

Business

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Business KFC (Kentucky Fried Chicken) is a fast food restaurant chain that has a restaurant in every major city in the world. KFC is based in Louisville, Kentucky and is operational in over 110 countries across the globe. The main products of the company are chicken pieces, sandwiches, salads, wraps, etc. KFC also customises its products and services to meet regional demands. The company is not all about the products but also the services that it offers to the customers. Both products and services are vital for the company. The company targets a wide range of customers which includes all demographics. Company has adopted a franchise model to manage its stores (KFC, 2011).

There is a tremendous amount of planning that goes into the business. One of the most important is supply chain management. The supply chain is very vast as there are numerous raw materials required for the company to deliver the finished products. Therefore, different raw materials from different suppliers need to be at the right place and at the right time for the operations to run smoothly. Hence, planning is essential in managing the supply chain operations. Planning is also essential in strategy making aspects of the business such as marketing, branding, pricing, etc. Another important aspect of the business that needs planning is the management of the human resources. Each restaurant has many employees working both part time and full time, and in different shifts. This needs intelligent planning on the company's part in order to ensure effectiveness in its operations.

There is a lot of organization in the business. The top management is responsible for executing level management of the company which involves strategy making on various aspects of the business such as expansion, advertising, branding, pricing, growth, investment, etc. The organization

must have a top-down approach to management, which means that it has a vertical decision making hierarchy. There are various levels of middle management as the company has operations in different countries with each country needing customised approach. The first line managers are vital to the overall operations as they are the ones who are responsible for delivering the products and services to the customers. They take care of entire management of restaurants at ground zero.

References

KFC. (2011). About us. Retrieved on 2 June 2012 from <http://www.kfc.com/about/>.