

# Critical analysis of kfc in secondary research



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Secondary analysis is the “ analysis of data by researchers who will probably not have been involved in the collection of those data, for purposes that in all likelihood were not envisaged by those responsible for the data collection” (Barman & Bell, 2011). Secondary research, included online desk research and official documents, is the main methodology used in the business study.

For this study, the annual report and reference document of KEF and McDonald's, ATA in published paper, published books and Journals are also the main possible sources, as well as the consulting reports from consulting companies and meeting minutes of industrial summit. The financial data is focus on the company performance on the annual report from leading fast food companies. On one hand, according to Barman and Bell's analysis in their book, the secondary research is considered by all business researchers.

Desk research offers high-quality ATA with lower cost and time due to the rational procedure, widely variety of regions and experienced researchers. Meanwhile, secondary analysis offers the opportunity for longitudinal analysis and cross-cultural analysis. Desk research provides wide range of data and research results for this study in the changeable and cross- cultural business environment, in order to identify the difference between KEF and McDonald's in Chinese market.

At the same time, the unique culture effect Chinese nonuser behavior when they purchase fast food. The secondary research from other scholars who interested in competitive strategy and Chinese fast food environment would broaden the horizons of this study and make it clear and credibly. One the

other hand, there are several limitations about the desk research used in this study. Firstly, the dataset is generated by other organizations and researchers so that it is hardly very familiar with the structure and content required by this study.

Secondly, the large volumes of data and research result present performance and problem with the strategy and management in different levels. The data and results used in this research should be decided carefully so as to fit the request of development and extension strategy. Thirdly, secondary data used in this study may face the absence of key variables. The data of secondary analysis collected by others for their own purposes so that one or more key variables in this study not presented.