

# [Key success of kfc assignment](https://assignbuster.com/key-success-of-kfc-assignment/)

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The large selection of menu items is meant to appeal to the Chinese style of eating, in which groups of people share several dishes. Su believes that offering a wider variety of foods will help customers make healthier choices. The KFCs in China have also limited the amount of money saved on combo meals, and have completely eliminated supersized items (to reduce calories). Exercise is actively promoted inside the chain: as of 2010 the youth programs and competition it sponsored had over 260, 000 participants in 438 cities.

KFC succeeded in China both because it was not McDonald’s and because in many ways it decided it wouldn’t be KFC either—which brings up another key question: “ how do you avoid the mistakes of the American fast-food model? ” asks Bell. “ Put another way, if McDonald’s and KFC were to start over in the United States knowing what they know now, how would their model differ? ” (Extracted and adapted from Harvard Bus.

School Working Knowledge) Question: Discuss the importance of knowing your business environment (STEP) by using and analyzing the above case, as well as showing your understanding of the relevant B200A material covered so far. In particular, discuss the issues of international differences in habits, tastes, values and demographics (and clarifying what made KFC so successful in such an important foreign country with very large population). (100 Marks) NOTES TO STUDENTS Cut-off date: Submit this assignment no later than 6 December, 2011. Word count: 1500 words (plus or minus 10%).

Referencing: You must acknowledge all your sources of information using full Harvard Style Referencing (in-text referencing plus list of references at the end). Use E-library: to get journal articles on the topic (using Emerald or EBSCO). Use at least 2 or 3 articles. Plagiarism: It is very important to use your own words, Plagiarism will lead to a significant loss of marks. Extensive plagiarism could mean that you failed your TMA. Plagiarism means copying from internet, from unreferenced sources, from other students’ TMAs or any other source. Penalties for plagiarism ranges from failure in the TMA to expulsion from the university.

Answering: Your response to the question should take the form of a full essay format divided into a number of paragraphs with introduction and conclusion without subheadings and bullet points. Use B200 ‘ reader one’ chapters (Environments), the above case, and E-Library. This TMA is 20% of B200A Grade. Essay Guidance: \* Discuss concepts that you have learned from B200 module 1: Environments. Discuss also the case given in this TMA. \* Review the chapters’ learning outcomes in the B200 study guide, module one. \* Plan what you will write, and have a well organized outline. \* Use in text referencing and Harvard style list of references.