

Kfc target market

[Finance](#), [Market](#)



The middle sector people have been looking for change which KEF offering In their range offast food. The quality conscious of the people In urban areas are more concerned with the quality offoodthan the rural areas. Placement of outlets KEF placing Itself close to the schools, colleges, cinemas and markets because mostly populated by the youth and those who are In a hurry, KEF serve a large number of consumers every day. Furthermore, they also have outlets close to non-vegetarians ND mostly Muslim populated areas.

Segmentation Geographic segmentation KEF has outlets around the world and sells its products accordance with geographic needs of the customers. KEF is focusing how geographically its customers require different products in India. The chicken is the main selling product in North India, and the Vega. Items sell more than the chicken in the South India. Demographic Segmentation The market is divided into groups based on an age, gender, household size, income, occupation, religion, race and nationality in demographic segmentation. KEF divides he market on demographic basis in age that is between 6- 65.

Usually no age restriction focuses by the KEF. The target is focus on everyone in a society. The largest demographic of KEF is the young of any society. The gender is both males and females. KEF is focused the both males and females. Then, household size is 1 to 5 and above. KEF usually target whole families instead of single people. This is the reason for theirFamilyMeals which are normally bundled items served at a nominally low charges. After that, the income is Errs, OOH and above. Income decides which class is to be targeted.

KEF focused on the upper class in the early rise, but gradually are launching the economy meals that attract the lower to middle classes. Lastly, the family lifestyle is almost all. Cryptographic segmentation The market is divided into different groups based on social class, lifestyle, or personality characteristics is called cryptographic segmentation. KEF delves market on the cryptographic basis in social class that is the upper and middle class. Then, the lifestyle is not specific and the personality characteristics are ambitious and authoritarian.