



Group presentation

Task : The main activities of KFC

***It's finger
lickin'
good***



Presented by:

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Objectives:

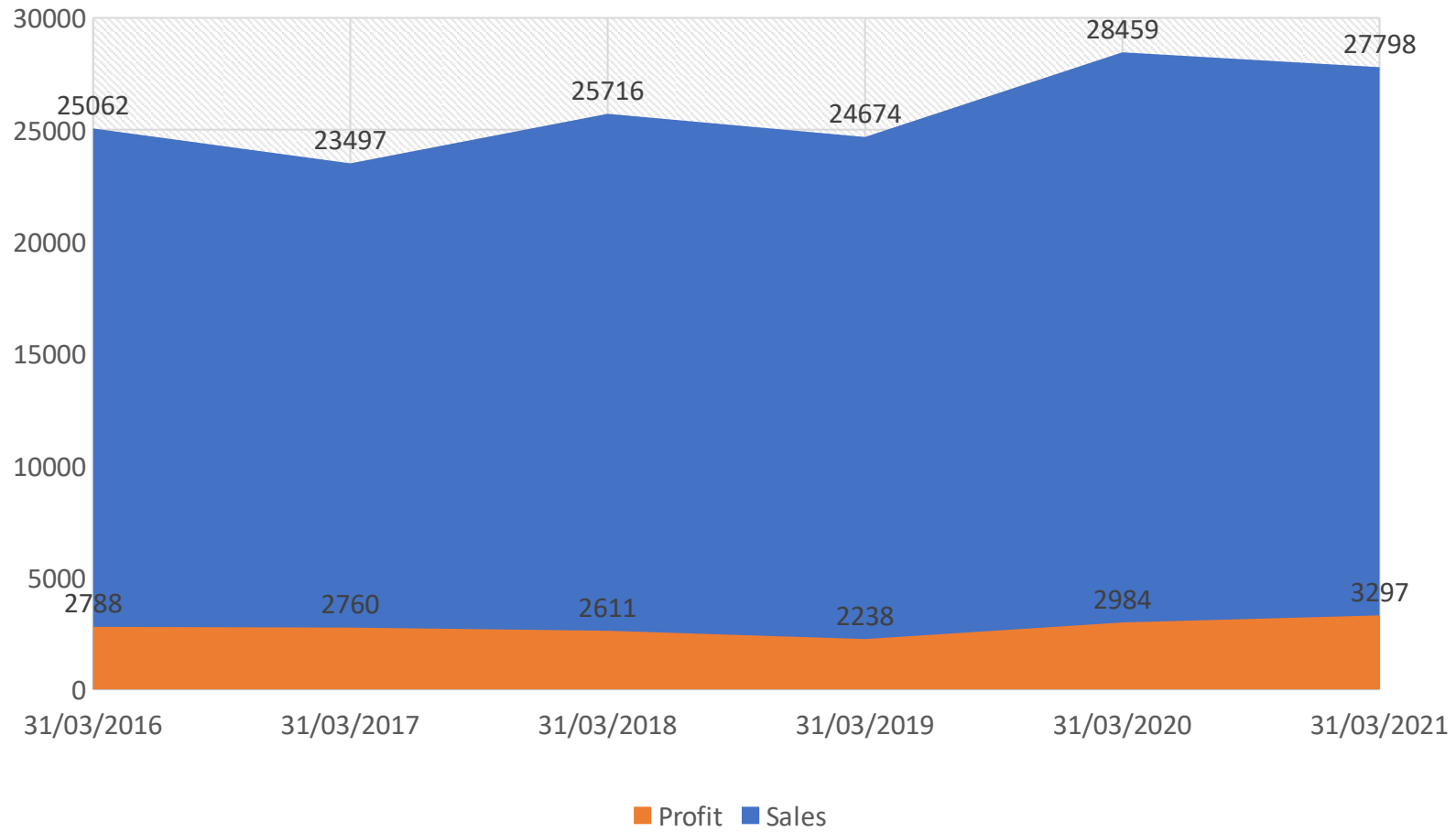
- To discuss about the History of KFC
- To understand what Company KFC is and what it does
- To analyse how KFC sales and revenue have evolved
- To present the KFC menu and “Original Recipe” of 11 herbs and spices
- To establish and explain how work the Marketing Strategies of KFC
- Conclusion

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Type	<u>Subsidiary</u>
Industry	<u>Restaurant</u>
Genre	<u>Fast food restaurant</u>
Founded	• Sanders Court & Café: March 20, 1930; 91 years ago <u>North Corbin, Kentucky, U.S.</u> • First franchise: September 24, 1952; 69 years ago <u>Salt Lake City, Utah, U.S.</u>
Founder	<u>Colonel Harland Sanders Pete Harman</u>
Headquarters	1441 <u>Gardiner Lane Louisville, Kentucky, U.S.</u> <u>Dallas, Texas, U.S.</u> (global)
Number of locations	More than 25 000
Key people	• Tony Lowings (<u>CEO</u> and <u>President</u>) • Monica Rothgery (<u>COO</u>) • Catherine Tan (<u>CMO</u>) • Staci Rawls (<u>CCO</u>)
Revenue	US\$28.08 billion (curent)
Brand value	US\$9.6 billion(curent)
Parent	Yum! Brands
Website	www.kfc.com

Sales and Profit evolution for KFC(JPY in Million)



For Sharing

Meals For One

Vegan

**OUR
MENU**

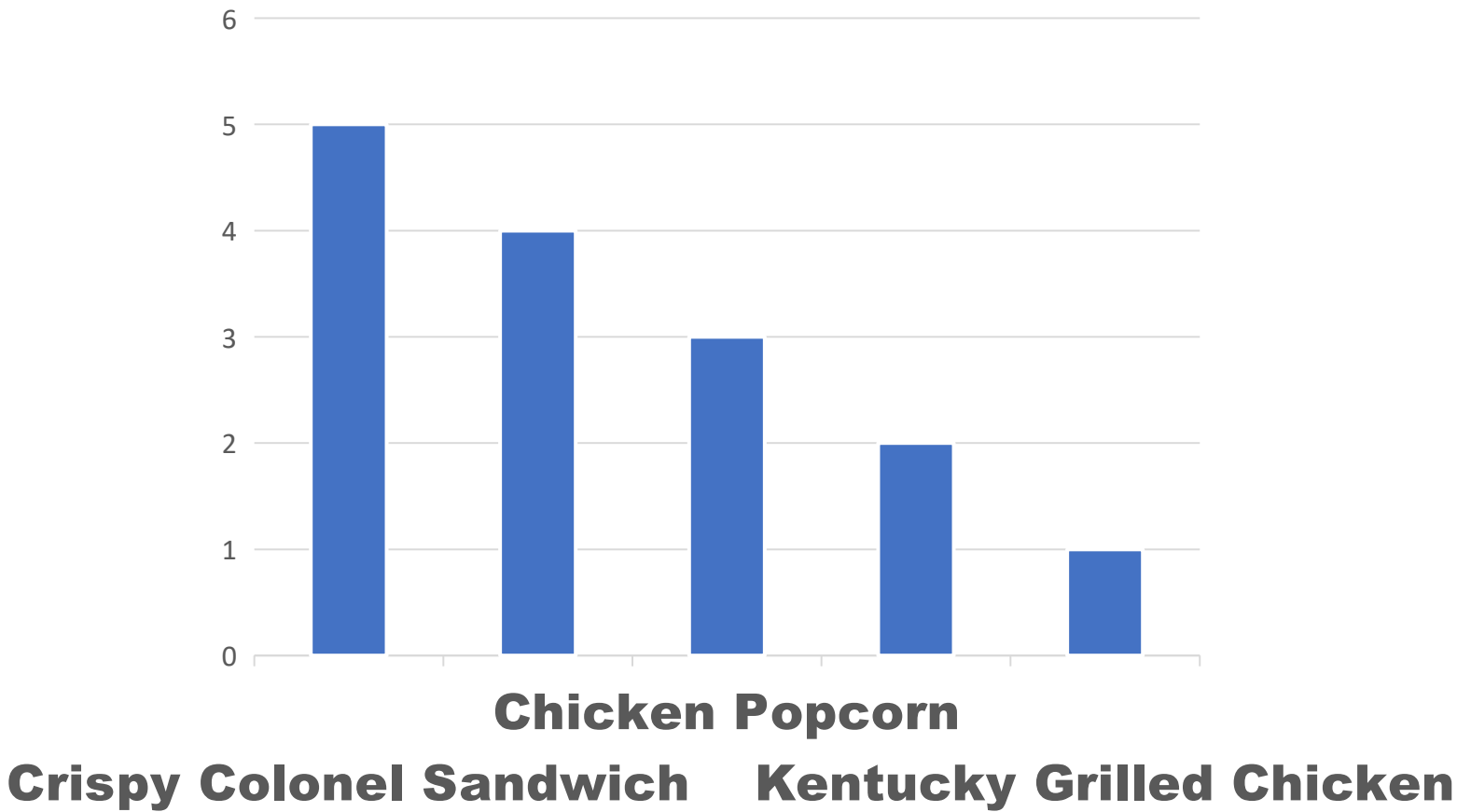
Treats

Snaks & Extras

Twisters, Ricebox & Salads

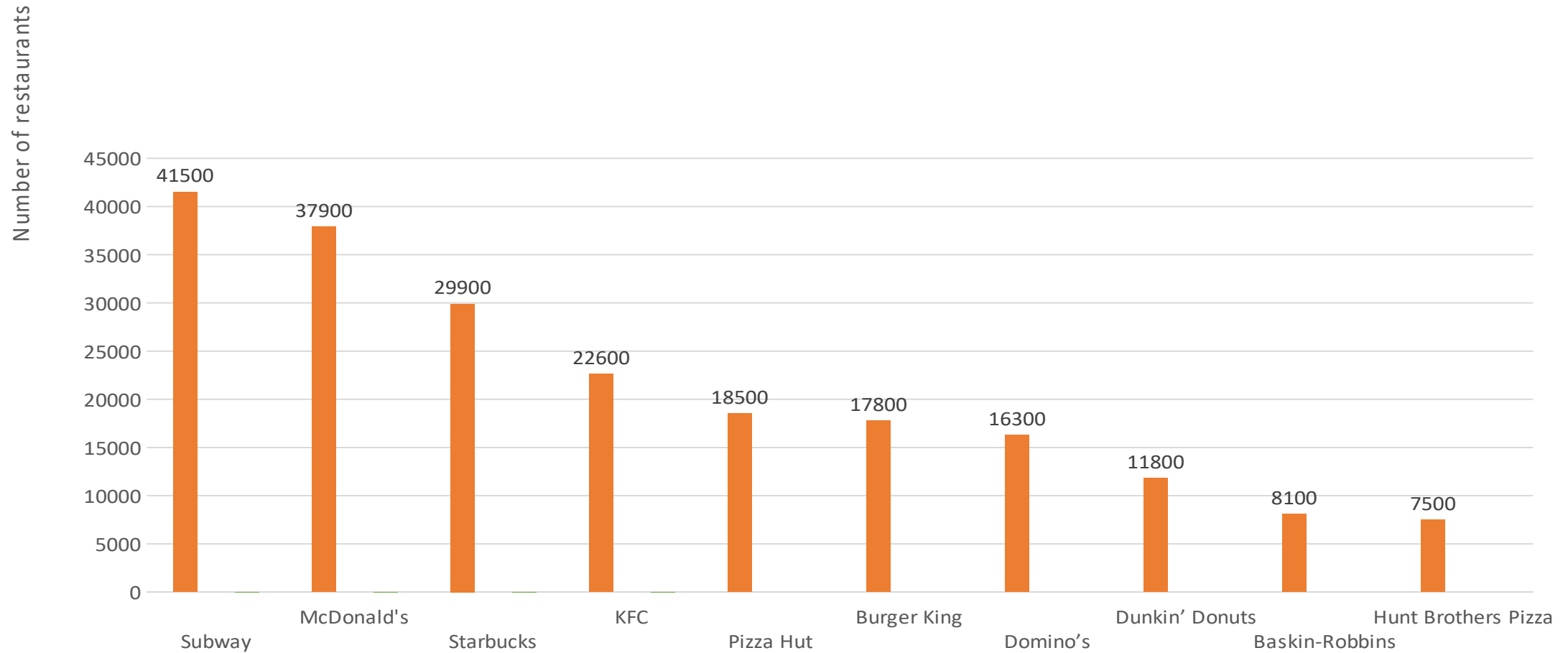
Drinks

Best seller





The 10 Largest Fast Food Chains in the World



KFC Marketing Strategies:

- Segmentation, targeting, positioning
- Competitive advantage
- BCG Matrix
- Distribution strategy
- Brand equity
- Competitive analysis
- Market analysis
- Customer analysis



Conclusion

1. Introducing even more healthy food choices, for instance, sugar-free desserts, vegetables and fruit smoothies with seeds and nuts
2. Having a choice of air-fried and deep-fried chicken
3. Introducing more promotional materials, for instance, reward cards for customers
4. Reducing salt and pepper in their food
5. Introducing coupons or souvenirs for their customers.
6. Paying more attention to hygiene.
7. Developing a KFC app for delivery orders, so customers can order directly.
- 8.
- 9.

References

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2. Bhasin, H.(2017) *Marketing strategy of KFC – KFC Marketing strategy*. Available at: <https://www.marketing91.com/marketing-strategy-of-kfc/> (Accessed: 20/03/2022).
3. Kelso, A.(2020) *KFC's New Equity And Inclusion Leader: 'We Want To Be Part Of The Solution'*. Available at: <https://www.forbes.com/sites/aliciakelso/2020/08/27/kfcs-new-equity-and-inclusion-leader-we> (Accessed: 20/03/2022).
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