases. The behavioural segmentation is of particular relevance in the UK, where occasion-driven consumption behaviour, such as post-work meals, late-night dining, and delivery occasions, defines separate and commercially lucrative consumers. Food splitting among halal, vegetarian, and vegan consumers is also imperative due to the multi-cultural nature of the UK. The latent difference lies in the fact that the segmentation of Bangladesh is aspiration and access-based; the UK segmentation is behavioural and lifestyle-based.

## **4.2 Targeting**

In both markets, KFC uses differentiated targeting strategy but the reasoning is different. In Bangladesh, the urban aspirational young generation would be the main target market, as the consumption of international brands in restaurants would serve as a social and cultural indicator. Outlet location, interior design and service standards are more strategically important dimensions of the service environment as compared to its product in targeting this segment. KFC has a wider range of value-seeking, convenience-driven consumers aged 16-40 with digital-first targeting of social media, loyalty apps, and delivery aggregators at the center of their strategy in the UK.

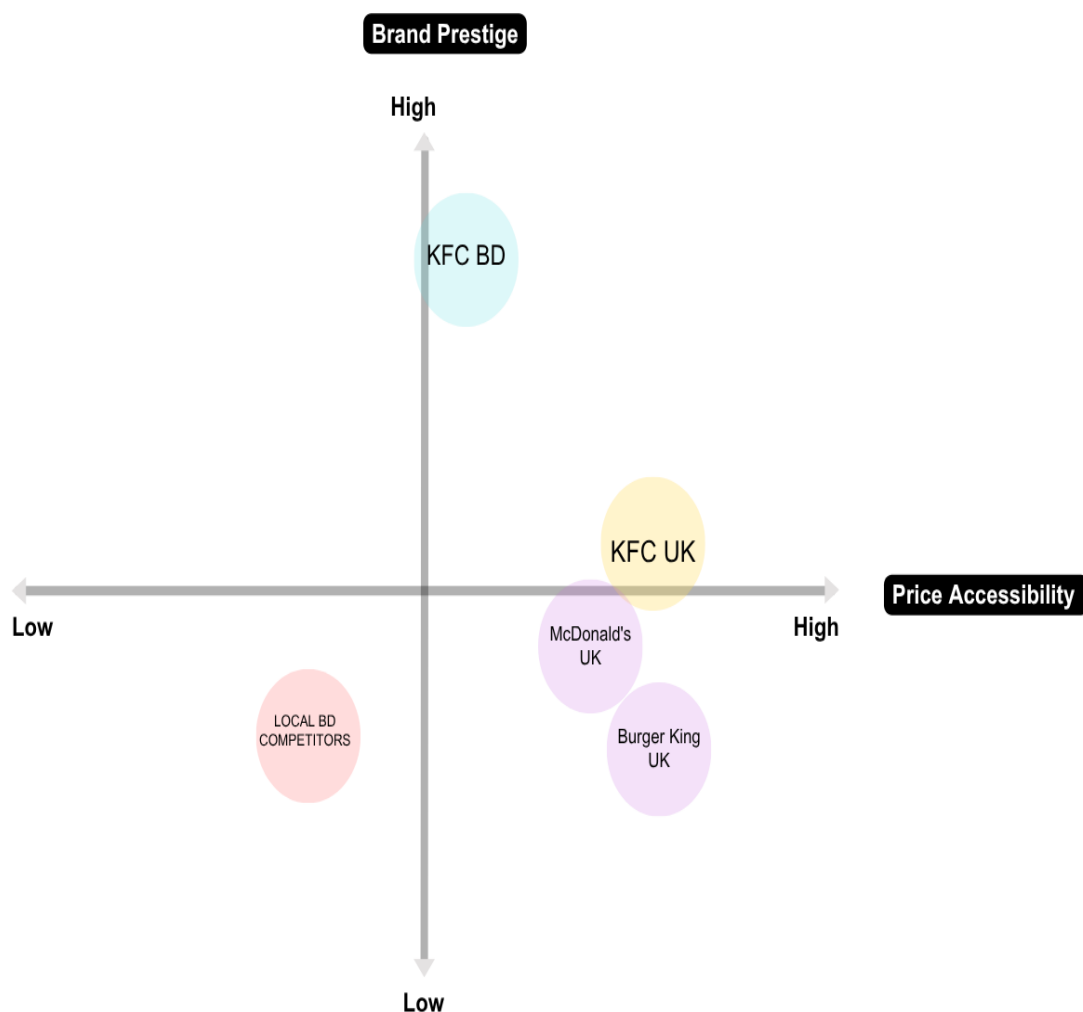
## **4.3 Positioning**

The positioning of KFC varies significantly in both the United Kingdom and Bangladesh, although the two countries are both based on the same main brand equity. One of the main similarities is that KFC places itself as a familiar and quality-guaranteed global brand in both markets, as well as using its global image to establish consumer trust. But the content of that positioning is radically different beyond this common ground.

KFC in Bangladesh is a premium brand, an expensive one, but within the reach of the urban middle-income, but with the connotation of prestige to grant social status. This correlates with the high score in Power Distance (80) in Bangladesh where the hierarchical brand associations have immense influence on the judging of consumers. Mall based outlets, refined interiors and family campaigns all contribute to this higher image.

In the UK, KFC uses a positioning of value-for-money, convenience-based that directs it to directly compete with McDonalds and Burger King in the accessible middle-market segment. The product variety, digital accessibility, and speed are used instead of status signaling, which appeals to the consumer culture of the UK, which is individualistic and indulgence-based.

This opposition is well depicted on the graph of Brand Prestige against Price Accessibility. The identical brand equity, thus, benefits two value propositions which are fundamentally different, aspirational prestige in Bangladesh, everyday convenience in the UK.



*(Perceptual Map — KFC Positioning in Bangladesh and the UK. Source: Author's own creation)*

This disparity confirms the reality that the identical brand equity can be tapped in the radically different positioning styles according to cultural and economic conditions. The STP strategy of KFC is logical in both markets, where segmentation identifies the right consumer, targeting invests resources wisely, and positioning transfers a value that is culturally relatable to the consumer, which aligns with the expectations of the local consumer.

#### 4.4 STP Comparative Analysis: KFC Bangladesh vs. KFC UK

| STP Element  | Similarities                                                                                         | Differences                                                                                                                                                                                                            |
|--------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Segmentation | Both markets segment based on <b>urban populations</b> and <b>demographics</b> .                     | <p><b>Bangladesh:</b> Primarily demographic/psychographic (urban youth, students, "Strivers").</p> <p><b>UK:</b> Multidimensional (behavioural, lifestyle, dietary niches like vegan/vegetarian).</p>                  |
| Targeting    | Both utilize a <b>differentiated targeting strategy</b> to reach multiple consumer groups.           | <p><b>Bangladesh:</b> Focuses on <b>aspirational urban youth</b> where store environment is a key indicator of status.</p> <p><b>UK:</b> Focuses on <b>mass-market convenience</b> and value-seekers (ages 16-40).</p> |
| Positioning  | Both position the brand as a <b>quality-guaranteed global entity</b> using established brand equity. | <p><b>Bangladesh:</b> <b>Premium/Aspirational positioning</b> linked to social prestige and high Power Distance.</p> <p><b>UK:</b> <b>Value-for-money/Everyday convenience</b> competing directly with McDonald's.</p> |

### 5. International Marketing Mix (7Ps)

The marketing mix is a strategic framework that organisations rely on to operationalise their marketing strategy using the major variables that are controllable. The framework, theorised originally by McCarthy (1960) and later expanded by Booms and Bitner (1981) to include three more service-based dimensions. The 7Ps marketing mix is an extension of the traditional 4Ps model, designed to better address the complexities of service marketing by adding three additional elements: People,

Process, and Physical Evidence. It includes Product, Price, Place, Promotion, People (staff and customer interaction), Process (the procedures and flow of activities), and Physical Evidence (the tangible environment where the service is delivered) (Rafiq and Ahmed, 1995).

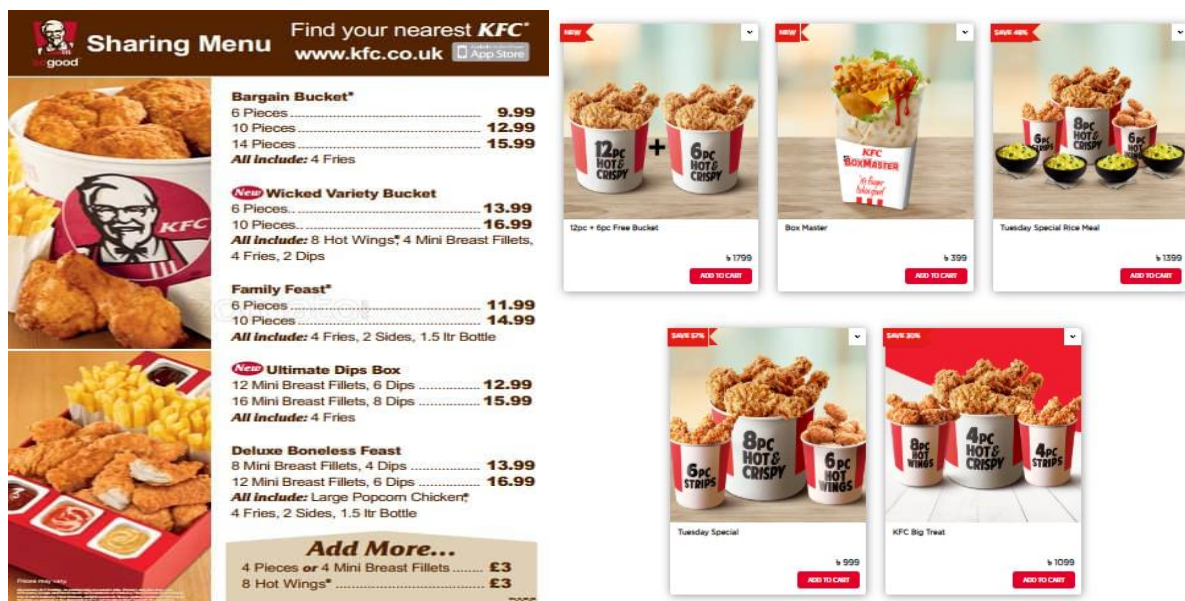


*The 7Ps Marketing Mix Framework, adapted from Booms and Bitner, 1981 Source:*

<https://marketingmix.co.uk/>

## 5.1 Product:

KFC maintains a consistent **product width** of five core lines globally, Chicken Meals, Burgers & Wraps, Sides, Beverages, and Desserts, representing a standardised brand architecture across all markets. This uniform width supports global brand recognition while keeping operational complexity manageable. In terms of brand extensions, KFC operates a single-brand strategy worldwide, but adapts its communication tone locally, community and family-oriented in Bangladesh, irreverent and personality-driven in the UK, consistent with Hofstede's Individualism findings.



*Menu of KFC in the UK (left) and Bangladesh (right), collected from official websites (KFC UK, 2026; KFC Bangladesh, 2026)*

**Product depth**, however, varies considerably. In Bangladesh, depth is concentrated in the chicken segment, featuring spice-level variants such as the Spicy Zinger and Hot & Spicy, with full halal compliance across all items; beverage and dessert ranges remain limited. In the UK, depth is significantly greater across all lines, chicken includes Plant-based Fillets and Smoky Mountain BBQ; sides extend to Halloumi Fries, Gravy, and Baked Beans; desserts include Krushems milkshakes reflecting a more mature, health-conscious, and dietarily diverse consumer base.

## 5.2 Price

Pricing strategies across both markets reflect their distinct economic conditions and consumer expectations, though both face a shared challenge of sustained inflationary

pressure. In Bangladesh, KFC applies competitive pricing, benchmarking against local and regional rivals such as Fried Chicken (FC) and Pizza Hut to remain accessible to middle-income urban consumers. Lower labour and operational costs support more affordable price points, though Bangladesh's inflation rate of 9.13% Inflation shoots up to 9.13% in February, highest in 10 months (The Business Standard, 2026) places growing pressure on discretionary food spending.

In the UK, KFC employs value-based pricing, reflecting higher ingredient, labour, and regulatory compliance costs alongside consumers greater willingness to pay for quality and convenience. With UK inflation at 3.2% as of early 2026 Inflation and Price Indices (ONS, 2025) real income pressures persist, making promotional meal deals and bundle pricing increasingly important in retaining value-conscious consumers. Despite different strategies, both markets require continuous price sensitivity management.

KFC Bangladesh uses competitive pricing that captures the middle-income purchasing power. KFC UK resorts to value-based pricing that is supported by the quality and convenience of the products. Pricing policies in both markets should also be sensitive to inflationary pressures because the growing cost of living is in turn limiting consumers buying decision.

### **5.3 Place**

Distribution channels define the pathways through which products move from producer to end consumer, encompassing direct and indirect routes that vary by market maturity and consumer behaviour (Kotler and Armstrong, 2020) In Bangladesh, KFC operates primarily through a direct channel; company-owned restaurant outlets concentrated in premium urban shopping centres supplemented by an increasingly important indirect channel; through third-party delivery platforms. In the UK, KFC operates across a broader multi-channel distribution network encompassing high street outlets, drive-throughs, and delivery-enabled restaurants deeply integrated with aggregators including Just Eat and Uber Eats (Nguyen et al., 2018).



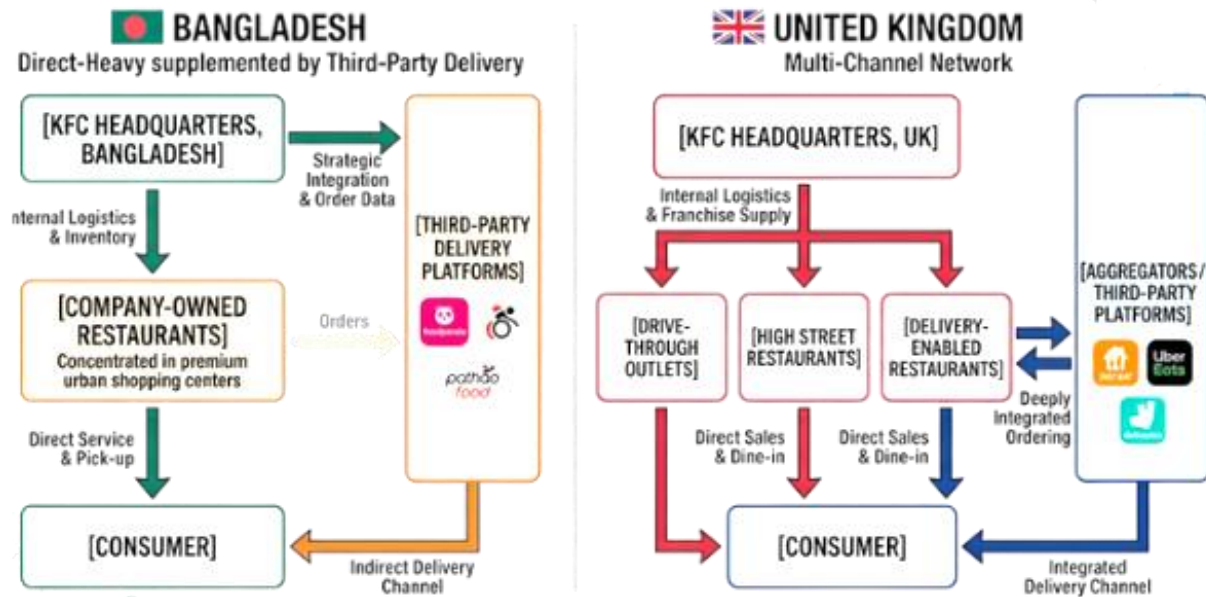
 Bangladesh Banashree, Dhaka



 UK London, UK

(KFC Restaurant, Banashree, Dhaka & Holloway Road Archway, London N19 5SE England)

## KFC DISTRIBUTION CHANNEL DIAGRAM: BANGLADESH VS. UK



*(KFC Distribution Channel Diagram — Bangladesh and UK. Source: Author's own creation)*

### 5.4 Promotion

Integrated Marketing Communications (IMC) refers to the coordination of all promotional tools and channels to deliver a consistent, unified message to target audiences across every point of contact. (Kliatchko, 2005)

In Bangladesh, promotional activity centres on family occasions and aspirational imagery, primarily through Facebook and digital platforms. Campaigns such as family bucket deals tied to Eid and national holidays directly reflect the collectivist cultural values identified through Hofstede's framework. Influencer collaborations with Bangladeshi lifestyle creators have also grown as a channel to reach aspirational urban youth (KFC Bangladesh, 2024).

In the UK, KFC's promotional approach is bold, humour-led, and digitally driven. The viral FCK campaign: a full-page newspaper apology during the 2018 chicken supply shortage exemplifies the brand's use of self-aware humour to build consumer affinity (Novoa, 2025). Real-time engagement on Twitter and TikTok influencer content continue to sustain brand relevance among younger UK consumers.

## **5.5 People**

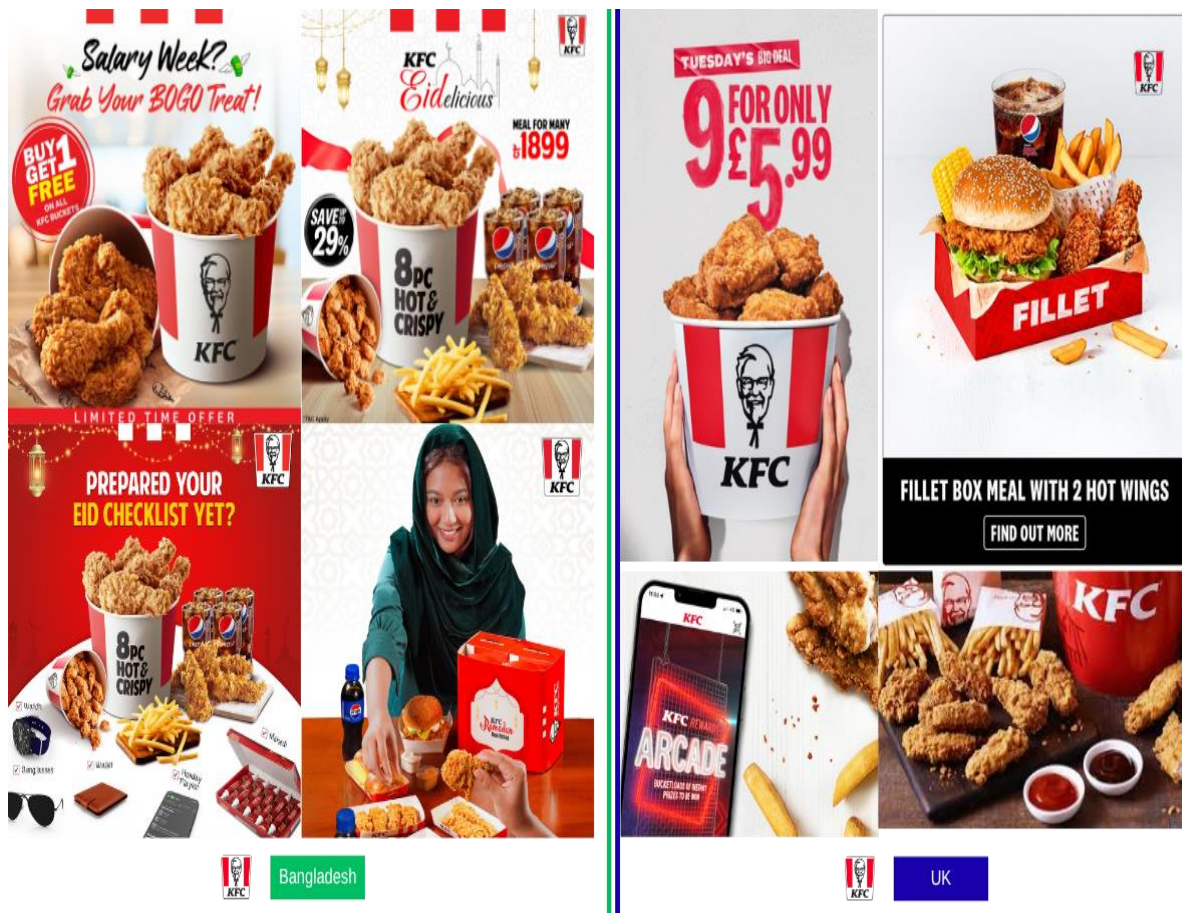
KFC employs approximately 33,000 people across its UK operations (KFC UK, 2024), making people a critical element of service delivery in a high-footfall, customer-facing environment. In Bangladesh, KFC employs approximately 1,700 staff across its outlets' (Transcom Limited 2024), with training centred on halal compliance, cultural sensitivity, and service standards that reinforce aspirational brand positioning. In the UK, ongoing investment in staff competencies supports consistent service delivery across a digitally integrated estate where self-service technology has partially redefined the human service role.

## **5.6 Process**

KFC Bangladesh is progressively digitalising its ordering and delivery infrastructure. Customer complaints in Bangladesh are primarily managed through the KFC Bangladesh Facebook page and in-store management escalation, reflecting the dominance of social media as a consumer communication channel in the market. In the UK, KFC has implemented self-service kiosks, mobile ordering, and integrated delivery systems extensively. UK customers can raise complaints through the KFC app, website contact form, or directly via delivery aggregator platforms such as Uber Eats and Just Eat, with the brand committing to response within 48 hours' (KFC UK, 2025).

## **5.7 Physical Evidence**

Physical evidence encompasses all tangible elements that signal brand quality and positioning to the consumer. In Bangladesh, premium mall locations with polished interiors and branded packaging reinforce KFC's aspirational market position. In the UK, contemporary yet standardised outlet designs communicate consistency and accessibility, aligned with the brand's value-led positioning.



## 5.8 Similarities and Differences Across the 7Ps

| 7P             | KFC Bangladesh                                   | KFC UK                                            |
|----------------|--------------------------------------------------|---------------------------------------------------|
| <b>Product</b> | Halal-compliant, spicier variants, limited depth | Plant-based, health-conscious, extensive depth    |
| <b>Price</b>   | Competitive, accessible to middle income         | Value-based, higher margin, broader range         |
| <b>Place</b>   | Mall-based, third-party delivery growing         | High street, drive-through, aggregator-integrated |

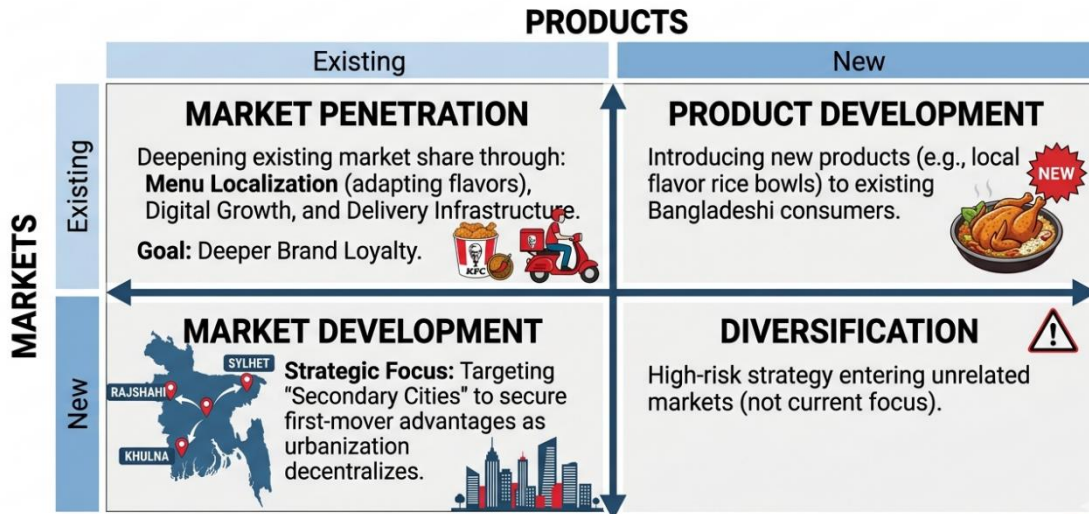
|                          |                                                 |                                                         |
|--------------------------|-------------------------------------------------|---------------------------------------------------------|
| <b>Promotion</b>         | Family-oriented, Eid campaigns, Facebook-led    | Humour-led, TikTok, FCK-style viral campaigns           |
| <b>People</b>            | Halal and cultural sensitivity training         | Digital service competency, self-service integration    |
| <b>Process</b>           | Digitalising, Facebook-based complaint handling | Fully digital, app and aggregator complaint systems     |
| <b>Physical Evidence</b> | Aspirational mall interiors, branded packaging  | Contemporary standardised outlets, dual-market websites |

## 6. Directional Development Strategy (Bangladesh)

Using the Matrix provided by Ansoff, the key strategic direction at KFC Bangladesh is the market penetration and market growth. In the current markets, menu localisation, expansion of online ordering, and perpetual promotion are fostering brand loyalty in KFC. At the same time, an alternative market development policy that focuses on the secondary cities such as Sylhet, Rajshahi, and Khulna is the most sustainable growth avenue given the pace of urbanisation and the growth of purchasing power of the middle classes, outside of Dhaka.

# ANSOFF MATRIX APPLICATION: **KFC** BANGLADESH

(Theoretical Framework after Meldrum and McDonald, 1995)



**KFC**

*(Ansoff's Matrix. Source: Authors Own Creation, Adapted from Meldrum and McDonald, 1995)*

The first-mover advantage would be huge since the aspirations of consumers and the development of urban infrastructure would be growing simultaneously. Further product development with localisation of menus further and additional innovation of digital services helps to consolidate the competitive position in this boom emerging market in the long term.

## 7. Ethical Considerations (UK)

KFC UK exhibits the contrast between tactical transparency and contradictions within operations. In Promotion, the FCK campaign applied radical honesty to regain consumer confidence in the case of failure in supply chains, with a shift between blame-avoidance and accountability (Fripp, 2025; Novoa, 2025). Moreover, from the Product ethics perspective, the addition of plant-based and healthy menu options to address the changing needs of wellness is reinforced.



On the other hand, Physical Evidence is tainted with greenwashing sustainability assertion that clouds an inherently high-carbon, meat-based business model. The most important aspect is that the ethical integrity of Product is compromised by the switch of animal welfare vows about fast-growing so-called Frankenchickens, where production margins take precedence over standards (Ungoed -Thomas, 2024). Although KFC has managed to cover the crisis-driven communication, a holistic approach to ethics would involve a higher level of harmonization of its sustainability discourse and the operational effect that it has.

## 8. Recommendations

Three evidence-based suggestions are provided below regarding the international marketing strategy of KFC.

To begin with, KFC Bangladesh needs to target secondary cities, where brand equity that has been built in major urban areas needs to be exploited to give the company a first-mover advantage in fast urbanising markets. The least risk and highest-return growth pathway, which Ansoff confirms with its market development logic.

Second, KFC UK needs to reinforce sustainability credentials by making transparent and quantifiable promises instead of vague descriptions. Since consumers are more sceptical about greenwashing by corporates, it is necessary to report, independently verified advancements in reducing carbon and animal welfare to keep the brand trusted in the long run.

Third, personalised digital loyalty infrastructure would favour both markets. Repeat purchase frequency and brand-immersion would be enhanced with loyalty programmes based on consumer behavioural data to provide more culturally relevant promotions to the Bangladeshi aspirational segment and the UK convenience-driven consumer segment.

## Section 2: Reflective Account Using Gibbs' Reflective Cycle



Gibbs' reflective cycle (Adapted from Gibbs, 1988).

### Description

This reflection explores my experience of doing a comparative international marketing report on the activities of KFC in Bangladesh and the United Kingdom. The assignment was based on PESTEL-based macro-environmental condition analysis, application of the Hofstede Cultural Dimensions and development of a comparative 7Ps based marketing mix between two markets that were extremely different. The research process entailed the ability to find authoritative academic literature and market specific data of a mature and data-rich economy and a developing market where published information is relatively limited. It was much harder to find credible numbers to KFC Bangladesh, such as revenue rates, employee count and consumer behaviour rates than to find similar UK data. In a number of cases, I needed to triangulate information on various secondary sources and exercise caution on the academic judgement of source credibility especially when using industry reports to contextualize the situation

on Bangladeshi market. In addition, institutional structures and regulatory environments in the two markets differed and this too informed the differences in strategic decision making processes.

## **Feelings**

I was overwhelmed at the beginning. The scope of the assignment, which included PESTEL, Hofstede, STP, and the 7Ps in two countries at the same time, appeared overwhelming at the first glance. The ethical considerations section was of particular concern to me because I felt strongly obligated to present the issues surrounding fast-food marketing in a developing market in an honest and not superficial manner. It was academically and morally important to misrepresent ethical issues in Bangladesh, where health literacy and consumer protection systems are in their early stages of development. The lack of Bangladesh-specific data made this frustrating at the beginning of the process. In Bangladesh, unlike UK where KFC performance and campaigns have been well documented, there were only limited and at times indirect sources used. This was at first disheartening but slowly gave me confidence in being able to exercise judgement in situations of partial information.

## **Evaluation**

This assignment had a number of strengths. The use of Hofstede Cultural Dimensions was very effective. The analysis was, in fact, evaluative by grounding each dimension to a certain strategic implication to KFC, as opposed to merely describing the scores. The difference between the virtually total collectivism of Bangladesh and the highly individualistic UK created clear and justifiable strategic insights that were continuously apparent throughout the STP and 7Ps segments. According to the study, cultural dimensions have been indicated to significantly forecast consumer behavioural patterns in international markets, which confirms their use in strategic marketing analysis. This underscores the need to be contextually sensitive when passing across global marketing frameworks to varied economic and cultural environments. Nevertheless, it was difficult to criticize the shortcomings of known structures. In MBA level, one should not blindly apply a framework, and it was mentally challenging to be both an analytical instrument and at the same time recognize the methodological flaws of Hofstede such as its fixed national scores and the old original data.

## **Analysis**

This assignment has greatly enhanced my knowledge on the issue of tension between standardisation and adaptation in international marketing. The standardisation versus adaptation debate is one of the major issues in international marketing in that firms have to compromise between efficiency and culture responsiveness. Before this report, I had some knowledge of this concept of tension in theory. My practical knowledge was based on working through the KFC strategic decisions in two divergent markets. I also learnt to value the fact that standardisation and adaptation lie on a continuum and not as a binary option, and that even a globally standardised brand has to make significant local changes in order to be considered culturally plausible. This is indicative of MBA-level ability to make good decisions without all the data as some of the conclusions involved using guesswork based on incomplete market data to reach a defensible analytical stance. These views further rationale the necessity to adopt a balanced and critical look into comparative international marketing analysis.

## **Conclusion**

The greatest lesson that I have acquired during this assignment relates to the inter-relationship between cultural environments and organisational strategy. I went into this report with the understanding of culture as one of a number of external factors in a PESTEL framework. I decided that it is appropriate to think of culture as an underlying stratum that cuts across all the components of the marketing mix, including product adaptation and pricing sensitivity, the tone of the promotional message, and the physical layout of a retail store. The Hofstede analysis was not presented independently of the discussion of the 7Ps: it has been directly used to explain and justify all the strategic differences discovered between the two markets.

## **Action Plan**

I would like to enhance my research methodology in 3 areas in future academic and professional practice. To begin with, I will apply a SMART objectives (specific, measurable, achievable, realistic, timed) protocol to ensure measurable rigor in developing market scenarios. Second, I will be more explicitly critical in my approach to theoretical frameworks at the outset, and construct an assessment of limitations into my preliminary analytical strategy. To create MBA-level analysis, critical reflection on existing frameworks is necessary to go beyond descriptive application. Third, I will

work more systematically with primary industry data, such as annual reports and regulatory filings, to complement the academic sources with up-to-date market evidence and make further strategic analyses more rigorous and practical.

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