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# Section-1

## 1. Introduction

This report compares the international marketing strategies of KFC in two markets United Kingdom and Bangladesh to determine the ways in which the company can adjust to the varied economic, cultural and market environments. It is concerned with the macro-environmental analysis through PESTEL model and segmentation, targeting and positioning (STP), 7Ps marketing mix, ethics, and strategic suggestions to improve global performance.

The concept of globalisation has had a huge impact on the multinational operations in international markets where firms have to strike a balance between global standardisation and local responsiveness. The international marketing theory emphasises the need to comprehend the differences in macro-environmental conditions, consumer behaviour, and brand positioning (Kotler, Keller and Chernev, 2022). Whereas standardisation forms a cost-effective approach and brand recognition, adaptation increases suitability to the local taste (Cavusgil et al., 2014). The transnational strategy promotes global efficiency and responsiveness (Johnson, Scholes and Whittington, 2020). Strategies are also influenced by cultural inclinations, lifestyle, and increased consciousness towards health and sustainability particularly in the comparison between developed and emerging markets (Solomon, 2018).

## 2. Company Background: KFC

### 2.0 Background Information of the Company.



***Image: KFC Brand***

KFC (Kentucky Fried Chicken) is a global chain of the largest quick-service restaurant (QSR) chain that deals with fried chicken. Colonel Harland Sanders founded it and in 1930 he started by selling fried chicken in his roadside restaurant located in Corbin, Kentucky. Sanders also added franchising because of the increased popularity of his own recipe and in 1952 the first official KFC outlet opened in Salt Lake City (KFC, 2025).

Its notorious Original Recipe, which is prepared using a top secret mixture of 11 herbs and spices, is what makes the brand successful. This is a unique product that made KFC stand out in the world. With proper franchising strategy, KFC currently has a presence in more than 150 countries and operates a total of over 30,000 outlets across the world (Yum! Brands, 2023).

## 2.0.1 Mission and Vision of KFC



These statements reflect KFC’s commitment to global brand consistency and sustainable international growth.

## 2.0.2 Market Entry

KFC started its internationalisation quite early as compared to most fast-food brands and in 1965, it opened its first restaurant in Preston, England in United Kingdom. This was a major step towards its international expansion strategy and a way of creating a foothold in the European fast-food industry (KFC UK & Ireland, 2024). KFC has grown fast over the years in UK and has hundreds of outlets all over the UK. The UK is a developed and highly competitive quick-service restaurant (QSR) environment, where customer demand is high due to the desire to be convenient, fast, and receive a wide variety of food products (KFC UK & Ireland, 2024).

## 2.0.3 Bangladesh entry and expansion.

KFC made its way into Bangladesh in the year 2006 via Transcom Foods Limited that is a subsidiary of Transcom Group and a franchisee of Yum!. Brands. The brand was initially launched in Gulshan, Dhaka, and this was the first outlet to enter the fast-food industry that was emerging in the country (Transcom Foods Limited, 2024). KFC has since spread

to the big cities like Dhaka, Chattogram, Sylhet. Urban consumers, specifically youth and middle-income buyers, have become quite popular with the brand, which is a reflection of growing demand of international food chains and changing lifestyle trends (Transcom Foods Limited, 2024).

### 2.1 Standardisation vs Local Responsiveness.

KFC adheres to a transnational approach, balancing the global standardisation and the local responsiveness (Johnson, Scholes and Whittington, 2020). KFC localises menus, prices and marketing to local tastes, although the brand image and heritage remain consistent with the heritage, recipes and visual branding. As an illustration, the rice-based and spicy products are sold in Bangladesh and the UK consumers are attracted to healthier and high-quality products, which is an effective way of global-local integration (Czinkota and Ronkainen, 2013).

**Table: Examples of Local Adaptation in KFC Menus**

| Market         | Local Adaptation                         |
|----------------|------------------------------------------|
| Bangladesh     | Rice-based meals, spicy flavour variants |
| United Kingdom | Vegan options, premium wrap products     |

These customized products are strategic responsiveness to the local consumption trends without losing brand values.

### 2.2 Market Presence and Economic Context

KFC operates in both Bangladesh and the UK where pricing, positioning and competitive strategy are determined by the macro economic environment in these countries.

**Table: Macro-Economic Comparison (UK vs Bangladesh)**

| Economic Indicator      | United Kingdom    | Bangladesh                  |
|-------------------------|-------------------|-----------------------------|
| Development Status      | Developed economy | Developing economy          |
| GDP per capita (USD)    | High (≈ \$42,000) | Moderate (≈ \$2,500)        |
| Consumer Spending Power | High              | Growing but price sensitive |
| Urbanisation Rate       | High (≈ 83%)      | Moderate & increasing       |

|                            |                                  |                                |
|----------------------------|----------------------------------|--------------------------------|
| <b>QSR Market Maturity</b> | Saturated and highly competitive | Emerging with growth potential |
|----------------------------|----------------------------------|--------------------------------|

*Source: World Bank (2023)*

In the UK, purchasing power and good income levels mean that KFC is in a mature and competitive QSR environment with other brands like McDonalds and Burger King. Consumers are brand conscious and demand ethical actions, online interaction and menu innovation. By comparison, the QSR market in Bangladesh is still immature and the western fast food chains such as KFC are still out of reach of the middle-class urban population. It is more price sensitive and value deals and promotional pricing are necessary.

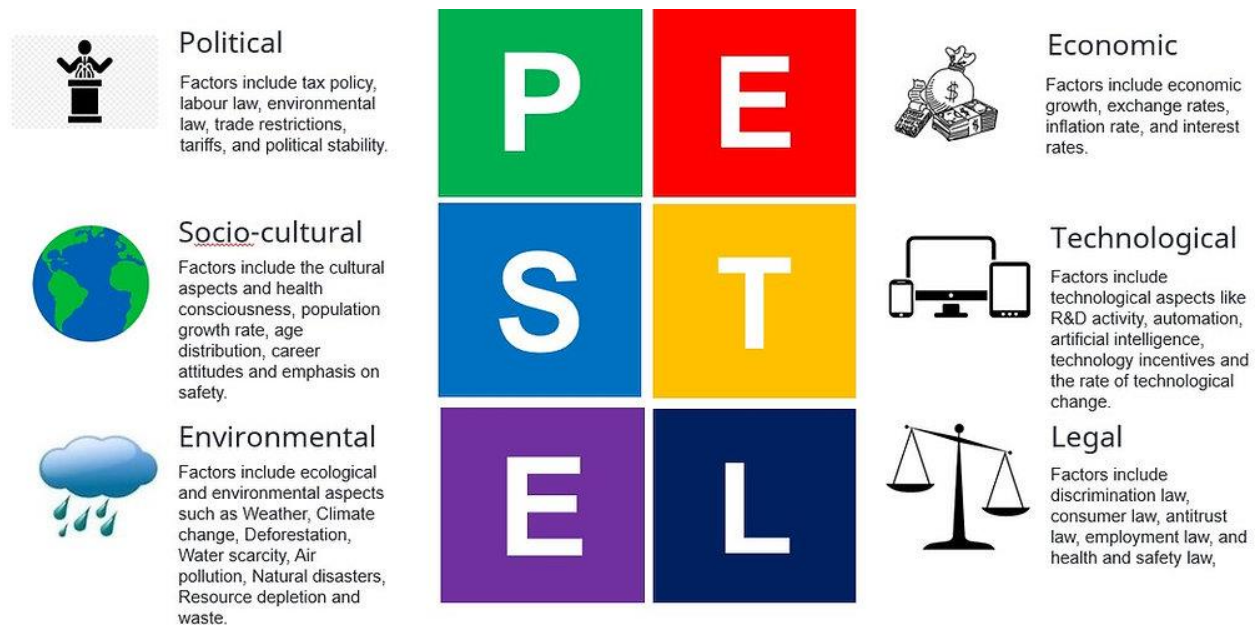
## 2.3 Brand Positioning and Perception of the consumer.

KFC is a global brand based on its heritage, Colonel Sanders storey, and secret recipe that has established a good brand equity. In the UK, it focuses more on online ordering, promotions and healthier products to deliver convenience and diversity to the consumer demand. KFC in Bangladesh is working on cultural relevance by incorporating local taste into Western taste to attract the young generation through aspirational marketing. Such distinctions are based on cultural dimensions that impact consumer behaviour (Hofstede Insights, 2024).

## 2.4 Competitive Landscape

The UK QSR market is very competitive and health and sustainability are the main concerns. The local chains are also a part of the competition in Bangladesh, with KFC advantageous in brand reputation, quality and modern lifestyle attraction despite high price sensitivity.

### 3. Macro Environment Analysis (PESTEL)



The macro-environment is a set of external factors that have a great impact on businesses and marketing strategies. These forces are commonly analysed with the PESTEL model that includes such factors as political, economic, social, technological, environmental, and legal, which influence organisations (Johnson, Scholes and Whittington, 2017). In the case of multinational firms such as KFC, it is important to understand the macro-environment since the conditions in different countries differ substantially. By tracking these elements, firms can be able to fit in various markets through sound adaptation strategies. This section will give a comparative analysis of the macro-environment in United Kingdom and Bangladesh to determine whether these are favourable or unfavourable to the operations and marketing of KFC.

#### 3.1 Political Factors

Political factors entail stability of government, trade policies, regulations and foreign investment incentives. The UK is a stable democratic society and the regulatory environment is well organised to offer favourable business conditions to the multinational companies. Political risk is relatively low because of its well-developed food safety, labour, and consumer protection laws, which allow companies such as KFC to operate in the country. Nevertheless, strict laws and tax increase may push the operation expenses (Hill

and Hult, 2019). The government in Bangladesh is very receptive to the foreign investment and franchise business and has formed a favourable political atmosphere. Still, the issue of bureaucracy, sluggish administration and infrastructural difficulties make business operations complicated (World Bank, 2023). All in all, the political situation in the UK is highly favourable, but in Bangladesh, it is moderately favourable but countered by operational challenges.

### 3.2 Economic Factors

Consumer purchasing power, spending and demand of fast food is affected by the economic conditions. The consumer purchasing power is high in the UK, which is a high-income developed economy, and fast food is required because of urban living and necessity to have fast and convenient meals. However, an increase in labour costs, inflation, and operating costs may impact profitability (Kotler and Keller, 2016). Bangladesh is a developing country and the middle class is rising and urbanisation is increasing. Even though incomes are still lower than in the developed world, the growing demand of international fast-food brands is due to the growing disposable income and lifestyle changes of younger consumers. These positive economic trends provide KFC with potential to grow in the long term in the market (World Bank, 2023).

### 3.3 Social Factors

The social factors are lifestyle, cultural values, demographics and consumer behaviour which affect food choices. The consumption of fast-food in the UK is motivated by convenience and time efficiency, whereas health consciousness prompts the chains to include healthier menu items (Kotler and Keller, 2016). Fast food in Bangladesh symbolises a new and western way of life. Brands such as KFC are appealing to urban youth and middle-class families as a sign of social status, and the preferences of the menu are determined by the local tastes, including spicier flavours and common meals (Chowdhury and Mehjabeen, 2018). Although both markets are influenced by the social factors positively, the reasons are different: convenience in the UK and lifestyle and status in Bangladesh.

### 3.4 Cross-Cultural Analysis: Hofstede Dimensions.

The Cultural Dimensions Theory is used to examine cross cultural differences and their effect on values and behaviour (Hofstede, 2011). The framework analyses cultures based on six dimensions namely power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, and indulgence. This research will help KFC to customise the marketing approach and products to meet the cultural demands of both UK and Bangladesh.

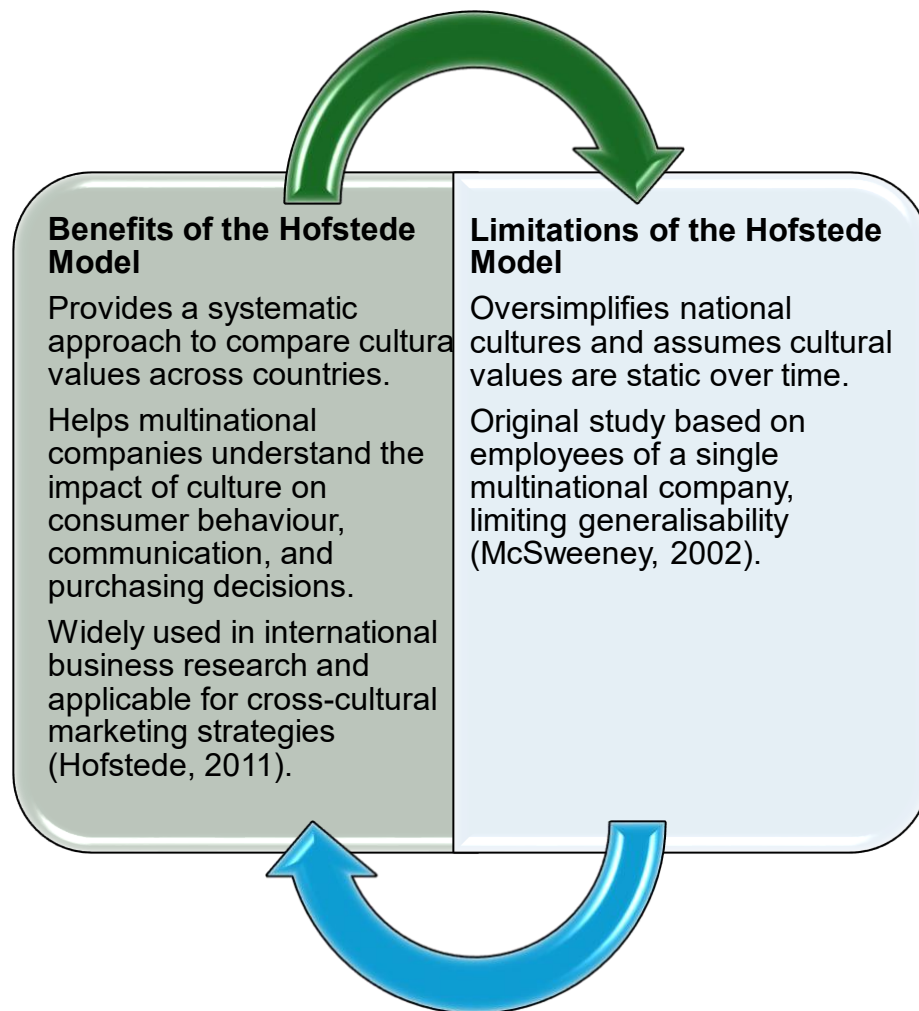
This comparative PESTEL and cultural analysis shows that operational and marketing strategies of KFC are influenced by the external environment, and the company should adapt to the situation in the market by remaining a single global brand.

**Table: Hofstede Cultural Dimensions Comparison**

| Cultural Dimension           | UK Score | Bangladesh Score | Marketing Implications                                                         |
|------------------------------|----------|------------------|--------------------------------------------------------------------------------|
| <b>Power Distance</b>        | 35       | 80               | Bangladesh has stronger hierarchy and authority structures                     |
| <b>Individualism</b>         | 89       | 20               | UK consumers make independent decisions; Bangladesh emphasises group influence |
| <b>Masculinity</b>           | 66       | 55               | Both societies value achievement and success                                   |
| <b>Uncertainty Avoidance</b> | 35       | 60               | Bangladeshi consumers may prefer familiar brands                               |
| <b>Long-Term Orientation</b> | 51       | 47               | Both cultures show moderate long-term orientation                              |
| <b>Indulgence</b>            | 69       | 20               | UK consumers emphasise enjoyment and lifestyle consumption                     |

The power distance score of Bangladesh is high (80) and the individualism score is low (20), and this is a collectivist culture where social relations have a strong impact on behaviour. However, the UK is an individualistic society as it has high scores on individualism (89) and low on hierarchy (35) (Hofstede Insights, 2024; Zheng et al., 2025). Such cultural differences influence the marketing strategies: in the UK, the marketing campaigns are usually aimed at the personal taste and convenience, whereas in Bangladesh, marketing aims at family events, social life, and common consumption.

### **Benefit and Limitations of Hofstede Model**



### **3.5 Technological Factors**

The technological innovations affect the business processes, marketing communication and distribution. UK boasts of a well-developed digital infrastructure such as high internet

penetration, e-payment systems, and mobile applications, which supports digital ordering and delivery of foods. Digital and mobile internet have been developed at a tremendous pace in Bangladesh, broadening access to online ordering and payment systems. Yet, technological infrastructure is still not as developed as in the developed countries. On the whole, the technological condition is very favourable in the UK and more supportive in Bangladesh.

### 3.6 Environmental Factors

The environmental factors like sustainability, waste disposal, and regulatory measures influence operations. Customers in the UK are also insisting on green policies such as recyclable packaging and less use of plastic thus forcing the fast-food restaurants to be more sustainable in their operation. The awareness of the environmental issues in Bangladesh is increasing, and infrastructure and enforcement are weaker. However, the international companies are slowly adopting environmental friendly operations in order to preserve their brand name. Environmental conditions can also be dealt with in both markets although UK has higher regulatory pressure.

### 3.7 Legal Factors

Legal considerations are food safety regulations, labour regulations, franchise regulations, and consumer protection. The UK has stringent food safety and labour laws, which protect the consumer and employee. Compliance would raise the operational expenses and enhance consumer confidence. Food safety and labour laws are there in Bangladesh but their application may be uneven. Global franchises are based on domestic collaborators to manoeuvre compliance. Therefore, the legal environments in the UK and Bangladesh are strict and stable respectively, and moderately favourable but more complicated.

### **Summary of PESTEL Analysis**

| <b>PESTEL Analysis: UK vs. Bangladesh (Impact on KFC)</b> |                                              |                                 |                                       |
|-----------------------------------------------------------|----------------------------------------------|---------------------------------|---------------------------------------|
| <b>Factor</b>                                             | <b>UK</b>                                    | <b>Bangladesh</b>               | <b>Impact on KFC</b>                  |
| <b>Political</b>                                          | Stable regulatory environment                | Developing regulatory structure | UK more predictable                   |
| <b>Economic</b>                                           | High purchasing power                        | Growing middle class            | Strong growth potential in Bangladesh |
| <b>Social</b>                                             | Convenience-driven fast-food culture         | Fast food as modern lifestyle   | Both favourable                       |
| <b>Technological</b>                                      | Advanced digital infrastructure              | Rapidly developing technology   | Supports online ordering              |
| <b>Environmental</b>                                      | Strict sustainability regulations            | Growing environmental awareness | Compliance required                   |
| <b>Legal</b>                                              | Strong legal protection and food safety laws | Developing legal framework      | Operational differences               |

Overall, the PESTEL analysis indicates that the United Kingdom provides a highly stable and structured business environment for KFC, although high operational costs and strict regulations may reduce profitability. In contrast, Bangladesh offers significant growth opportunities due to its expanding middle class and increasing demand for international fast-food brands, despite challenges related to regulatory complexity and infrastructure. Therefore, while the UK is a mature and competitive market, Bangladesh represents a high-potential emerging market for KFC's future expansion (World Bank, 2023).

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

Segmentation, Targeting and Positioning (STP) is one of the key models in the international marketing process that allows a company to define various types of customers and serve them effectively. It enables multinational organisations like KFC to tailor their marketing strategies in accordance with variations in customer behaviour, cultural values and economic conditions in markets (Kotler, Keller and Chernev, 2022). This section will make a comparative decision of STP strategies employed by KFC in the United Kingdom and Bangladesh, with the strategies being associated with macro-environmental and cultural differences discussed above.

## 4.1 Market Segmentation

Market segmentation is a process that involves subdivision of a market into unique segments with a common set of characteristics like demographic, geographic, psychographic and behavioural (Keegan and Green, 2020).

Table: Segmentation Comparison (UK vs Bangladesh)

| Segmentation Type    | United Kingdom                           | Bangladesh                              | Implications for KFC                                             |
|----------------------|------------------------------------------|-----------------------------------------|------------------------------------------------------------------|
| <b>Demographic</b>   | Broad age groups, high disposable income | Young population, emerging middle class | Wider affordability in UK; selective affordability in Bangladesh |
| <b>Geographic</b>    | Nationwide presence, highly urbanized    | Concentrated in major cities            | Limited rural expansion in Bangladesh                            |
| <b>Psychographic</b> | Convenience-driven, health-conscious     | Aspirational, trend-oriented consumers  | Branding differs significantly                                   |
| <b>Behavioural</b>   | Frequent fast-food consumption           | Occasional but increasing consumption   | Higher growth potential in Bangladesh                            |

In the United Kingdom, the lifestyle and convenience are the main factors of segmentation which is a mature and highly competitive fast-food market. Segmentation in Bangladesh, in turn, is more demographic and economically oriented, specifically, the expansion of the urban middle-income population and the rise in access to international brands (World Bank, 2023).

## 4.2 Targeting Strategy

Targeting involves selecting the most attractive customer segments based on their potential profitability and accessibility.

Table: Target Market Comparison

| Country | Target Market | Targeting Strategy |
|---------|---------------|--------------------|
|---------|---------------|--------------------|

|                       |                                      |                        |
|-----------------------|--------------------------------------|------------------------|
| <b>United Kingdom</b> | Professionals, students, families    | Mass targeting         |
| <b>Bangladesh</b>     | Urban youth, middle-income consumers | Concentrated targeting |

KFC in the United Kingdom uses mass targeting strategy, where it targets a large number of consumers because of the purchasing power and the high demand of fast food. Conversely, in Bangladesh, KFC dwells on the concept of concentrated targeting where the main target population is the urban youth and middle-income customers who have higher chances of interacting with international brands of fast-foods. (Yum! Brands, 2023). This disparity is attributable to economic factors that have been discovered in the PESTEL analysis since consumers in Bangladesh are mostly price-sensitive than those in the UK.

### 4.3 Positioning Strategy

Positioning refers to how a brand is perceived in the minds of consumers relative to competitors.

Table 9: Positioning Comparison

| Country               | Positioning Strategy                  | Key Value Proposition                       |
|-----------------------|---------------------------------------|---------------------------------------------|
| <b>United Kingdom</b> | Convenient and affordable fast food   | Quick, accessible and value-for-money meals |
| <b>Bangladesh</b>     | Premium international fast-food brand | Modern, aspirational lifestyle experience   |

KFC in the United Kingdom is targeted at the value-based fast-food chain of convenience with an emphasis on speed, affordability and accessibility. On the contrary, in Bangladesh, KFC is a high-end foreign brand, which is linked to contemporary life and social status. This is the attitude of the global brands as aspirational in the eyes of the middle-class consumers.

### 4.4 Link with Culture and Consumer Behaviour

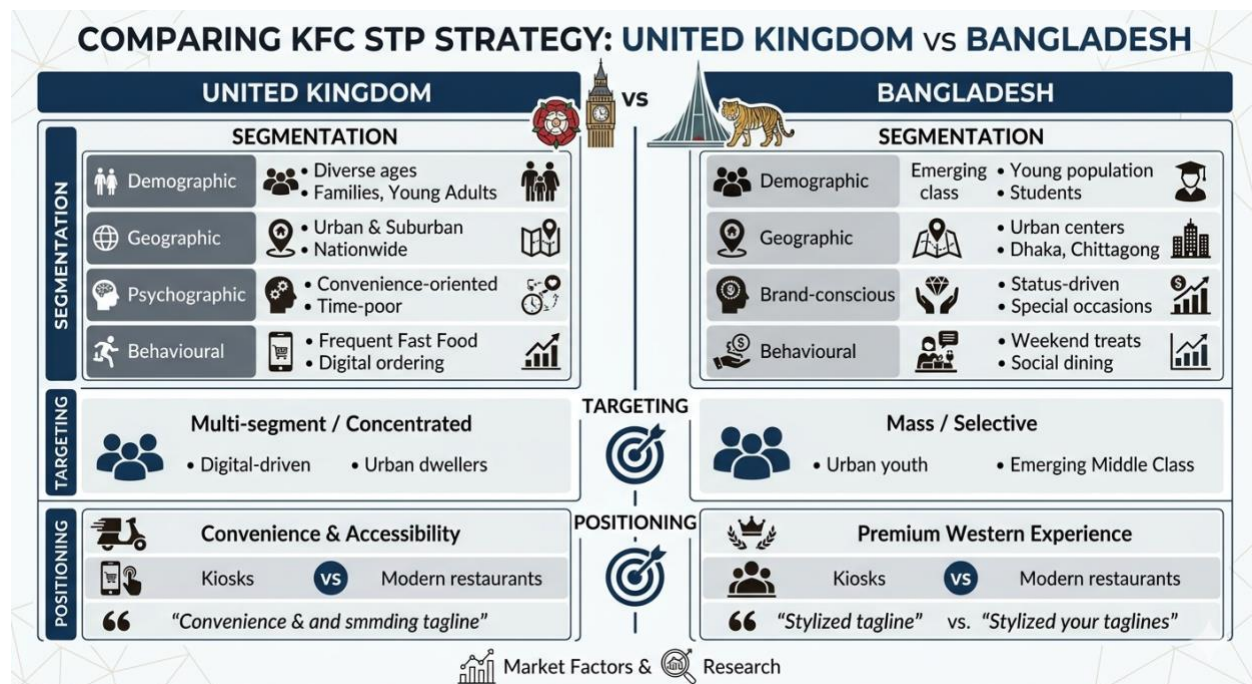
STP strategies depend on cultural differences considerably. Geert Hofstede has defined the United Kingdom as a high individualism country with consumers being highly individualistic and concerned with personal choice and convenience. Bangladesh, on the other hand, represents a collectivist culture, meaning that social relationships and group behaviour are the most important factors in determining consumption (Hofstede, 2011).

These cultural variations justify the difference in the marketing strategy of KFC:

- UK - focus on single meals, speed and convenience.
- In Bangladesh: - focus on group eating, sharing food and experience.

More so, these strategies are supported by economic differences. The UK has more disposable income that encourages the consumers to consume fast-food more frequently, and in Bangladesh fast food is relatively a higher-end phenomenon that influences targeting and positioning decisions.

### “STP Comparative Framework: KFC in UK vs Bangladesh”



*Developed by author*

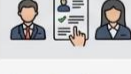
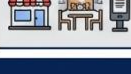
The diagram juxtaposes the process through which KFC changes its STP strategy in the UK and Bangladesh. KFC in the UK adheres to a convenience and values model, which involves focusing on busy and time-starved consumers and making the company a part of their daily, fast foods. In Bangladesh, it uses a premium experience model and targets the rising middle-class and Gen Z in cities. In this case, KFC is established as an aspirational and status-driven restaurant as opposed to a habitual one.

## 5. Marketing Mix (7Ps) Analysis

The marketing mix (7Ps) framework is a vital instrument applied by multinational corporations like KFC in development and adjustment of their marketing strategies in foreign markets. It entails product, price, place, promotion, people, process and physical evidence, which should be adjusted to the local market conditions (Kotler, Keller and Chernev, 2022).

In this section, comparative analysis of KFC marketing mix in the United Kingdom and Bangladesh will be done, as the company will be balancing the standardisation and adaptation according to the cultural, economic and technological differences that are identified in the PESTEL analysis.

**Figure: 7Ps Marketing Mix Comparison Framework (UK vs Bangladesh)**

| KFC 7Ps MARKETING MIX COMPARISON: UNITED KINGDOM vs BANGLADESH                      |                                                                                                                                                                                                                                                                 |                   |                                                                                                                                                                                                                                                                                     |  |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| KFC UNITED KINGDOM                                                                  |                                                                                                                                                                                                                                                                 |                   | KFC BANGLADESH                                                                                                                                                                                                                                                                      |  |
|   | <ul style="list-style-type: none"><li>Traditional products (Original Recipe, Zinger, etc.), significant emphasis on diverse options, wraps, salads, and seasonal/promotional items.</li><li>Extensive vegan and plant-based offerings. Diverse sides.</li></ul> | PRODUCT           | <ul style="list-style-type: none"><li>Focus on Original Recipe and Zinger, but adapted to local tastes with more spice, rice bowls, and potentially more regional variations. Smaller, more streamlined product range.</li></ul>                                                    |  |
|  | <ul style="list-style-type: none"><li>Generally competitive in the Fast Food market, but perceived as higher value compared to some budget options. Often uses diverse pricing strategies and app-based deals.</li></ul>                                        | PRICE             | <ul style="list-style-type: none"><li>Lower nominal prices, but often perceived as a premium brand compared to other local food options. Focus on affordability for a growing middle class, but still aspirational.</li><li>Less frequent deep discounting in comparison.</li></ul> |  |
|  | <ul style="list-style-type: none"><li>Extensive nationwide network with drive-thrus, high street locations, and numerous smaller restaurants. Highly optimized for digital ordering, collection, and major third-party delivery services.</li></ul>             | PLACE             | <ul style="list-style-type: none"><li>Growing network, concentrated in major urban centers like Dhaka and Chittagong. Increasing drive-thrus and modern dine-in spaces.</li><li>Increasing focus on developing delivery infrastructure.</li></ul>                                   |  |
|  | <ul style="list-style-type: none"><li>Heavily focused on digital media, television commercials, and massive nationwide seasonal campaigns. Strong social media engagement and personalized app-based offers.</li></ul>                                          | PROMOTION         | <ul style="list-style-type: none"><li>Balanced mix of local television, billboard advertising, and growing social media presence tailored to Bangladeshi culture and events.</li><li>More focused on specific cultural moments and festivals.</li></ul>                             |  |
|  | <ul style="list-style-type: none"><li>Emphasis on extensive staff training, consistent service standards, diverse workforce, and established HR processes.</li><li>Defined career paths.</li></ul>                                                              | PEOPLE            | <ul style="list-style-type: none"><li>Similar focus on training and standards, adapting to local culture and norms. Staff often younger and drawn from urban populations.</li></ul>                                                                                                 |  |
|  | <ul style="list-style-type: none"><li>Highly standardized, highly automated kitchen operations, clear customer flow for orders, collection, and delivery.</li><li>Emphasis on speed and digital ordering.</li></ul>                                             | PROCESS           | <ul style="list-style-type: none"><li>Implementing standardized international practices, but also tailored to local kitchen processes and customer flow, with an eye toward improving speed.</li></ul>                                                                              |  |
|  | <ul style="list-style-type: none"><li>Consistent, globally recognizable branding, clean and modern restaurant interiors, high-tech self-service kiosks, and integrated digital displays. Focus on uniformity.</li></ul>                                         | PHYSICAL EVIDENCE | <ul style="list-style-type: none"><li>Similar core branding but often with slightly larger, more spacious restaurants to cater to social dining. Modern interiors, with efforts to standardize. Kiosks are present but perhaps not yet as extensive.</li></ul>                      |  |
| Academic Comparison   Source: Hypothetical Case Study data                          |                                                                                                                                                                                                                                                                 |                   |                                                                                                                                                                                                                                                                                     |  |

Source: Kotler, P., Keller, K.L. and Chernev, A. (2022) Marketing management. 16th edn.

This visual summarises how all seven elements of the marketing mix differ between the UK and Bangladesh, highlighting the balance between global standardisation and local adaptation.

## 5.1 Product Strategy

KFC follows a **global standardisation strategy** for its core product (fried chicken) while adapting menu items to local tastes.

Table: Product Comparison

| Element                  | United Kingdom               | Bangladesh                      |
|--------------------------|------------------------------|---------------------------------|
| <b>Menu Variety</b>      | Vegan options, wraps, salads | Chicken-based meals, rice items |
| <b>Taste</b>             | Mild, health-oriented        | Spicy, localized                |
| <b>Consumption Style</b> | Individual meals             | Group sharing                   |

In the UK, the products offered are health conscious and with a wide range of dietary products such as vegetarian products. KFC in Bangladesh puts emphasis on spicy tastes and cultural cuisine, and this is consistent with the preferences in the local taste and group dining behaviour (Hofstede, 2011).

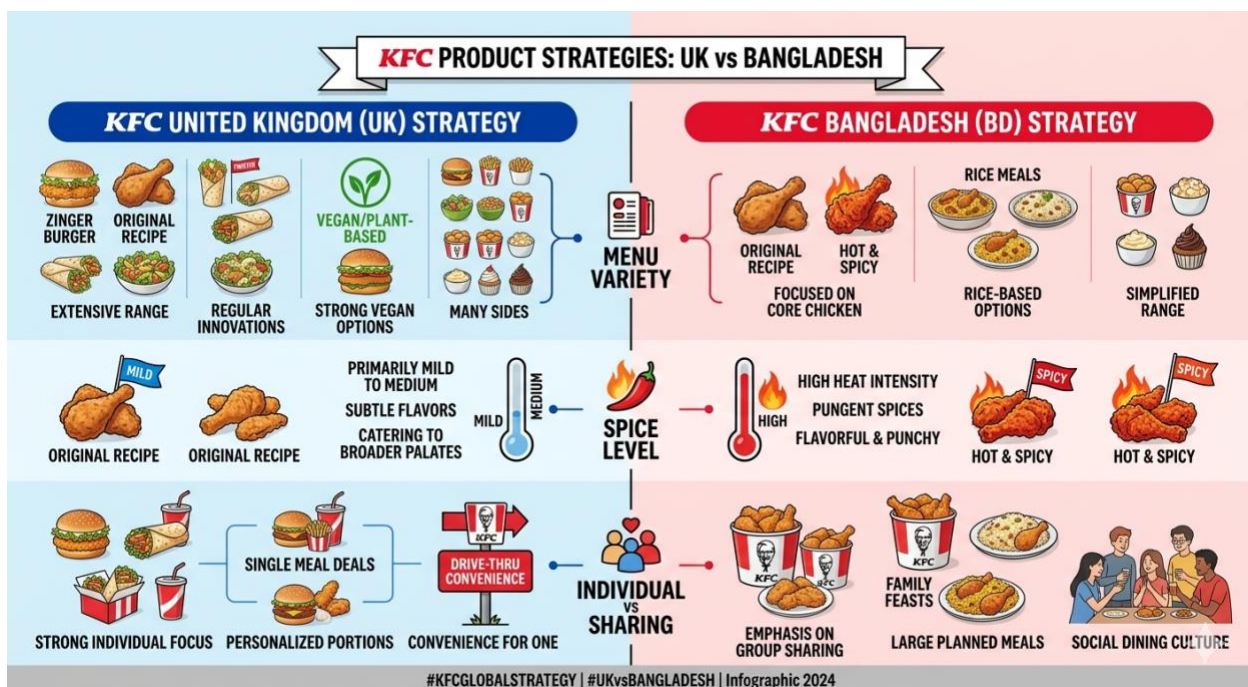


**Figure: Product Adaptation Comparison (UK vs Bangladesh).**

This visual highlights how KFC standardises its core product while adapting menu variety and taste to suit cultural preferences.

## 5.2 Price Strategy

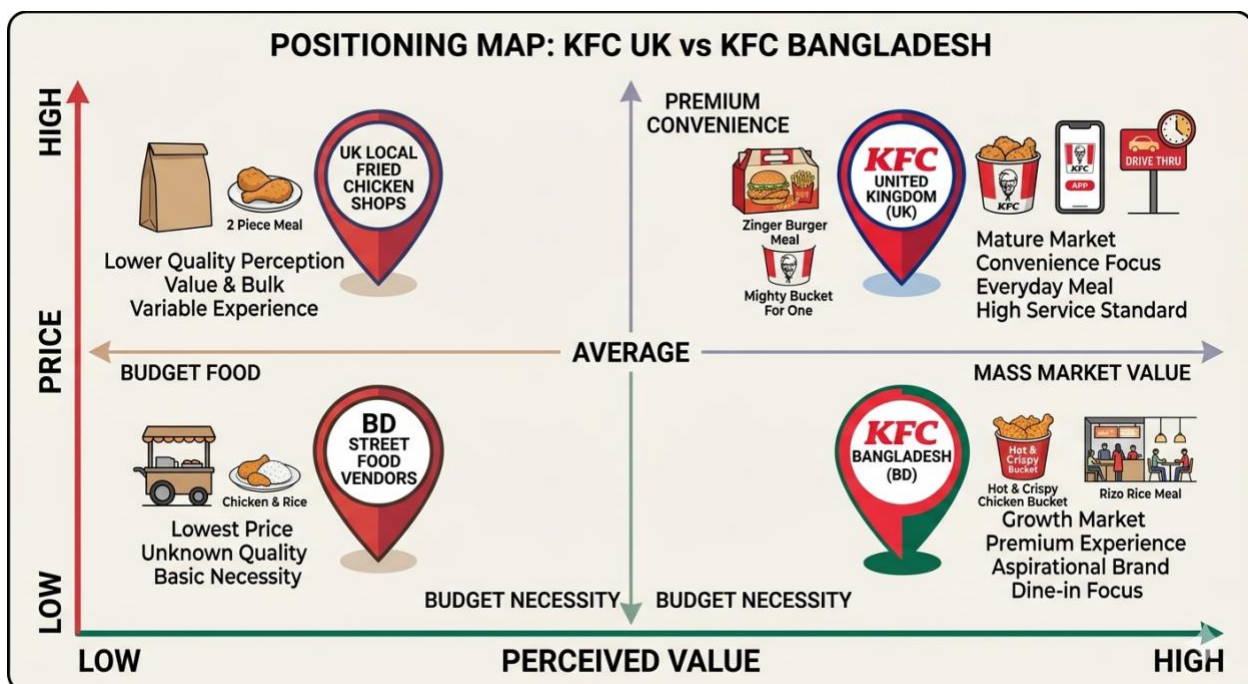
Pricing strategies differ significantly due to variations in income levels and consumer purchasing power.

Table: Price Comparison

| Element                     | United Kingdom      | Bangladesh                  |
|-----------------------------|---------------------|-----------------------------|
| <b>Pricing Level</b>        | Moderate            | Relatively high             |
| <b>Strategy</b>             | Competitive pricing | Value-based premium pricing |
| <b>Consumer Sensitivity</b> | Low                 | High                        |

KFC uses a competitive pricing strategy in the UK as the market is highly competitive with consumers purchasing power being high. On the contrary, KFC is understood as a high-end brand in Bangladesh and pricing is one that is based on aspirational consumption behaviour (World Bank, 2023).

Figure: Price Positioning Map (UK vs Bangladesh)



Source: Developed by author from Kotler, P., Keller, K.L. and Chernev, A. (2022)

This visual illustrates how KFC is positioned competitively in the UK and as a premium brand in Bangladesh.

### 5.3 Place (Distribution) Strategy

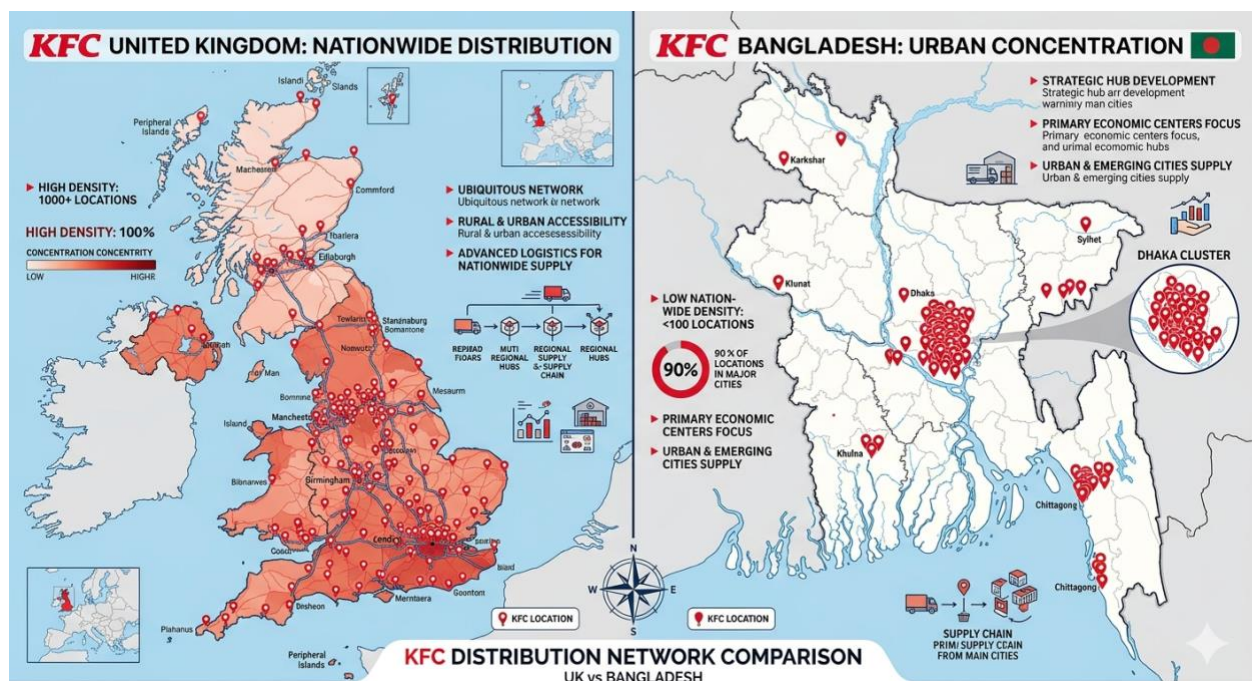
Distribution strategies are influenced by infrastructure and technological development.

Table: Place Comparison

| Element              | United Kingdom                   | Bangladesh             |
|----------------------|----------------------------------|------------------------|
| <b>Coverage</b>      | Nationwide                       | Urban-focused          |
| <b>Channels</b>      | Dine-in, takeaway, delivery apps | Same but limited reach |
| <b>Accessibility</b> | High                             | Moderate               |

UK is a country with well-developed logistics and digital infrastructure, which allows a wide distribution. The KFC stores in Bangladesh are concentrated mostly in the urban regions because of the infrastructural shortcoming, but online delivery is on the rise.

**Figure: Distribution Coverage Comparison**



Source: Developed by author from Keegan, W.J. and Green, M.C. (2020)

This visual compares distribution reach, highlighting nationwide coverage in the UK and urban concentration in Bangladesh.

### 5.4 Promotion Strategy

Promotion strategies vary significantly due to cultural and social differences.

Table: Promotion Comparison

| Element        | United Kingdom        | Bangladesh           |
|----------------|-----------------------|----------------------|
| <b>Message</b> | Convenience and value | Lifestyle and status |
| <b>Focus</b>   | Individual benefits   | Group experience     |

Individualistic culture focuses on personal comfort and value offers in the UK, which is promoted. Promotion in Bangladesh is based on social position and eating out experiences, which is a collectivist cultural aspect (Hofstede, 2011).

## 5.5 People

People refer to employees and their role in service delivery.

Table: People Comparison

| Element                     | United Kingdom  | Bangladesh           |
|-----------------------------|-----------------|----------------------|
| <b>Service Style</b>        | Efficient, fast | Friendly, relational |
| <b>Customer Interaction</b> | Minimal         | Personalised         |

In the UK, service is focused on efficiency and speed whereas in Bangladesh it is focused on customer relationship and hospitality depending on differences in culture.

## 5.6 Process

Process refers to how services are delivered.

Table: Process Comparison

| Element                | United Kingdom   | Bangladesh |
|------------------------|------------------|------------|
| <b>Ordering System</b> | Fully digital    | Hybrid     |
| <b>Delivery System</b> | Highly efficient | Developing |

Digitalisation is highly developed in the UK, and in Bangladesh, technological infrastructure differs as the country is slowly embracing technology.

## 5.7 Physical Evidence

Physical evidence includes store design and brand environment.

Table: Physical Evidence Comparison

| Element      | United Kingdom     | Bangladesh         |
|--------------|--------------------|--------------------|
| Store Design | Standard fast-food | Premium feel       |
| Brand Image  | Everyday brand     | Aspirational brand |

Premium brand perception is supported by physical evidence in Bangladesh, but portrays a typical fast-food experience in the UK.

**Figure: Store Environment Comparison**



*Source: Developed by author from Kotler, P., Keller, K.L. and Chernev, A. (2022)*

This visual shows how store environment influences brand perception in both markets.

## 6. Directional Development Strategy

Directional development strategy is the long term growth strategy that a company follows to increase its market share, as well as gain competitive advantage. It assists organisations to detect growth opportunities in terms of products and markets (Johnson, Scholes and Whittington, 2020). In the case of a global brand such as KFC, these strategies are critical in the process of adapting to various overseas markets (Kotler, Keller and Chernev, 2022).

In this section, the strategy of directional development of KFC in Bangladesh is analysed in terms of the Ansoff Matrix, which is connected with the results of the PESTEL and STP and the marketing mix.

## 6.1 The Ansoff Matrix Framework

The Ansoff Matrix is a strategic tool used to identify growth opportunities based on products and markets (Kotler, Keller and Chernev, 2022). It consists of four strategies:

| Strategy                   | Description                           |
|----------------------------|---------------------------------------|
| <b>Market Penetration</b>  | Existing products in existing markets |
| <b>Market Development</b>  | Existing products in new markets      |
| <b>Product Development</b> | New products in existing markets      |
| <b>Diversification</b>     | New products in new markets           |

This framework helps companies determine whether to focus on current markets or explore new opportunities (Johnson, Scholes and Whittington, 2020).

## 6.2 Application of Ansoff Matrix to KFC in Bangladesh

Table: KFC Growth Strategies in Bangladesh

| Strategy                   | Application in Bangladesh                                                      |
|----------------------------|--------------------------------------------------------------------------------|
| <b>Market Penetration</b>  | Increasing sales through promotions and delivery platforms (World Bank, 2023)  |
| <b>Market Development</b>  | Expanding outlets in new cities and urban areas (Yum! Brands, 2023)            |
| <b>Product Development</b> | Introducing localised menu items (spicy flavours, rice meals) (Hofstede, 2011) |
| <b>Diversification</b>     | Limited focus on core fast-food segment (Kotler, Keller and Chernev, 2022)     |

KFC's strategy in Bangladesh reflects a combination of growth approaches, but **market development is clearly dominant** due to urban expansion opportunities.

### 6.3 Dominant Strategy: Development of the Market.

The most significant approach established by KFC in Bangladesh is market development, in which the company enters new geographic locations (Johnson, Scholes and Whittington, 2020). Evidence includes:

- The geographic growth into new urban centres (World Bank, 2023)
- Enhancing accessibility via delivery platforms (Yum! Brands, 2023)
- Focusing on the new middle-class consumers (Hofstede, 2011).

This is in line with the PESTEL analysis of the economic growth, urbanisation and increased income, and facilitating STP and 7Ps strategies (Kotler, Keller and Chernev, 2022).

### 6.4 Supporting Strategy Product Development.

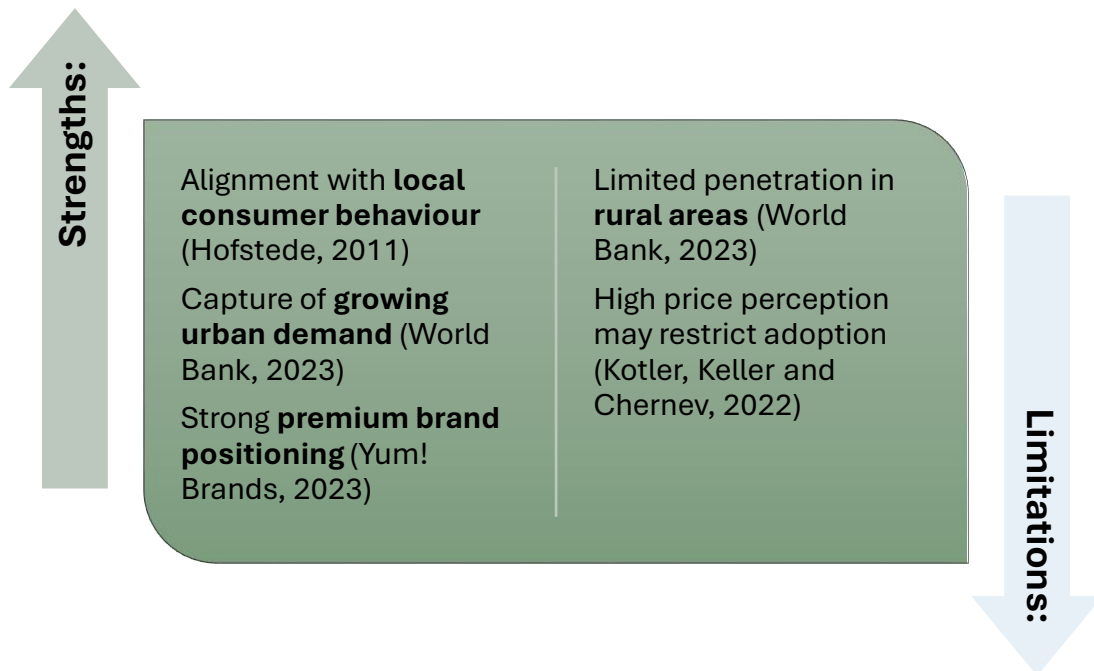
Another approach KFC uses in Bangladesh is product development whereby it has added some localised menu foods like spicy chicken, rice meals, and buckets of sharing food with the family (Hofstede, 2011).

This strategy is a supplement to market development because:

- Serving the local taste preferences.
- Strengthening collectivist eating behaviour.
- Supporting 7Ps product adaptation strategy (Kotler, Keller and Chernev, 2022).

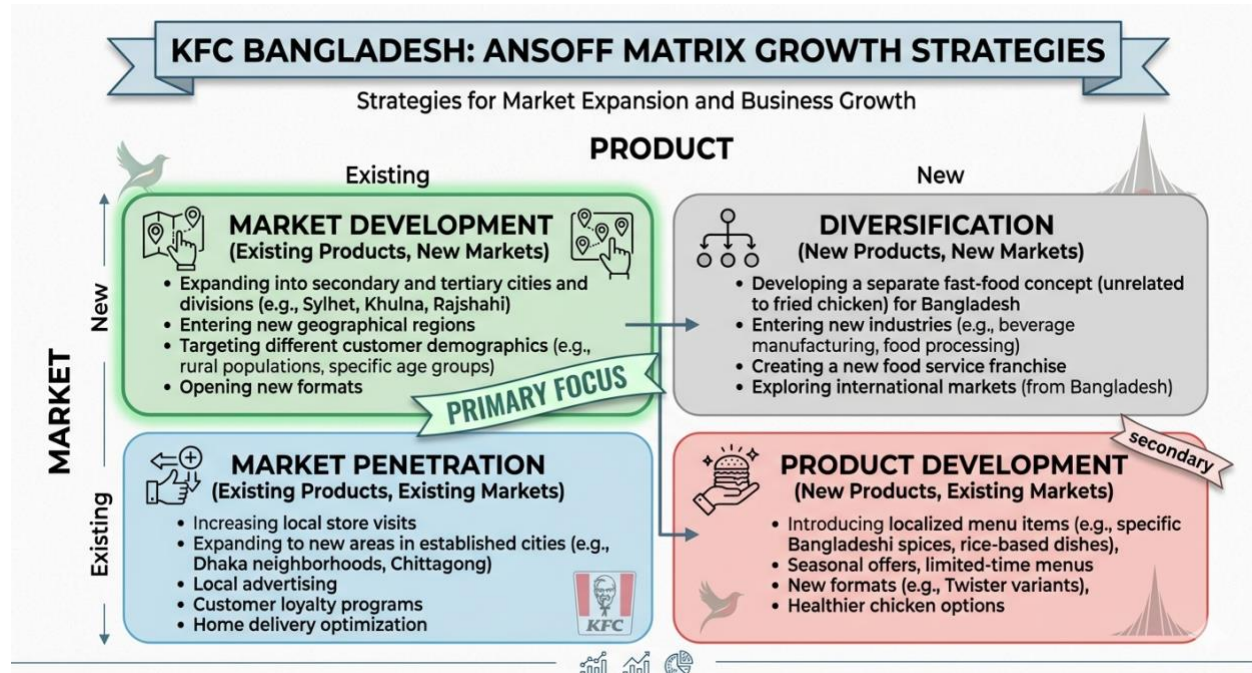
### 6.5 Strategic Evaluation

KFC's directional strategy in Bangladesh is **effective**, combining market expansion with selective product adaptation:



Overall, the focus on **market development** supported by **product development** ensures sustainable growth in an emerging market (Johnson, Scholes and Whittington, 2020).

**Figure: Ansoff Matrix Applied to KFC in Bangladesh**



Source: Developed by author from Kotler, P., Keller, K.L. and Chernev, A. (2022) Marketing management. 16th edn.

This visual compares ethical and unethical practices across the 7Ps, highlighting areas of strength and concern in KFC's marketing strategy.

This visual shows that KFC is mainly focused on market development and indirectly support the development through product development and it is the opportunities and strategies in Bangladesh.

## 7. Ethical Issues in Marketing Mix.

Ethical marketing can be defined as the practise of using moral standards when making marketing choices, which is fair, transparent, and beneficial to consumers (Kotler, Keller and Chernev, 2022).

### 7.1 Ethical Marketing Practices

KFC has adopted a number of ethical practises in its marketing mix especially in the aspect of product quality, transparency and social responsibility.

Table 18: Ethical Marketing Practices of KFC in Bangladesh

| <b>7Ps Element</b> | <b>Ethical Practice</b>           | <b>Explanation</b>                                                   |
|--------------------|-----------------------------------|----------------------------------------------------------------------|
| <b>Product</b>     | Food safety and quality standards | Maintaining hygiene and global quality standards (Yum! Brands, 2023) |
| <b>Promotion</b>   | Transparent communication         | Clear pricing and product information                                |
| <b>People</b>      | Employee training                 | Staff trained in service and hygiene standards                       |
| <b>Process</b>     | Standardized preparation          | Ensures consistency and safety                                       |

#### **Quality and Food Safety (Product).**

KFC has stringent food safety policies worldwide, with quality and hygiene rules being upheld by the company in its restaurants. This is a sign of ethical responsibility to the health of consumers (Yum! Brands, 2023).

As the attractiveness of a product rises, so does the appeal to purchase it, regardless of price variations.

#### **Transparent Promotion (Promotion)**

KFC employs straightforward and transparent promotion with no misleading statements on prices and products to offer, and this creates a sense of trust among consumers (Kotler, Keller and Chernev, 2022).

## 7.2 Unethical Marketing Practices.

Irrespective of the ethical undertakings, KFC has been criticised over some of its marketing practises.

Table: Unethical Marketing Practices of KFC in Bangladesh

| 7Ps Element              | Unethical Practice        | Explanation                                   |
|--------------------------|---------------------------|-----------------------------------------------|
| <b>Promotion</b>         | Targeting young consumers | Encouraging unhealthy eating habits           |
| <b>Product</b>           | High-calorie fast food    | Contributing to health concerns               |
| <b>Price</b>             | Premium pricing           | Limited affordability for lower-income groups |
| <b>Physical Evidence</b> | Over-premium positioning  | Creates unrealistic lifestyle expectations    |

The case in point is the promotion to Young Consumers ( Promotion ).

The marketing of KFC usually appeals to the younger age group via the use of social media and advertisements that might be promoting the excessive consumption of fast foods which is a source of concern regarding the health effects (Hofstede, 2011).

Establishing a product like health concerns is an example.

Fast food products tend to be rich in fats and calories and pose health threats in the long term like obesity and this is a matter of concern in marketing such products (World Health Organisation, 2022).

## 7.3 Critical Evaluation

The morality analysis of marketing mix in KFC demonstrates that there is a balance between ethical issues and responsible marketing:



### **Strengths**

Strong **food safety standards**

Transparent communication

Consistent service quality

### **Concerns**

Promotion of **unhealthy food consumption**

High pricing limiting accessibility

Influence on **youth consumption behaviour**

This reflects a broader challenge in the fast-food industry, where companies must balance profitability with social responsibility (Kotler, Keller and Chernev, 2022).

**Figure: Ethical vs Unethical Marketing Practices in KFC (Bangladesh)**

| KFC BANGLADESH: ETHICAL vs UNETHICAL MARKETING PRACTICES (7Ps)                    |                                                                                                                                                                                  |   |                               |                                                                                                                                                                                  |   |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| ETHICAL MARKETING PRACTICES                                                       |                                                                                                                                                                                  |   | UNETHICAL MARKETING PRACTICES |                                                                                                                                                                                  |   |
|  | <ul style="list-style-type: none"> <li>Strict food safety standards</li> <li>Global quality hygiene</li> <li>Nutrition information transparency (e.g., in menu)</li> </ul>       | ✓ | <b>PRODUCT</b>                | <ul style="list-style-type: none"> <li>Promotion of high-calorie fast food</li> <li>Contributes to health concerns like obesity</li> <li>High fat/sodium content</li> </ul>      | ⚠ |
|  | <ul style="list-style-type: none"> <li>Transparent communication</li> <li>Avoids misleading claims on price</li> <li>Value-based options</li> </ul>                              | ✓ | <b>PRICE</b>                  | <ul style="list-style-type: none"> <li>Premium pricing model</li> <li>Limited affordability for lower-income groups</li> <li>Over-premium perceived value</li> </ul>             | ⚠ |
|  | <ul style="list-style-type: none"> <li>Strategic locations for accessibility</li> <li>Efficient delivery services</li> <li>Local community engagement</li> </ul>                 | ✓ | <b>PLACE</b>                  | <ul style="list-style-type: none"> <li>Urban-centric focus</li> <li>Limited presence in non-metropolitan areas</li> <li>Uneven geographical accessibility</li> </ul>             | ⚠ |
|  | <ul style="list-style-type: none"> <li>Clear and honest advertising</li> <li>Respects cultural values</li> <li>Promotes responsible consumption (e.g., in moderation)</li> </ul> | ✓ | <b>PROMOTION</b>              | <ul style="list-style-type: none"> <li>Targeting young consumers (e.g., social media)</li> <li>Encourages frequent consumption</li> <li>Use of aspirational messaging</li> </ul> | ⚠ |
|  | <ul style="list-style-type: none"> <li>Staff trained in hygiene standards</li> <li>Consistent service quality</li> <li>Local employment focus</li> </ul>                         | ✓ | <b>PEOPLE</b>                 | <ul style="list-style-type: none"> <li>Potential for high staff turnover</li> <li>Service quality can vary</li> <li>Limited career progression focus in some roles</li> </ul>    | ⚠ |
|  | <ul style="list-style-type: none"> <li>Standardised food preparation</li> <li>Ensured consistency and safety</li> <li>Efficient customer service</li> </ul>                      | ✓ | <b>PROCESS</b>                | <ul style="list-style-type: none"> <li>Can be impersonal or robotic</li> <li>Focus on speed over personal interaction</li> <li>Complexity in some order fulfillment</li> </ul>   | ⚠ |
|  | <ul style="list-style-type: none"> <li>Clean and modern restaurant designs</li> <li>Standardised global branding</li> <li>Hygienic store environments</li> </ul>                 | ✓ | <b>PHYSICAL EVIDENCE</b>      | <ul style="list-style-type: none"> <li>Over-premium positioning</li> <li>Creates unrealistic lifestyle expectations</li> <li>Social exclusion for some segments</li> </ul>       | ⚠ |

Based on Kotler, Keller & Chernev (2022); Yum! Brands (2023); World Health Organization (2022); and other sources

Source: Kotler, P., Keller, K.L. and Chernev, A. (2022) *Marketing management*. 16th edn.

## 8. Recommendations

According to the comparative analysis of KFC in the United Kingdom and Bangladesh, it is possible to suggest several strategic recommendations to improve its effectiveness in the international marketing.

### 1. Enter into Semi-Urban Bangladesh.

KFC needs to widen its market expansion approach in cities to semi-urban regions as part of the rising income and urbanisation tendencies (World Bank, 2023). This would enhance market penetration and growth in the long run.

### 2. Implement less expensive price plans.

To overcome the issue of high price sensitivity in Bangladesh, KFC needs to launch low-cost menu bundles to appeal to lower and middle-income earners to enhance accessibility without compromising on brand value (Kotler, Keller and Chernev, 2022).

### 3. Improve Healthy Product Services.

KFC ought to increase the number of healthier items in the menu, including low-calorie or grilled food, to react to the growing health awareness and ethical issues associated with the consumption of fast food (World Health Organisation, 2022).

#### **4. Empower Digital Marketing and Delivery Systems.**

Bangladesh needs to invest more in digital platforms and delivery services to achieve the same efficiency that is observed in the UK and enhance customer convenience and operational efficiency. Brands, 2023).

#### **5. Pay attention to Ethical Marketing Practises.**

KFC needs to avoid targeting younger audiences in marketing and encourage responsible consumption strengthening its brand image and adhering to ethical marketing standards (Kotler, Keller and Chernev, 2022).

## **9. Conclusion**

This report has conducted an in depth discussion of the international marketing strategies of KFC in the United Kingdom and Bangladesh, with an emphasis to the major frameworks of the PESTEL marketing mix, STP and the 7Ps marketing mix.

The results indicate that KFC uses the hybrid approach of standardisation and adaptation with an identical global brand but modifies its products to fit the local market environment (Kotler, Keller and Chernev, 2022). The situation is that in the UK, the purchasing power is a driver of strategies, as well as the individualistic culture and developed infrastructure, and in Bangladesh, it is the price sensitivity, collectivism culture, and new economic conditions (Hofstede, 2011; World Bank, 2023).

The Ansoff Matrix analysis shows that KFC is mainly banking on market development with product adaptation to enable it to grow in Bangladesh. Nevertheless, the ethical issues that surround health and promotional activities show that more responsible marketing methods should be used.

On the whole, the combination of global consistency and local responsiveness is one of the main factors that achieve the success of KFC on the international market. With the adoption of the suggested strategies, the company will be able to further reinforce its competitive advantages and ensure the sustainable growth in various markets.

## Section 2: Reflective Report (Gibbs Reflective Cycle)

### Introduction

In this reflective report, I have assessed how I went about researching, analysing and preparing the international marketing report on KFC in the United Kingdom and Bangladesh. It is a reflection that is organised with the help of the Gibbs Reflective Cycle that offers a systematic approach to the analysis of learning experiences (Gibbs, 1988).

**Figure 10: Gibbs Reflective Cycle Model**



Source: Gibbs, G. (1988) *Learning by doing: A guide to teaching and learning methods*. Oxford: Oxford Polytechnic.

This graphic represents the six steps of Gibbs Reflective Cycle, the way that systematic reflection promotes lifelong learning and development.

### 1. Description

This assignment allowed me to complete an in-depth international marketing analysis of KFC and concentrate on such important frameworks as PESTEL, STP, 7Ps marketing mix, and the Ansoff Matrix. The aim was to compare the strategies that KFC uses in UK and Bangladesh and analyse how the company can change its marketing strategy in various markets.

In order to fill out the report, I collected the information in academic textbooks, journals, and credible web sources like the World Bank and company reports. I organised the report in a way that was scholarly and there was adequate referencing and logical cohesion of sections. This involved critical thinking, analysis as well as ability to manage time.

## 2. Feelings

I was confident and a bit overwhelmed at the onset of the assignment. I had no doubts regarding my knowledge on marketing theories including PESTEL and STP, but it was difficult to implement those theories on a real company like KFC in two different countries. During further development, I became more assured of my analytical skills, particularly in their application to make connexions between theory and practise. Nevertheless, some challenges of locating credible and open sources with valid connexions took up more time and energy, as well. On the whole, my emotions changed to be more confident after I learned more about international marketing.

## 3. Evaluation

My work had a number of positive sides. To begin with, I was able to use various theoretical models to examine the international strategies of KFC. The depth of the report was enhanced by the use of a comparative analysis between the UK and Bangladesh. I also enhanced my writing skills in academics by using the correct Harvard referencing and in-text citing.

Nevertheless, some limitations were also present. I also had trouble with organising the report based on the specifications of the lecturer, especially when it came to inclusion of visuals as well as being consistent with the formatting. Moreover, it was not easy to source precise and first hand sources, and this influenced my effectiveness in the research stage.

## 4. Analysis

My strengths in work can be explained with the help of my capability to combine theory and practise. As an illustration to this point, the use of the Ansoff Matrix allowed me to learn about the expansion of KFC in the emerging markets such as Bangladesh. On the same note, the application of PESTEL analysis enabled me to consider macro-environmental forces that affect business decisions (Kotler, Keller and Chernev, 2022).

The difficulties that I encountered were largely connected with the lack of previous experience in conducting a deep academic research. Gibbs (1988) states that reflection can be used to detect knowledge gaps, which can be corrected in future performance. In my situation, one of the challenges in locating credible sources emphasised the need to use credible databases and conduct research planning in a more efficient way. Moreover, it involved a lot of organisation skills to be able to handle a large assignment with several sections. I also realised that I was much more productive and understood the topic better when I divided it into smaller parts.

## 5. Conclusion

This assignment taught me that it is important to put theoretical knowledge into practise in real business scenarios. I gained a better insight into the international marketing practises and the ways in which businesses adjust to the various cultural and economic settings.

I also got to know that academic writing needs not only knowledge but also form, reference and critical thinking. In case I would repeat this assignment, I would begin my work earlier, pay more attention to high-quality academic sources, and organise my work in a more efficient way.

## 6. Action Plan

To undertake future assignments, I will:

- Enhance my research capabilities through the application of the scholarly databases like Google Scholar and journal repositories.
- Improve my time management by developing a schedule of each section.
- Hone critical thinking abilities better through a more effective connexion between theory and practise.
- Be consistent in referencing and formatting at the outset.
- Better use of visual tools and frameworks to aid in my analysis.

Such gains will enable me to write better academic papers and deliver better outcomes in subsequent examinations.

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