

Kfc marketing research process



**ASSIGN
BUSTER**

• **MARKETING RESEARCH IN ACTION: KFC IN THE UK**
 • **NEED 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.

o **DEFINE 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.
 o **ESTABLISH 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 UK
 o **DETERMINE 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.

o **IDENTIFYING 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)
 o **DETERMINING 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...