

# [Kfc marketing research process](https://assignbuster.com/kfc-marketing-research-process/)

•MARKETING RESEARCH IN ACTION: KFC IN THE UKoNEED FOR MARKETING RESEARCH• By early 1990s, KFC had been in the UK for 30 years. Over 300 units.• Takeout concept.

Limited seating.• Young males visit it after pub visits.• Not too family oriented.• Competing with local fish-and-chip joints.• Big M starts growing.

Over 500 units.• How do you change image? How do you attract families• Big M is family oriented. Advertises heavily to this segment.• Find out how to reposition the firm.

oDEFINE THE PROBLEM• How to reposition the firm and change the “ takeout image”• How to make it more “ family friendly”• How to get UK “ mums” interested enough to visit and use KFC on a regular basis to buy meals for their meals. oESTABLISH RESEARCH OBJECTIVES• KFC-UK has the lowest percentage of sales in family meals (10 percent).• In Australia, “ family feast” provides 30 percent of sales. This is enough food to feed a family of four at reasonable prices.• Could this menu be copied in the UK• Would “ family feast” improve the overall image in the UKoDETERMINE THE RESEARCH DESIGN• Secondary data• Focus group studies• A Cross-sectional survey of UK “ mums”• Consumer tracking studies “ before” and “ after” the program is introduced.• Examine ultimate sales figures.

oIDENTFYING INFORMATION TYPES AND SOURCES• Limited secondary data.• Some magazine articles about fast food (Advertising Age)• Data from KFC-Australia• Primary Data: Focus Groups (Qualitative)• Primary Data: A survey (Quantitative)oDETERMINING METHODS OF ACCESSING DATA• The data from KFC-Australia would be studied first.• A series of focus groups would be conducted with moms with children under 12 to discuss eating habits, preferences, etc.• A survey instrument would be designed with the help of focus group info to find out the optimal “ bundle” of offering. oDESIGN DATA COLLECTION FORMS• Focus groups in North and South of the country.

• KFC not identified to…