

Background of kentucky fried chicken



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KFC, short form for Kentucky Fried Chicken is one of the favourite fast food restaurants in Malaysia. KFC is the world largest chain of fried chicken fast food restaurants. After Macdonald which is world largest fast food franchise restaurants, KFC is the world second largest fast food franchise restaurant. KFC is founded on year early 1950 by the founder, Colonel Sanders. With 11 types herbs and spices, Colonel Sanders is successful create the brand name of the KFC.

The major reason of success to build up the name of KFC is because Colonel Sanders has a great pioneer concept which is restaurant franchising concept. Today, KFC has more than 17000 outlets in 105 countries. In year 1973, the first KFC restaurant was open in Malaysia on Jalan Tunku Abdul Rahman. In year 2012, there are more than 500 KFC is available in Malaysia and the amount is still increasing. Finger licking goods products has been enjoyed by Malaysian.

2. 0 Ethical dilemmas

What is ethic? Ethic is a set of principles, with a theory or a system of moral values. The purpose of study ethic is to study the general nature of morals to govern the conduct of a person. What is dilemma? Dilemma is a situation in which a difficult choice is made between the alternatives. What is ethical dilemma? It is also known as moral dilemmas. Ethical dilemmas are a common occurrence in the working environment. An ethical dilemma is a situation where a person faces the difficulty of choosing between a moral and an immoral act. There are many ethical dilemmas that an organization could face and one of the organizations which face major dilemmas is the

Kentucky Fried Chicken Company. KFC, which was founded by Colonel Sanders in 1952, is one of the popular fast food restaurants in the world. KFC now involving in operating, franchising and serving a worldwide chain of around 11 thousand fast food restaurants.

Some years ago, there were nearly 8 million customers taking KFC each day. However, there is a serious decrease in the number of sales of KFC recently due to the increasingly awareness of health among the society nowadays. People nowadays is more concerned with their health and figures then before. There are report and research showing that fast food has no nutrition and is the biggest fact of causing obesity everywhere.

The ethical issues is arises in Kentucky Fried Chicken (KFC) company. The ethical issues that happen in KFC get the attentions from the societies. News related to the issues that happen in KFC was coming out by the media and KFC Malaysia has to mend the problem with a proper ethical act to get back the loyalty of the customer to the KFC brand awareness.

The dilemma issue will be evaluated using:

2. 1 Chicken Breeding

The mistreatment of the chickens on the chicken farms gets the attention from PETA. PETA sued KFC for the issue of KFC suppliers treats chickens cruelly. KFC suppliers cram birds into large waste -filled factories, breed and drug the chickens to grow large till cannot move normally.

At slaughter, the bird's throats are cut and then dropped into tanks containing boil water- often when the chicken is still alive. An animal rights

group upload a video showing one of the KFC supplier slaughterhouse workers jumping up and down on living chickens, treat the chickens like footballs, kicking them and slamming them into walls, spitting tobacco juice into the chicken's mouth, plucking the chicken feathers, suffocating a chicken by tying a latex glove over its head and squeezing birds like water balloons to spray feces over other birds.

PETA and other animal's welfare have boycott KFC for this issue and demanding KFC to require it suppliers to treat the chicken better by providing chicken more room in factory barns, stop forcing the chickens to grow so rapidly that it cripples birds and to gas bird before hanging them so that they won't feel pain. The supplier is also injecting chemicals to the chickens to change the DNA of the chicken to support the large amount of needs for chicken from the markets. The chickens have been killing in cruel way.

The picture of KFC treating to the chicken

<http://salmonella.co.uk/kfc.jpg> <http://t1.gstatic.com/images?q=tbn:ANd9GcQmSwdrfDhKWi6QlsOkq3ukyxBLZ6UFSgC6LxU9o2vT3JeFOA0W10usv vBe7w>

<http://www.inpasturesgreen.com/wp-content/uploads/2009/10/Cage-free-chickens.jpg>

2. 2 Food Attitudes (Greasy and Unhealthy food)

This is a dilemma which KFC have faced, because it has already gained the reputation of a fast food that continuously provides greasy unhealthy food.

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As one of the popular fast food restaurant with millions of people consuming it foods, KFC should have follow the ethical standards specifically in terms of providing healthy foods, however, in order to gain competitive advantage, reduce the cost, KFC is using oil contains Tran's fatty acids to prepare the food. This type of oil will cause the increasing in cholesterol which will lead to the increased of the risk of having heart disease. Besides, KFC also using the Sudan Red to prepare their product called Orleans Roasted Wing which could cause the risk of cancer to increase if consumed over a long period of time.

The photo of Sudan Red and Trans Fatty Acid

<http://www.natural-health-information-centre.com/image-files/trans-fat.jpg>

[http://petrochemtrade.com/img/products/small_16_e757bc4355.jpg?](http://petrochemtrade.com/img/products/small_16_e757bc4355.jpg?024816)

http://www.urbansprout.co.za/files/images/red_spice_sm.jpg

2. 3 Human Resources Policies

Above photo is the incident that happens in KFC I-City, Malaysia. This incident was happen on 6th February 2012. The incident happens is because the customer has been waiting for more than 1 hour but when comes to his turn, there is NO MORE fried chicken for the customers. The customer requests the management to apologize but the Store Manager do nothing for that matter. The issues happen when the worker shouted: “ kalau mau makan, buat sendiri lah BABI...” which give means “ do it with your own if you want to eat, pig.” The KFC I-City workers attack customers by using bad descriptions words to the customers cause this fight happen. Employees have to be avoiding to do attack action to the customers. As a fast food

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restaurant which sells service, KFC workers have to understand customers' right.

The Humane Society of the United States defines animal abuse as a range of cruel behavior to the animals which includes unintentional neglect and intentional neglect to malicious killings. Based on the animal cruelty issues, People for the Ethical Treatment of Animals (PETA), the animal right group have been protesting KFC's treatment of the animals used for its products with the Kentucky Fried Cruelty campaign. PETA states that they have held more than 12, 000 demonstrations at KFC outlets since 2003 because of alleged mistreatment of chickens by KFC suppliers.

KFC human resources department should guide their policies. Lack of control of rules and regulations and discipline cause KFC ethical activities has been brought up to news by facing accusation from the society.

The picture of protesting from the people

[http://t3.gstatic.com/images?q=tbn:](http://t3.gstatic.com/images?q=tbn:ANd9GcQv4MavI19ImRjzTA6itSrC49Kkf6ihx-SDha-YqpD0WAZVSnqw6Ufji_JI)

[ANd9GcQv4MavI19ImRjzTA6itSrC49Kkf6ihx-SDha-YqpD0WAZVSnqw6Ufji_JI](http://t3.gstatic.com/images?q=tbn:ANd9GcQv4MavI19ImRjzTA6itSrC49Kkf6ihx-SDha-YqpD0WAZVSnqw6Ufji_JI)

Political pictures kfc tortures chickens peta protest

[http://t1.gstatic.com/images?q=tbn: ANd9GcQKYk260-](http://t1.gstatic.com/images?q=tbn:ANd9GcQKYk260-Mu59K5qaoRf46ccLjnmuGBh5FfqBu1G434HohqaGsPr61RhX3x)

[Mu59K5qaoRf46ccLjnmuGBh5FfqBu1G434HohqaGsPr61RhX3x](http://t1.gstatic.com/images?q=tbn:ANd9GcQKYk260-Mu59K5qaoRf46ccLjnmuGBh5FfqBu1G434HohqaGsPr61RhX3x)

[http://msnbcmedia4.msn.](http://msnbcmedia4.msn.com/j/msnbc/Components/Photos/051014/051014_kfc_protest_hmed.grid-6x2.jpg)

[com/j/msnbc/Components/Photos/051014/051014_kfc_protest_hmed.grid-6x2.jpg](http://msnbc/Components/Photos/051014/051014_kfc_protest_hmed.grid-6x2.jpg)

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3. 0 Evaluate the ethical dilemma

3. 1 Chicken Breeding

3. 1. 1 Utilitarianism

Utilitarianism give means maximize overall happiness. The theory of utilitarianism was applied as KFC. KFC is successful to yield the maximum happiness of 12 million customers where as only 750, 000 members of PETA are protesting against KFC chicken policy.

Although KFC has yield the maximum number of happiness, it failed to comply with the utilitarian ethical theory due to the unfair and unjust. People are unhappy with KFC due to KFC ethical dilemma cause people protesting KFC. Every year, there is demonstration activities launch by PETA to bring up so that could get the concern from the KFC.

KFC has offer Colonel's Scholars program, which give scholarship to student to attend an accredited public college. As a part of a YUM brand, KFC is committed to conducting business in an ethical and responsible manner. KFC is also promoting go green activities by promoting reusable container or print recycle logo to the paper cup.

In Malaysia, KFC Malaysia realizes the importance social responsibilities. KFC Malaysia has launch Projek Penyayang. KFC was developed to provide food to 150++ homes every quarter. There are more than 6500 children are treated to a finger licking' good food every year. KFC Malaysia is also launch Tabung Penyayang KFC, a charitable fund, whose sole purpose was to help orphanages in Malaysia. KFC organization does utilize roles in utilitarianism. KFC try the best to create best possible solution for the people.

3. 2 Food Attitudes

3. 2. 1 Right and Duties

As a world largest chicken fast food franchise restaurants, KFC own the rights and duties to operate the attitudes to the foods. A moral right is a legal right. Right is defining as basic right that applies to all people.

KFC violated the positive right of the consumer to safe product. KFC is using oil contains Tran's fatty acids to prepare the food. This type of oil will cause the increasing in cholesterol which will lead to the increased of the risk of having heart disease. KFC also using the Sudan Red which could cause the risk of cancer to increase if consumed over a long period of time

Government play important role in controlling KFC operations. Government should make strict guidelines to KFC. Once KFC is found on using this oil, government can fine KFC with huge amount of fine to prevent KFC continuously using this oil. Government can also choose not to renew the license towards KFC if KFC not follow the standards that set by the government.

KFC should substitute this unhealthy oil with healthy oil. Although it will reduce the overall income of the KFC, KFC should be social responsible to the societies. It is a duty for KFC to create healthy food. Although KFC has rights to do that, KFC should have social responsibilities. KFC should understand the effect of unhealthy oil which will affect health of the human who consume the products of KFC.

The consumers also own the rights to stop KFC for using oil which contain Tran's fatty acid. Consumers can boycott KFC by not supporting KFC goods
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and products. The employees can also do strikes to the company to show concern for the problems to the management so that the management can do change to the food attitudes.

3. 3 HR Policies

HR is the organizational function that deals with issues related to people such as compensation, hiring, performance management, organization development, safety, wellness, benefits, employee motivation, communication, administration, and training.

HR is also a strategic and comprehensive approach to managing people and the workplace culture and environment. Effective HR enables employees to contribute effectively and productively to the overall company direction and the accomplishment of the organization's goals and objectives.

HR major policy is customer right comes first. Based on the cases happen in I-CITY Shah Alam, the KFC notice that once the investigation is complete, KFC will take all appropriate action to address any violation of KFC strict operating procedures and customer service standards.

3. 3. 1 Justice and Fairness

Justice and Fairness should be applied into this case. Justice and fairness is a principle of moral rightness base on the ethics. Both of them give means being fair and justice. The purpose of justice and fairness is to ensure treat everyone fairly.

Discrimination should be avoided from the employees to the customer.

Based on the cases of KFC I-City fight which happened on 6th of February

2012, the employees fight with the customer. Although the customers scold the employees, the employees should not start the fight with the customers. The employees have to understand the reason of the customer to get angry, and understand that as the staff who work under service, customer right come first. The fault is from the KFC but not the customers. It is unfair for the customers for waiting 1 hour and get nothing at last without apologizes. Several KFC staff were seen attempting to hold their colleague back after a heated exchange but the staff managed to land a punch on Danny Ng. The employees give a punch to the customers on customers face is recorded by a people and upload into YouTube, world largest official video sites. The management of the food chain and Ng lodged separate police reports on the matter two days later.

The human resources department, representing KFC Malaysia has met and offered their apologies to Danny Ng Chee Fei, who was assaulted by a kitchen crew member at I-City branch in Shah Alam. The fast food chain's deputy president Alan Au met Ng and his family to extend his regrets and apology during a short meeting at Wisma KFC in Jalan Sultan Ismail. The victim, Danny Ng accepted the apology, saying KFC reacted appropriately to the incident. Ng was also given a voucher by KFC but declined to reveal its value.

For the protesting from PETA which state KFC treat chicken cruelty, KFC have to make sure all its suppliers follow the good practices of killing the chickens by minimize the painless death towards the chicken. KFC also have to ensure all the suppliers follow Animal Welfare Guidelines and make sure all suppliers farm is well practice to the guideline.

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For my opinion, human resources department have to take all responsibilities. Human resources department should provide staff training program to the employees to standardize the employee's behavior and attitudes on works. KFC should also standardize the supplier code of conduct. Punishment should be taken to all the employees and suppliers who obey the policies that set by KFC.

4. 0 Conclusion

KFC has to be focus more on KFC business ethics. KFC should not step aside themselves from the incidents that happen before and denies all responsibilities. KFC's management takes full responsible and play important role in control business ethics. KFC should face and take the responsibilities to solve the incidents, so that the reputation will not be affected. Therefore, KFC should ensure the quality and standardize the employees, the managements, the restaurants. KFC has to be strict to the suppliers and control the production environment so that PETA will not do demonstration on it. KFC have to care for the health and safety of customers, and the ethical values a business should have, so that the dilemma will not occurred again.