

Free yum brands report example

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Yum Brands, Inc. is the world's leading restaurant in the fast food industry, and it is based in Louisville, United States. It is based in over 125 territories and countries with more than 40,000 restaurants. As a result of its popularity and doing things a little differently compared with the rest of the companies Yum Brands, Inc., is ranked position 201 on the FORTUNE 500 Company. The company has world-famous culture of recognition that enhances it to focus on its career potential (Ossofsky 33). The company has reputable key statistics, in the year 2012; it has a revenue turnover of more than \$13 billion. This made Yum Brands, Inc. to be shortlisted among 100 best Corporate Citizens in the year 2013. In 1997, after Yum Brands Inc. spin-off from Pepsi Company, it became an independent global business. Therefore, the company improved its profit from approximately 20 percent to 70 percent coming from outside the United States.

At Yum, they try to participate and take seriously their responsibility in the community they are living in. The company has commitments to the people and the extended communities that they serve globally. The company believes in its customer's trust in their intentions as well as encouraging ideas from the community. Yum Brands, Inc. has also participated in Carbon Disclosure Project, therefore, conserving the environment. At Yum Brands, Inc., it gives back to the communities in which it lives and operates, it ensures giving back positive difference in the lives of customers and associates, as well as their families (McCauley 34). The company as a private foundation initially established to supplement the philanthropic vision of the business as well as in its brands. The aim of the foundation was to support and care charitable organizations that operate in the region of hunger relief, art and

social organizations, and youth through yearly restricted and unrestricted grants.

At Yum, they understand for a long-term success of any given company diversity is critical. Therefore, anyone working in the company can and makes a difference in the company. Diversity in Yum Brands, Inc. adds perspective and deepens everything that the company does. The various teams in the company aid in better problem solving (McCauley 23). As well as serving their customers efficiently and creates a richer culture in which the company operates. The company believes that, in their growth strategy, company workforce, culture and leadership team are as diverse as per their customers, globally.

Works Cited

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