

Consulting Project on KFC



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About us – Orient Consulting



Orient Consulting is a company with years of experience in management and consulting. In the industry we have accumulated abundant business cases.

We have served 1000+ companies and helped them to achieve strategic success. We're very experienced!

Our aim is, based on benchmarking experience, combined with industry best practices, and output the customized solutions to improve competitiveness in the market.

The crisis of chicken shortage in UK



KFC, as a chicken - based western fast food, once the chicken supply is in trouble, the survival and development of KFC is in great threat if no actions to be taken.

Therefore, KFC should carry out the differentiation strategy, which can handle the current crisis and attract more customers to enhance the competitiveness of the market.

Differentiation strategy used in China- Localization

KFC has introduced a series of Chinese products to cater to local appetites.

Such as :

spring rolls

fried bread stick,

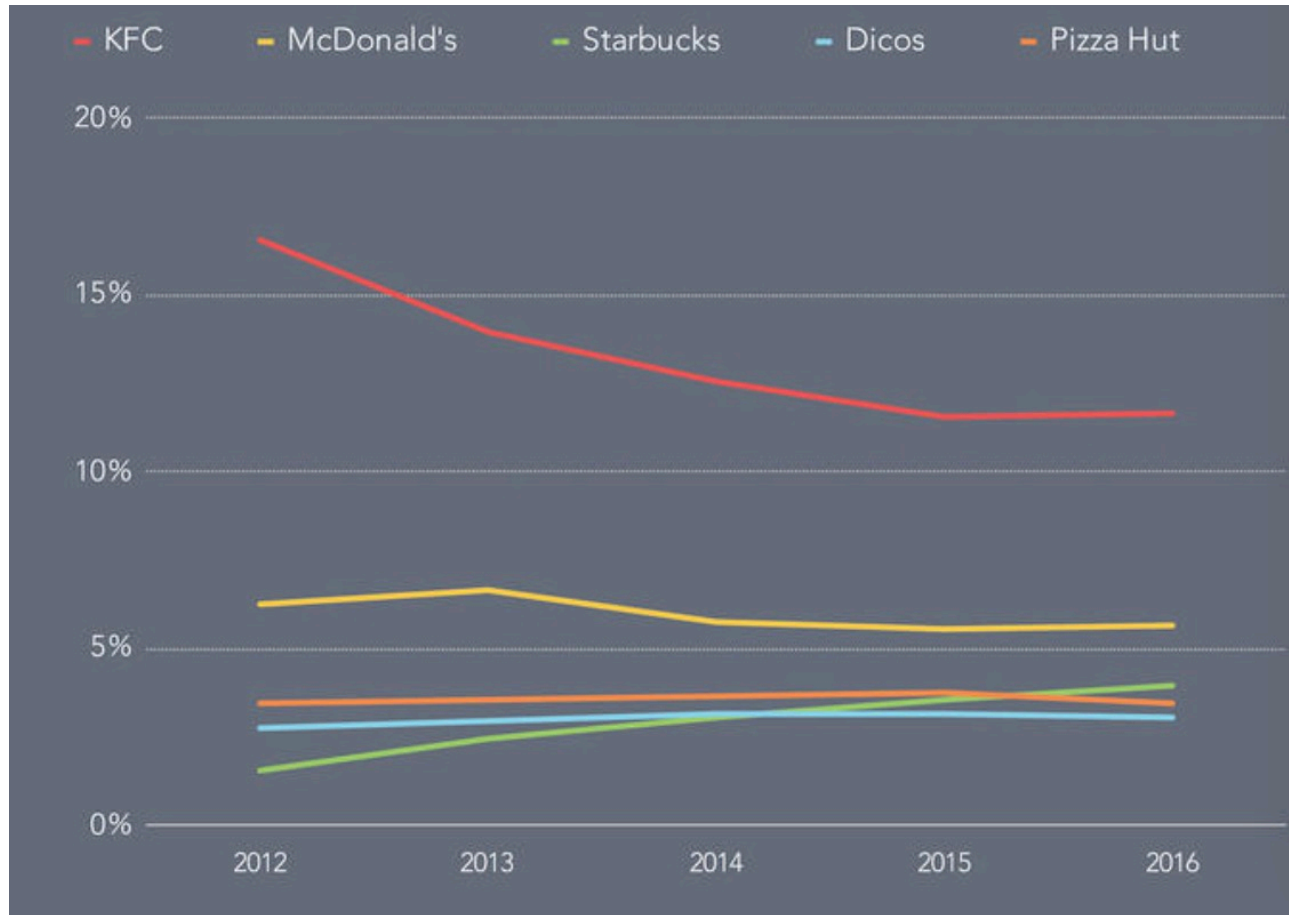
preserved eggs and pork porridge

rice served with meat and vegetables

KFC represents high quality and exquisite for fast food in China



The market share of Chinese restaurant chains



Resource from : Euromonitor

The success of KFC's localization strategy has resulted in its market share of Chinese restaurant chains, which is twice as big as McDonald's, with a share of 11.6% and 5.6%, respectively.



KFC's market in the UK.

But in the UK, data shows that KFC has struggled to compete with McDonald's.

Here are some customers complain.

In the same area, KFC stores are small and remote, and the food ranges are very limited. In contrast, McDonald's is located in the centre of the city, with large and lively stores, and the production standard seems to be much stricter.



Some possible solutions

- Local food is provided to cater to local appetite, such as traditional British food Fish & Chips.
- KFC's location should be chosen in the high street, where there are more people.
- KFC can boost exposure rate by advertising.

Research Methodology



In order to gain a deeper understanding of the fast food market, we will apply both the interview and questionnaire survey, to know more about the public's ideas and preferences.

In the interview, more detailed information can be obtained. And the questionnaire can involve more people, which makes the data more accurate.

Do you want to make KFC more competitive?



Don' t hesitate to join us!