

# Marketing strategy of kfc assignment

[Art & Culture](#)



**ASSIGN  
BUSTER**

Innovative chicken-based products. Co providing a pleasant dining experience, with fast friendly, in a clean and convenient location. At all times we must be dice providing excellent and delighting customers. KEF History KEF is an internationally renowned fast food industry in the world. T main ambition to increase & maintain the quality in fast food Indus capture the fast food market. Basically they want to provide their pro that is why they expanding their branches in all over the world. The increase their profit through giving maximum satisfaction & other b people that they want.

Now after catching such a marvelous position International Market, KEF is introducing a new item “ Boneless F with even more attractive and charming taste. Company overview: Colonel Harlan sanders, born September 9, 1890, actively began ranching his chicken business at the age of 65. Now, the Kentucky fried chicken business he started has grown to be one of the largest retail food service systems in the world. And colonel sanders, a quick service restaurant pioneer, have become a symbol of entrepreneurial spirit. More than two billion of the colonel’s “ finger licking’ good” chicken dinners are served annually.

And not Just in America. The colonel’s cooking is available in more then 82 countries around the world. When the colonel was six, his father died. His mother was forced to go to work, and young Harlan had to take care of his three year old brother and baby sister. This meant doing much of the family cooking. By the age of seven, he was a master of a score of regional dishes. Ate age 10, his first Job working on a nearby farm for \$2 a month. When he was 12, his mother remarried and he left his home near Huntsville, Mind. For a Job on a farm in Greenwood, Mind. He held a series of Jobs over the next

few years, first as a 15-year-old streetcar conductor in New Albany, Ind. , and then as a 16-year old private, soldiering for six months in Cuba. After that he was a railroad fireman, studied law by correspondence, practiced in Justice of the peace court, sold insurance, operated an Ohio River tomato ferry, sold tires, and Operated service station. When he was 40, the colonel began cooking for hungry travelers who stopped at his service station in Carbon, KY.

He didn't have a restaurant then, but served folks on his own dining table in the living quarters of his service station. As more people started coming just for food, he moved across the street to a motel and restaurant that seated 142 people. Over the next nine years, he perfected his secret blend of 11 herbs and spices and the basic cooking technique that is still used today. KFC India KFC is the world's No. 1 Chicken Brand and has industry leading stature across many countries like India, Australia, South Africa, China, USA, Malaysia and many more.

KFC is the largest brand of fast-food Restaurants, a company that owns other leading brands like Pizza Hut, Taco Bell, A&W and Long John Silver. Renowned worldwide for its finger-licking good food, KFC offers its signature products in India too! KFC has introduced many offerings for its growing customer base in India while staying rooted in the taste legacy of Colonel Harlan Sanders's secret recipe. Its signature dishes include the "crispy outside, juicy inside" Hot and Crispy Chicken, flavor and juicy Original Recipe chicken, the spicy, Juicy & crunchy Zinger Burger, Toasted Twister, Chicken Bucket and a host of beverages and desserts.

For the vegetarians in India, KEF also has great tasting vegetarian offerings that include the Veggie Burger, Veggie Snacked and Vega Rice meals. In India, KEF is growing rapidly and today has presence in 11 cities with close to 50 restaurants. Values of KEF p Focus all our resources to our restaurants operation because that is where we serve our customers. Reward and respect the contributions of each individual at KEF. Expand and update training with time and be the best we can be and more. Be open, honest and direct in our dealings with one and other.

Commit ourselves to the highest standard to the personal and professional integrity at all times. );;> Encourage new and innovative ideas because these are the key to our competitive growth. Reward result and not simple efforts. Dedicate ourselves to continuous growth in sales, profit and size of organization. Work as a team. PHILOSOPHY OF KEF The CHAMPS program Champs stands for our belief that the most important thing each of us can do is to focus on the customer. It stands for our commitment to provide the best food ND best experience for the best value.