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Presentation

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Introduction to KFC



Understanding KFC's Internal Operations and External Environments

An Overview of the Company's Structure, Size, and Functions



KFC: Navigating the Fast-Food Landscape

This presentation delves into the operational intricacies and external forces shaping KFC, a global fast-food icon. It aims to dissect KFC's success by analysing its internal workings and external environment.

By Emma Ryder



Overview of KFC's Structure, Size, and Functions.

- Structure: Franchise model with over 24,000 locations in more than 140 countries
- Size: One of the largest fast-food chains in the world
- Functions: Food preparation, customer service, marketing, finance, human resources, and supply chain management



Internal Operations: Supply Chain & Franchising Model



Supply Chain

KFC boasts a robust global supply chain, managing ingredient sourcing, processing, and distribution across diverse markets. It prioritises quality control and consistency, leveraging its network for efficient resource management.

Franchising Model

KFC relies heavily on franchising, allowing for rapid expansion and local market adaptation. Franchisees handle restaurant operations, while KFC provides brand support, training, and operational guidelines.



Internal Operations: Staffing, Training & Restaurant Management

1 Staffing

KFC employs a diverse workforce, including cooks, cashiers, and managers, all crucial to delivering a consistent customer experience.

2 Training

KFC invests heavily in staff training programs, ensuring adherence to brand standards, food safety practices, and customer service protocols.

3 Restaurant Management

Restaurant managers are responsible for daily operations, staff supervision, inventory control, and maintaining high hygiene standards.

External Environment in KFC

Economic Factors

Economic fluctuations impact consumer spending and demand for fast food.

Social Trends

Changing consumer preferences, dietary trends, and social media influence KFC's marketing strategies.

Technological Advancements

Digital ordering, delivery platforms, and online marketing are crucial for KFC's success.

Competitive Landscape

KFC faces competition from other fast-food chains and restaurants offering similar menu items.



PESTLE Analysis: Political, Economic, Social, Technological, Legal & Environmental Factors

Political

Government regulations, trade policies, and political stability can impact KFC's operations, particularly in international markets.

Economic

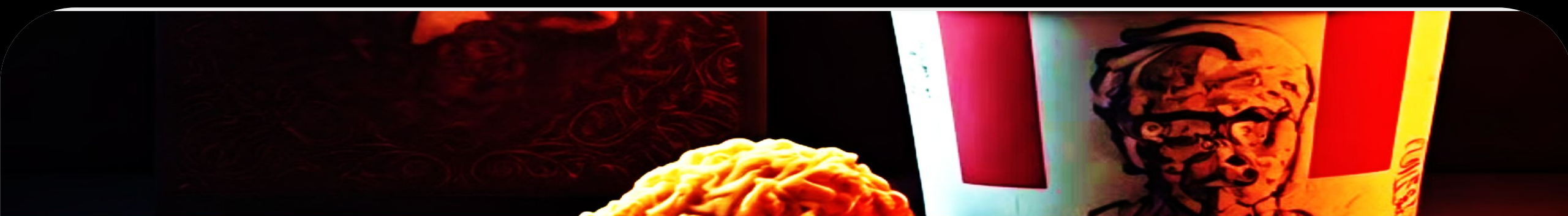
Economic fluctuations, inflation, and consumer spending patterns influence KFC's pricing strategies and overall profitability.

Social

Changing consumer preferences, health concerns, and dietary trends necessitate KFC's menu adaptations and marketing efforts.

Technological

Advances in food technology, online ordering platforms, and digital marketing tools shape KFC's operational efficiency and customer engagement.



Marketing & Branding Strategies: Advertising, Promotions & Customer Loyalty

1

Advertising

KFC employs diverse advertising channels, including TV, radio, print, and online platforms, to reach its target audience.

2

Promotions

KFC runs various promotions to attract customers, offering discounts, value meals, and limited-time menu items.

3

Customer Loyalty

KFC leverages loyalty programs, exclusive offers, and personalized marketing to cultivate customer loyalty and repeat business.



Competitive Analysis: Key Competitors & Market Positioning

Competitor	Strengths	Weaknesses
McDonald's	Global reach, iconic brand, diverse menu	Focus on affordability may impact perception of quality
Burger King	Focus on flame-broiled burgers, value-oriented pricing	Limited menu variety, reliance on promotions
Subway	Customization options, healthy alternatives, extensive franchise network	Limited menu variety, potential for inconsistent quality



Recent Trends & Challenges: Sustainability, Technological Disruption & Consumer Preferences



Sustainability

KFC is actively addressing sustainability concerns by adopting eco-friendly practices, reducing waste, and promoting responsible sourcing.



Technological Disruption

Digital ordering, delivery platforms, and mobile payments are transforming the fast-food landscape, presenting both opportunities and challenges for KFC.



Consumer Preferences

KFC is adapting to evolving consumer preferences by offering healthier menu options, catering to dietary restrictions, and emphasizing quality ingredients.



Future Outlook & Potential Strategies: Growth Opportunities & Adaptation to Change

1

Market Expansion

KFC aims to expand its global footprint by entering new markets and targeting specific demographics.

2

Product Innovation

KFC will continue to develop new menu items and flavours, catering to diverse tastes and dietary preferences.

3

Technological Adaptation

KFC will invest in technologies to enhance efficiency, improve customer experience, and stay ahead of the digital curve.

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