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Table of Contents

1. Introduction and Background	4
1.1 Introduction.....	4
1.2 Company Background	5
2. Comparative Market Analysis (PESTEL)	7
2.1 Political and Legal Context.....	7
2.2 Economic Context.....	8
2.3 Social Context.....	8
2.4 Cultural Factors (Hofstede).....	9
2.5 Technological Context	10
2.6 Environmental and Public-Health Pressure	10
3. Comparative STP Analysis	14
3.1 Segmentation.....	14
3.2 Targeting	14
3.3 Positioning	14
3.4 STP Execution Risks and Mitigations	15
Table 3. STP variables, targeting strategy and country-level similarities/differences	16
4. Comparative 7Ps Analysis	17
4.1 Product	17
4.2 Price	18
4.3 Place	19
4.4 Promotion.....	19

4.5 People.....	20
4.6 Process	20
4.7 Physical Evidence	20
4.8 Similarities and Differences Across the 7Ps	21
5. Directional Development Strategy in India (Ansoff Application).....	23
6. Ethical Issues	26
7. Recommendations.....	Error! Bookmark not defined.
8. Reflective Account Using Gibbs Cycle	26
8.1 Description.....	30
8.2 Feelings.....	31
8.3 Evaluation	31
8.4 Analysis.....	32
8.5 Conclusion	32
8.6 Action Plan.....	33
References.....	34

1. Introduction and Background

1.1 Introduction



Image 1: KFC's Iconic Fried Chicken (Source: kfc.com)

KFC is one of Yum! Brands' flagship quick-service restaurant chains and operates in more than 150 countries. This report assesses the way KFC has handled its international marketing mix in the United States and India, and then it evaluates the directional growth options of the brand in India. The reason behind the country pairing is strategic since the US is a mature and high-intensity fast-food market, and India is a high-growth and low-cost market with high execution difficulty. The comparison is made on the macro-environmental conditions, cultural differences, STP choice, adaptation 7Ps, directional development strategy, ethical issues and proactive recommendations. It is based on the secondary evidence concerning the academic literature, regulatory sources, macroeconomic data and company reports and is suitable due to the possibility to compare the strategies of the companies. It lacks the in-depth information that the store-level, or primary fieldwork, could bring. An account of reflection based on the cycle used by Gibbs is then provided on how the report was researched, structured and refined.

1.2 Company Background

KFC, having been founded in 1930 by Colonel Harland Sanders, gained a reputation for fried chicken, under a recognisable Original Recipe and brand property. As part of Yum! Brands The operation will be to provide the best food, create customer experiences and grow the brand by creating the right customer value. Such a mission will play a critical role within the global market as KFC will need to protect a global taste icon in addition to realigning the composition of the menu, the provision of services, pricing and communication to the new market forces (Yum! Brands, 2024).



Image 2: Original Store of KFC (Source: KFC, 2024)

KFC will compete in a highly saturated QSR marketplace in the United States with McDonald's, Chick-fil-A, and success depends on how conveniently digital it can be, how it can promote and

be a disciplined promoter, and whether it can maintain a strong and consistent brand. Conversely, KFC India, which is mainly operated by Devyani International, capitalises on menu localisation, value-based pricing, and expansion by cluster to take advantage of growth (Devyani International Limited, 2025). The strategic balance between standardisation and adaptation is brought out in this comparison. While Yum! As it is focused on iconic food and trust as an internationally oriented brand, KFC will have to modify its products and marketing to correspond to individual consumer expectations of different countries across the world (Yum! Brands, 2024).

2. Comparative Market Analysis (PESTEL)

The macro-environment is associated with the external forces, which the firm has no control of, yet influence on the strategic choices, risks and performance of the firm in the market. Political, economic, socio-cultural, technological, environmental and legal forces are generally encompassed in these forces in PESTEL analysis (Yuksel, 2012).

Each of the factors has been graded in this report based on its probable impact on the growth, profitability, brand credibility and operating risk of KFC as favourable, unfavourable or mixed. The point is not to declare a nation as being good or bad but to demonstrate why the same consideration can bring about an opportunity in one business market and more challenging demands in a different market.

PESTEL framework for comparing KFC in the US and India

Favourable, unfavourable and mixed effects are judged against growth, risk and brand control.

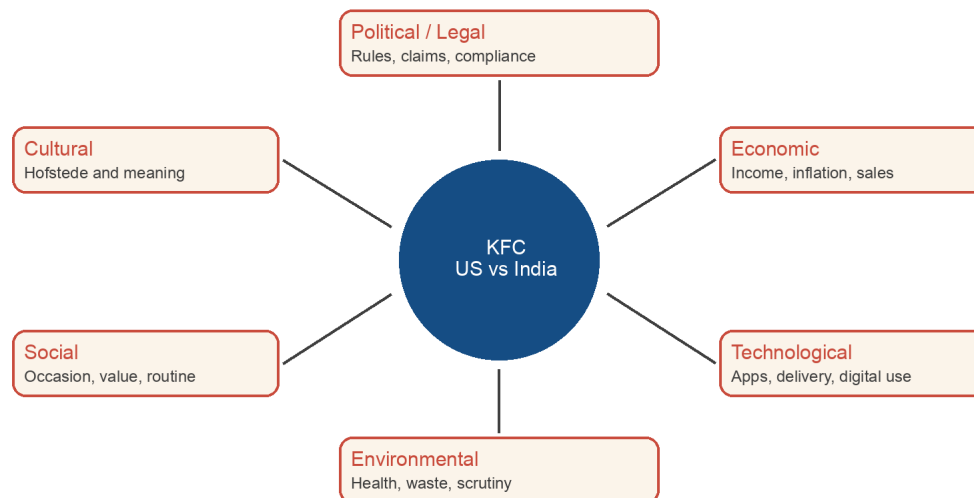


Diagram 1. The PESTEL framework is used to compare KFC in the US and India.

Source: Created by the learner using the PESTEL framework.

2.1 Political and Legal Context

The political-legal environment in the US is not volatile but very regulated, and the pressure of FTC and FDA regulations to introduce evidence-based claims and draw explicit disclosures (Federal Trade Commission, 2004a; U.S Food and Drug Administration, 2025). India encourages regulation, which also has a concern of execution because of the inconsistency when enforcing it in the various states (Food Safety and Standards Authority of India, 2018). Both markets require disciplined operations since irresponsible communication is punished. However, the US relies on strict regulatory compliance as compared to the Indian dilemma that is brought about by fluctuation in operations. The political environment is typically favourable, but with well-established marketing governance, and effective compliance with the laws will be the key to success.

2.2 Economic Context

India and the US appear to be different as far as economic conditions are concerned. Unlike India, the US has considerably higher levels of GDP and income, and customers can pay high prices, whereas India needs some more affordable and value-based products (World Bank, 2024a; 2024b; 2024i; 2024j). This difference is reflected in KFC's performance. The US market is mature and competitive, and stagnates in terms of sales with a low growth rate. Revenue in India is growing, and has good growth prospects even amidst low incomes (Yum! Brands, 2025; Devyani International Limited, 2025).

There will be different effects of inflation on the two markets. It decreases spending in the US and increases the price sensitivity in India (World Bank, 2024c; 2024d). It also increases the trade risks in India, with the cost becoming more difficult to manage (World Bank, 2024e; 2024f).

Overall, the US is more scale-friendly, but with slower growth, whereas India is more growth-friendly, with pricing being more challenging.

2.3 Social Context

Markets differ in terms of demand for fast food based on social conditions. Consumers in the US are highly convenience-oriented who prioritise fast service and quick delivery. Instead, India puts an emphasis on family-oriented dining, common events, and value sensitivity. Both markets are

favourable to KFC, but India needs culture-oriented communication. These variations do not just affect its promotion but also the menu, size of portions served and balance of individual meals in the US and communal meals in India.

2.4 Cultural Factors (Hofstede)

The framework provided by Hofstede assists in explaining the differences in culture, but one should take it with a grain of salt because the income and geographic issues also play a role in behaviour (de Mooij and Hofstede, 2010; Kirkman *et al.*, 2006). The US consumers are concerned with convenience and time saving, while the Indians are more concerned with family, things to share experiences to enjoy and activities to do as a family unit.

Table 2. Hofstede-informed cultural comparison and marketing implications

Dimension	United States	India	KFC implication
Individualism/collectivism	More individual choice and self-directed ordering	More shared and occasion-led consumption cues	US: personal convenience offers; India: family and group relevance
Power distance	Lower hierarchy in service expectations	Higher acceptance of role clarity and service structure	India needs clearer service reassurance and consistent standards
Long-term orientation	Shorter-term convenience focus	Stronger pragmatic household trade-offs	India needs value persistence, not only short campaign spikes
Uncertainty handling	Routine digital convenience	Higher caution around value and trust cues	India's digital journeys must reduce friction and risk perception

Hofstede provides structure, because it renders national variance pertinent to realistic marketing

options, but it is excessively generalised. This is quite a wonderful practice and this allows KFC to produce a global consistency and local adaption in the areas of communication, menu structure and value strategy without undermining its core brand identity.

2.5 Technological Context

Both markets have favourable technological conditions, but with a varying role. The digital maturity will also positively impact the US due to the ability to achieve high levels of personalisation and integration of loyalty, and in India, the high levels of digital growth allow for an increase in the rate of access and adoption (World Bank, 2023a; World Bank, 2025a). In the US, technology needs to be target-oriented and repeat purchase at the same time, in India, technology needs to be very simple to new customers as well as value-conscious customers. The performance measures, which in turn vary between the US, with its interest in margin efficiency and India, with its interest in accessibility and user growth.

2.6 Environmental and Public-Health Pressure

Ecological and health stress is on the rise, and the aspects of obesity, comprehensible information, and sustainability gain importance (World Health Organisation, 2010; World Health Organisation, 2024). The growth may still be attained in the case of KFC, but the improper or unconcerned marketing can lower the levels of customer loyalty and provoke regulatory problems.

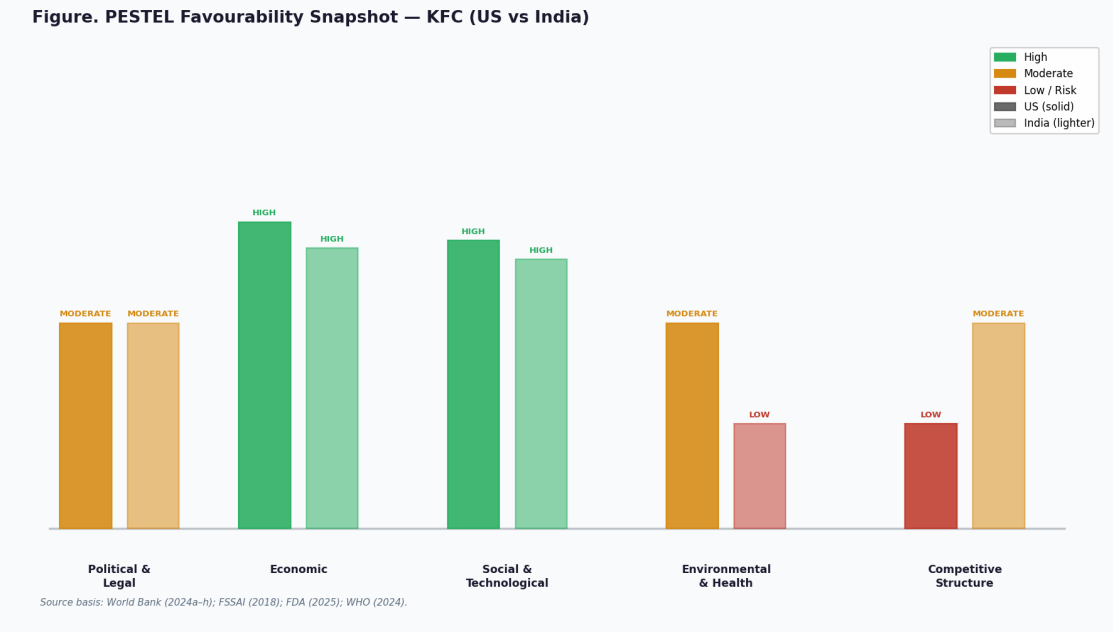
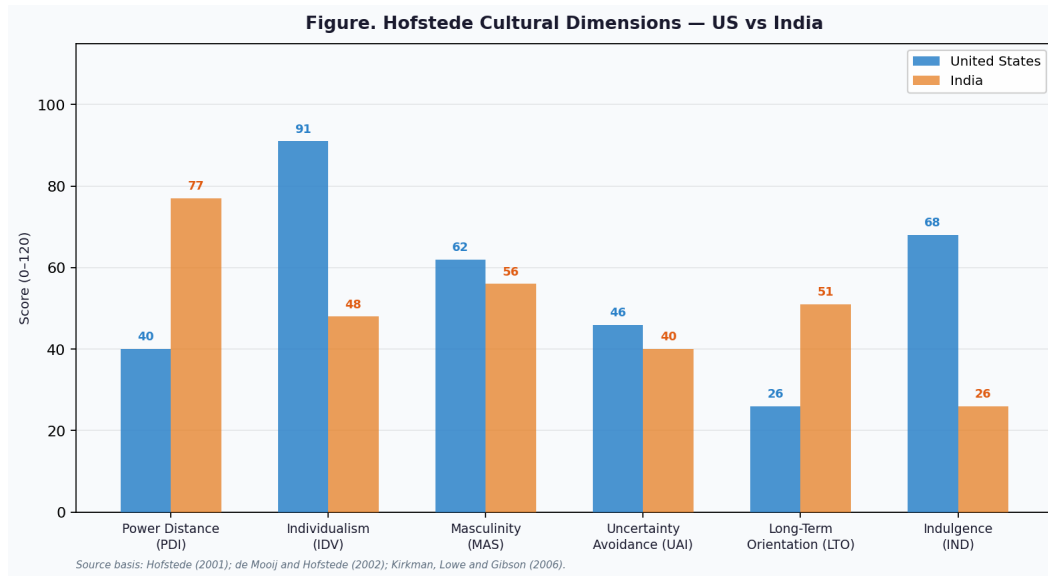


Table 1. PESTEL Favourability Snapshot for KFC (US vs India)

PESTEL Factor	United States	India	Strategic Implication
Political/Legal	Stable but high compliance enforcement	Evolving compliance intensity, high execution variance across regions	Keep one global compliance core; increase localized legal review cadence
Economic	High purchasing power, mature category competition	Lower average income, higher inflation pressure, and high growth potential	Different price ladders and promotion economics by market
Social/Cultural	Convenience and speed norms highly established	Greater heterogeneity in value expectations and consumption context	Localise message framing and selected product formats
Technological	Very high digital maturity	Rapid digital growth with uneven maturity	Optimize personalization in US; simplify and localize digital conversion in India
Environmental/Health	High visibility of nutrition discourse	Rising scrutiny, policy direction tightening	Integrate transparent communication and product-governance checkpoints
Overall Favourability	Commercially stable but competitive	High-growth but execution-sensitive	Prioritise adaptive governance over uniform rollout

power is high, and the digital systems are the best, but the level of competition and promotion is high. India has greater growth potential and more localisation opportunities; it must be done with caution and value clarity. Generally, KFC cannot employ the same approach in the two markets. The US requires efficiency and control, whereas India requires flexible and localised strategies. PESTEL assists in making these decisions.



3. Comparative STP Analysis

3.1 Segmentation

Variables should be used to clearly define segmentation. In the US, KFC divides the market based on demographics, location, psychographics, as well as behaviour, targeting deal-responsive and convenience-motivated customers (Novak and MacEvoy, 1990). Segmentation in India is more geographic and income-based, like metro cities and tier-2 cities, and value-sensitive households. Individual behavioural aspects such as the use of apps, combination deals, and favouring local tastes could not be done as a single wide market would not work.

3.2 Targeting

KFC uses differentiated targeting in the US by frequent users, families, and deal seekers, using digital to maintain profitability. In India, the targeting, too, should be differentiated and concentrated on major urban clusters and then extended to other areas. The markets entail targeting undifferentiation, and it is not effective in both markets as consumers possess different behaviour and value perceptions. Hence, it will require a more individualised strategy, with India needing more geographic coverage before scaling.

3.3 Positioning

KFC needs to maintain the familiar image of its chicken and adapt its positioning to different market environments in terms of form and position. KFC needs to push a message of reliable value and speed in the US, amidst dogged competitors. The brand in India should be balanced between aspirations, localisation and affordability. Diagram 2 places KFC India between the local competitive QSRs in the menu localisation and perceived value.

Perceptual map of major QSR rivals in India

Axes: perceived value for money and menu localisation.

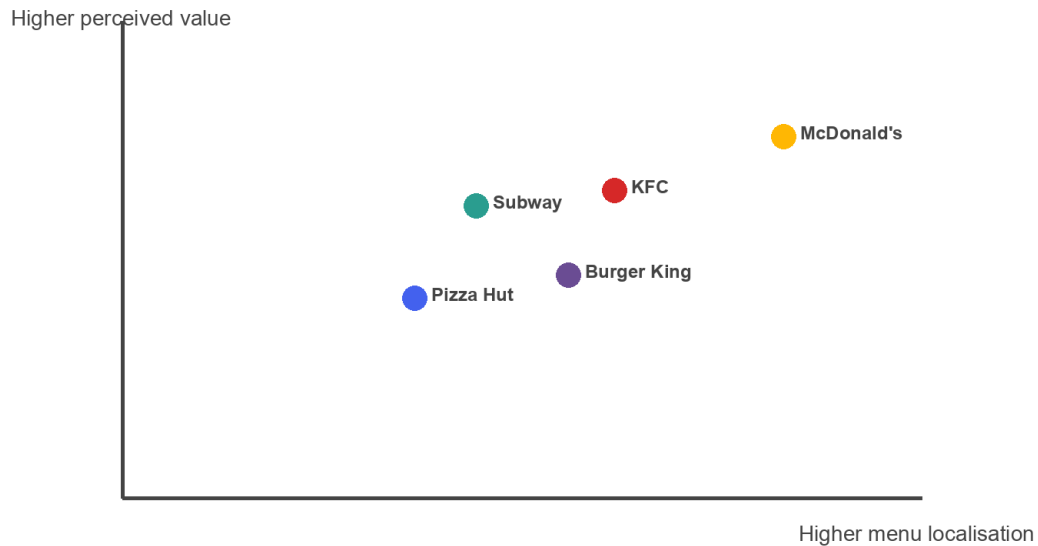


Diagram 2. Perceptual map of major QSR rivals in India.

Source: Created by the learner from brand-position interpretation using official KFC and competitor market cues.

The map shows that KFC is located in the centre of rivals and puts particular focus on chicken rather than Pizza Hut or Subway, but is not localised as McDonald's India. This lays stress on selective localisation. Without menu, pricing and service, positioning cannot be said to be credible. Hence, the perceptual map needs to evaluate how the actual offering by KFC in India is localistic and approachable enough to suit its desired brand image.

3.4 STP Execution Risks and Mitigations

The greatest threat in the US is an excessive amount of personalisation without sufficient control of profits, and in India, it is the assumption that the knowledge about the metro markets will be applicable in small cities. The other similar risk is the risk of diluting the message; too many promotions lead to the loss of brand definition. These risks can be reduced with the help of clear decision rules (e.g. checking the viability of segments, repetition purchase rates and brand fit) and

provide the opportunity to scale campaigns or expansion. This is particularly significant in India, requiring the growth to be pegged on the established demand. The thing is that when the brand fails to meet its promise and when consumers complain about such features of the brand as do not work, especially speed, flavour and price, the brand can lose its position. In that, it is STP that should be viewed as a testable and practical method instead of a creative idea. A two-axis strategy with commercial viability and brand fit as key concerns can enable the company to create a marketing strategy that is realistic and sustainable.

Table 3. STP variables, targeting strategy and country-level similarities/differences

STP element	United States	India	Similarity / difference
Segmentation	Behavioural plus demographic and psychographic; frequent users, deal seekers, achiever / experiencer profiles	Behavioural plus geographic and psychographic; metro youth, family occasions, aspirational value seekers	Both require precision, but India needs stronger city-tier logic
Targeting	Differentiated targeting through loyalty, family meals and app-led offers	Differentiated but more concentrated cluster-first targeting	US widens reach; India narrows focus before scale
Positioning	Reliable value, speed and iconic taste	Accessible aspiration, localisation and affordability	Global chicken core stays, local message emphasis changes

4. Comparative 7Ps Analysis

Marketing mix can be described as the set of variables that a firm can control and align in such a way that they can affect the level of demand and value of competition (Borden, 1964). The classic 4Ps have often been expanded in service-intensive restaurant environments to 7Ps since the traditional 4Ps (people, process, and physical evidence) influence customer experience significantly.



Diagram 3. 7Ps framework used for the KFC international marketing mix comparison.

Source: Created by the learner.

4.1 Product

Product depth is defined as the variants of a product line, and product width is defined as the variants of related categories of a product. KFC ought to be consistent and innovative quickly in

the US. India needs more product adaptation, but this must be selective, as it would not complicate the operation. KFC must retain its international flavour, but it must only change formats, flavours and portions whenever there is justification by the local demand. Dilution of changes should be scaled when they enhance relevance and can be provided on a regular basis (Yum! Brands, 2024; Devyani International Limited, 2025).

Table 4. Product depth and width comparison (US vs India)

Lens	United States	India	What it shows
Depth	Chicken on the bone, tenders, sandwiches, nuggets, family meals	Buckets, rolls, Rice Bowlz, burgers, veg lines, smoky chicken	India carries more localisation-led variety
Width	Sides, biscuits, sauces, drinks, limited-time menu extensions	Desserts, beverages, veg range, rice categories, value boxes	Both extend beyond chicken, but India shows broader localisation

basic and common means, and India must localise but not excessively. The excessive number of items minimises efficiency, and controlled and narrowed selections serve to maintain quality and consistency (KFC India, 2026a; KFC, 2025b).

4.2 Price

Price strategy is used to define the markets more clearly. KFC in the US relies more on package pricing, promotional pricing and online offers concerning loyalty since consumers are used to responding to promotional offers. Value pricing, bundle pricing and entry-level pricing that appeals to consumer psychology are a better fit in India since one of the barriers that prevents conversion is the cost.

Neither country regulates discounting, weakening brands. The difference is that it is the US that will be at the most risk or opportunity to sell the value through margins, but India can also tilt the anticipation of value in the new markets that are emerging. Advertisements must thus be limited and time-constrained.

Table 5. Named pricing strategies used by KFC in the two markets

Country	Named pricing strategies	Examples/logic
United States	Bundle pricing, promotional pricing, loyalty pricing	Family meals, value boxes, app-led digital offers and rewards
India	Value pricing, bundle pricing, and psychological price points	Bucket deals, order-value offers, free delivery thresholds, combo-led access

The issue of pricing discipline is that the promotional tool is going to pose various threats in the same market. In the US, frequent discounts will condition the established users to wait until an offer comes to make a purchase. In India, the larger risk is the construction of traffic, which is price sensitive yet loosely faithful. Successful pricing must then have guardrails in its timing, depth, and use by channels and not set-in-stone reliance on the deal.

4.3 Place

The strategy of place varies between markets. In the US, KFC ought to streamline the existing omnichannel platform that consists of dining in, take-away, drive-through and delivery. Expansion in India should be cluster-based to allow logistics to be smooth, service constant, and to have control over the operations in India. Channel success and winning should be directed towards reliability and efficiency, rather than simply reaching. This can be observed, as US outlets have an assortment of channels, whereas KFC India has an assortment of delivery, pick-up, and dine-in options that are combined via a localised digital platform (Yum! Brands, 2025; KFC India, 2026a).

4.4 Promotion

Integrated marketing communications (IMC) can simply be defined as the act of harmonising any of the communications tools in such a way that messages are clear and consistent in communication channels (Kliatchko, 2005). In the US, KFC enforces evident value and personalised interactions and benefits, such as rewards, limited-time offers, and value meals (KFC, 2025a; 2025b). In India, marketing is regional and involves trying to make them affordable,

family packages and comfort to them in the form of bundling and discounts (KFC India, 2026a). The difference is that US promotion is convenience/clarity oriented, and India is value, taste and culture oriented. Promotion is only successful with the assistance of honest messages, effective work and timely and quality service delivery.

4.5 People

Individuals play a relevant role in QSR since the staff behaviour influences the customer experience and repeat demand. The high level of staffing in India shows that high staffing has a predisposition to having some degree of coordination (Devyani International Limited, 2025). Due to the nature of most staff in the US as franchise-based, training and uniformity are more relevant than the overall number of employees (Yum! Brands, 2025)

4.6 Process

Process is what delivers fast, accurate, clean, and responsive effective handling of customer complaints. In India, it is done by online help and call centre, but in the US, it is done through formal channels and telephone support (KFC India, 2026b; 2026c; Yum! Brands, 2026). The quality of the process output, as rated by speed, should also be rated on the ease of rectification of problems by the customers.

4.7 Physical Evidence

Physical evidence includes layout, website, usability of the apps, packaging, signage and physical manifestations of service. KFC India also has more focus on: value banners, rice bowl and veg category and channel prompts of delivery, pick-up and dine-in. US brand recognition is more correlated with the drive- through access, value framing of meals, as well as rewards-based ordering.

The importance of these signals is that they enable the consumers to know the quality, sincerity and convenience, judging by what they see, even before placing the order. The aesthetics of the stores are not the only supposition of positioning.

Table 6. Promotion, people, process and physical-evidence comparison

7P lens	United States	India
Promotion / IMC	Rewards, comeback offers, value boxes, limited-time menu launches	Order-value offers, bucket deals, free delivery thresholds, and localised menu-led deals
People	Training consistency matters because most KFC labour is franchise-operated	Lead franchise operator Devyani disclosed 14,802 employees in FY2024-25
Process	Yum routes customer satisfaction enquiries through formal US contact channels	Visible Help and Contact Us complaint routes on the ordering platform
Physical evidence	Drive-through, digital rewards, family meal cues, standardised signage	Veg and rice categories, stronger value banners, delivery-pick-up-dine-in prompts

These service-oriented variables are important as they convert strategy to experience. The promises can be made in a campaign based on convenience or value, and the customers will realise whether a promise is meant to be used correctly or not by the behaviour of the staff, waiting times, accuracy of orders, grievance processing, and appearance of the interface. This is the reason why extended 7Ps are particularly crucial within international restaurant marketing.

4.8 Similarities and Differences Across the 7Ps

The main similarity, throughout the 7Ps, is that, in both countries, there needs to be a familiar international chicken core, a high degree of operational discipline and articulation of values. The important difference is the degree to which the local accommodation can be performed by individual markets, without damaging their performance.

Margin and promotional discipline is the stalemate in the US. The pressure point in India is the localisation, which is supported by affordability and is implemented by a cluster. In Table 7, the similarities and differences are better summarised.

Table 7. Similarities and differences across the 7Ps

P	United States	India	Similarity / difference signal
Product	Consistency and innovation speed	Selective localisation and menu fit	Same brand core, different depth logic
Price	Bundle and loyalty discipline	Accessible value ladder	US protects margin; India protects access
Place	Mature omnichannel and drive-through	Cluster-led rollout and digital ordering	Both rely on convenience, but the channel structure differs
Promotion	Transparent value and digital rewards	Value-led, localised IMC	Same need for claim discipline, different tone
People	Consistency through franchise execution	Consistency through operator training depth	People remain brand evidence in both markets
Process	Speed and complaint resolution	Variance control and visible grievance routes	Both require reliable service recovery
Physical evidence	Rewards-led ordering and familiar store cues	Website value cues, menu localisation and channel prompts	Evidence reinforces positioning in both markets

5. Directional Development Strategy in India (Ansoff Application)

A directional development strategy would ask questions as to where KFC should grow and at what rate capital should be invested. As to why the Ansoff matrix would be appropriate in this scenario is that it isolates, or distinguishes market penetration, product development, market development, and diversification and therefore gives the rationale as to why those alternatives leading to growth with any sort of acceptable risk are pursued (Ansoff, 1957). The reason why India should focus on penetration first and then on selective product and market development is illustrated in diagram 4.

Ansoff matrix for KFC India directional development

	Existing markets	New markets
Existing products	Market penetration Primary route Boost repeat demand, value bundles and c	Market development Phased after proof Enter tier-2 cities only after service and margin gates are met.
New products	Product development Selective route Localise only high-value menu or format ch	Diversification Avoid for now New categories add complexity without enough strategic need.

Diagram 4. The Ansoff matrix is used to evaluate KFC India's directional development options.

Source: Created by the learner.

With India, there is no necessity to reach complete diversification. The robust course is an integrated approach of penetration and selective product development to the existing category at KFC. This supports the development of familiar competencies.

- Marketers should address the need to maximise their share in established pools of urban areas. They need to maximise performance, design of the bundles and repeat-purchase.
- Selective product development should be localised changes of high-value menu or format that do not overload operations, but can be relevant in a different way.
- Rather, the transition of market development out of the tier-2 cities should only be made after the existing clusters have reached repeat-rate, service and unit-contribution threshold. Tier-2 growth should be adhered to by operational learning as opposed to being a leader.

A staged roadmap can therefore be more justified in comparison to national acceleration.

- Phase 1, 0-12 months: stabilise and improve quality, margin and digital conversion in existing clusters.
- Phase 2, 12-30 months: scale out selectively in terms of logistics and training preparedness, which proved to be successful.
- Phase 3, 30+ months: re-optimize the network, optimize the formats and productivity.

All the movements are to be under the KPI gates. Repeat purchase, accuracy of order, frequency of complaints, promotion/margin ratio and contribution city-wise are more effective compared to store count ambition since it allows expansion compliance with audit. They protect the discipline of capital allocation, too.

Scenario planning creates even more definition and order in decisions. Where inflation would come in, KFC would focus on penetration and optimisation of the value packs. As the demand side environment improves, it will have the opportunity to test with a limited price point and tentatively spread out when developing its products. This eliminates the possibility of using one growth layout for all markets.

The capital sequencing is needed because an untimely rollout of the city will leave it cash-strapped without establishing a sustainable brand equity.

Two quarters of positive repeat demand, as well as good unit contribution in its first two quarters of operation, would make a realistic stop-go rule before commencing operation of a new cluster. It prevents growth based on optimism as well.

Preparedness under this governance framework can be classified as moderate (clusters and their development are going at a normal pace), moderate-weak (development is slow, and an audit is somewhat tougher on the cluster), and weak (development rather than expansion). The system continues to perform dismally in the areas when in repair mode until the system can improve its performance.

Such directed logic is even more potent compared to a simple expansion goal because of the linkage of growth to evidence. India still exhibits good white space, but not all of it is easily executable as an opportunity. This is where Ansoff can be implemented because it can make the management think only about those options that are superficially exciting, as well as those options that are within the current capabilities, the degree of risk assumed and unit economics.

6. Ethical Issues

Example	Ethical Status	Main 7P Link	Strategic Lesson
FTC deceptive low-care and health comparative claims (2004)	Unethical	Promotion / Product	Health claims need strict evidence governance and legal review
Ambiguous comparative health framing in consent case (2004)	Unethical	Promotion	Comparative messaging must avoid partial truths and implied misrepresentation
Shift away from trans-fat oils after legal/public pressure (2006)	Ethical (corrective)	Product / Process	Corrective reformulation can restore trust and reduce policy risk
Calorie disclosure compliance under menu-labelling rules	Ethical (transparency)	Promotion / Physical Evidence	Transparent information should be treated as marketing quality, not only a legal burden

KFC in the US has an ethical position that is neither so black nor white as to be positive or negative. It has been stringently criticised for circulating deceptive messages on health-related topics, but the situation has forced it to start corrective action, which can prove that governance can be fixed. Most significant issues are those in the product, promotion and disclosure.

Ethical example 1, Product/Process: this change of ceasing use of trans-fat cooking oils was due to the ongoing pressure on the company and because of legal action. Although this was a countermeasure, it reduced health risks for consumers, and it indicated that, despite making decisions on products, health risks could be rectified in case the health risk revealed itself (Centre for Science in the Public Interest, 2006a; 2006b).

Promotion/Physical evidence: The menu-labelling playing field seems to be more energetic as the practice of ethics helps to make the product specifications more prominent at the time the order of the product is placed. (example 2). Marketing quality that actively engages in calorie disclosure as a marketing practice, as opposed to a legal requirement, will aid in making informed consumer choices (U.S. Food and Drug Administration, 2025).

An example of unethical example 1, Promotion/Product: In the 2004 FTC matter, responding to an apparently promotional advertisement by KFC, which was posted on a low-carbohydrate dieting website, was an advertisement that appeared to be endorsing the use of Original Recipe chicken. Not only was it a legal matter, but also an ethical one, speaking of the fact that the argument was convincing in creating health, failing to provide enough reasons why so (Federal Trade Commission, 2004a).

Unethical example 2, Promotion: the same consent record also condemned the comparative health messaging on which the fried chicken at KFC was a much healthier one than other products in the category of fast food. This was ethically problematic as it was founded on biased truth and is liable to manipulate consumer judgment through biasing it with prejudices (Federal Trade Commission, 2004b).

The two cases together prove that ethical international marketing is neither a good intentions-based practice, but a governance of marketing claims. Absence of attachment between the product, promotion and legal examination, brand innovation is changed into shopper fraud within a few years. This is what teaches KFC that compliance and ethics must be up to par prior to rolling out the campaign.

What it means ethically, as far as international marketing is concerned, is that country adaptation cannot be equated to a country-level ethics flexibility. This may require more exclusive application of value framing to the Indian market and more application of communication of deals using digital deals to the US market, but the two markets require the same basic discipline of substantiation, disclosure, and truthful presentation of a health-related or comparative statement.

7. Recommendations

The recommendations below split priorities of the countries, since the two markets are not subject to a common commercial matter. In the US, the issue is quality-growth within maturity internally. The dilemma faced by India is how to cope with organised expansion in a very diverse market. It would undermine them to assume that they are one management agenda.

7.1 United States suggestions.

KFC US should target differentiation towards the lucrative repeat-buyers, like the family meal purchaser and online users, with loyalty. The objective of the promotion must be to convey trusted communication on values; instead of being bombarded with offers, they would have the capability of cushioning the margin and raising the trust levels.

The US management is also to improve pre-launch approval of claims, and tracking of complaints after the campaign. This would take IMC, ethics and the quality process much closer to the market where it is most questioned by the regulatory environment.

Finally, but not least, KFC US should use its digital ecosystem to enhance its baskets to be even more superior by creating smarter bundling, instead of quantity volume of discounts.

7.2 Recommendations for India

KFC India should not target cluster-first growth and view expansion/expanding it to wider geographical regions as a yardstick of success. Expansion to new cities should be based solely on repeat rate, quality of service and unit contribution.

The Indian business should also choose to refine the depth and breadth of the products, selectively maintaining only such localised forms that add more value rather than throttle the kitchen performance of the business. Pricing has to be founded on a manifest value ladder and bundles.

The IMC of India needs to be more local-family, and digitally, it should be the least difficult to translate. An attempt should be made to make efforts more visible in formal complaint and supportive channels that must become part of the brand promise.

The usual tip in both countries has been disciplined adaptation: the execution by country teams needs to be unrestricted by central brand requirements, but where clearly local demand regimes

are different, then the country managerial team needs some room to execute the strategy, which will be most effective in that country.

8. Reflective Account Using Gibbs Cycle

Gibbs reflective cycle used for the reflective account

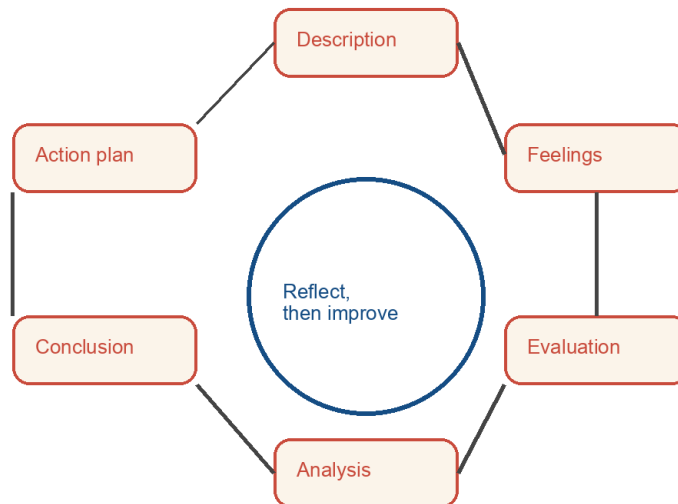


Diagram 5. Gibbs reflective cycle is used in the reflective account.

Source: Created by the learner.

8.1 Description

This assignment became very different when I started viewing the brief as general guidance to follow, rather than a checklist of what elements should be in place. The quality of the decisions made was low all around, but the report was well organised and written in the normal style of writing academic work, as was by and large appropriate to the arrangements of the assessment in its original format. The major subjects, like properly stating PESTEL favourability, the correct positioning of Hofstede in the cultural analysis, the use of the directional development model, a clear beauty and structure of STP and 7Ps, were either not fully carried through or did not adhere to the task requirements.

During the revision, I was thorough by reading the assignment brief and guidance slides and translating all the requirements into a visible element in the report. This would involve the application of comparison tables, diagrams, improved headings and improved links between practice and theory. As a result, the report has become more systematic, analytical and more sensitive to what was desired by the lecturer.

8.2 Feelings

The early phases of the revision process frustrated me as my original copy appeared to be good and flawlessly written. This created a false sense of success, and it was difficult to immediately assume that key determinants were left out. My initial impression of the feedback was highly critical; however, going through the brief, I understood that it was not the quality of writing that needed improvement, but rather requirement clarification.

The feelings that I acquired were frustration, clarity, and self-confidence over time. It would be more convenient to revise it by breaking down the task into some requirements. I was trying not only to make the report better, but I was also trying to fix the obvious gaps. This shift allowed me to be more confident in my working process and the final product.

8.3 Evaluation

The new report has several strengths. The closer relationship between the theory and the practical application is one of the most significant enhancements. To illustrate, the PESTEL analysis currently elucidates clearly whether each factor is favourable or unfavourable, instead of outlining external conditions as in the past. Similarly, there is a logical placement of the cultural construct constructed by Hofstede in the framework of a social and cultural analysis, and, therefore, the discussion is more nominal and relevant.

Also, it is an enhancement in that the STP and 7Ps have been called names in the section, and the difference in the strategies in the US and India is compared. This makes the analysis more precise and academically robust.

However, there are still some limitations. It is based on predominantly secondary sources of data (reports, academic literature and industry data). But even though these sources are credible,

primary data is not accessible and hence may not be accurate in some of the issues since it may not fully mark the real-time consumer behaviour and operational problems.

8.4 Analysis

The other lesson of this assignment was that critical thinking and sticking to the brief are not two different tasks that are not interrelated, but are very similar. I originally thought that being analytical just involved emphasising discussion and argument. It was, however, taught to me that the method by which critical thinking can be improved is by using frameworks such as PESTEL, Hofstede, STP, and the 7Ps in a more explicit manner. These paradigms provide a framework that requires the evaluation, comparison and reasoning to a more profound degree.

As a case in point, the appropriate use of PESTEL was clarifying not just the nature of external factors, but also the ways these factors have varying impacts on KFC in both the US and India. Equally, when I used STP, I was made to ponder more on aspects of segmentation variables, how to target, and the placement of positions. This improved my analysis degree.

I also got to understand that reflective writing gains more power with instances of errors and enhancements. In this instance, there are mistakes that I found in my case, like misplacing Hofstede, failure to explicitly outline targeting strategies, and my failure to exhaustively cover directional strategy models aspects, which assisted me in grasping how to deal better with structure and content. The lessons will apply to other tasks.

8.5 Conclusion

Overall, this assignment helped to develop my skills in writing a theoretical and practically relevant document. I focused more on the theory of thinking about how marketing theories can be put into practice in marketing situations, more so when the global setting is involved, and there is a large disparity among the various nations.

The best thing I could have elicited is that the work done concerning the assignment requirements is as important as the clarity and professional writing. There will never be sufficient time to draft a well-written report that will cover the task. Academic writing should also be lucid and properly laid out, taking into consideration brevity.

This has not only made me very confident in taking up complex tasks but has also helped me to be more skilled in the information organisation, analysis and presentation skills.

8.6 Action Plan

To enhance my further academic activities, I will adhere to a few major guidelines:

- I will come up with a requirement-based checklist to ensure that every requirement is covered, and this checklist will be applied at the point of undertaking every assignment.
- I will be less subjective to all types of evidence, creating a more balanced approach to theory, scholarly studies, and practical information.
- It will be made clearer and structured with the help of tables, diagrams and comparison tools, being more frequent measures of analysis.
- I will directly state key aspects such as the targeting methods, ethical issues and recommendations instead of thinking that they are understood.
- My formatting, structure, and word count will be reviewed to make sure that the work fits all technical requirements before final submission.

The steps will assist me in writing more structured, academic and high-quality academic work in future.

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