

Identify and evaluate marketing opportunities

[Business](#), [Marketing](#)



Sanders began selling fried chicken at his gas station in the year 1939 in Carbon, Kentucky which subsequently moved to a motel. He closed his business in the late 1950s when the Interstate highway through town. In the early 1950s, he began traveling the United States and met with Pete Herman in Salt Lake City, Utah, and in 1952 co-founded the Kentucky Fried Chicken restaurant is the first in the world (his first restaurant does not use that name). Sanders sold the entire KFC franchise in 1964 worth 2 million USD, which has since been resold three times. Ultimate owner is PepsiCo, which incorporated them into the company Triton Global Restaurants division, now known as Yum Brands, Inc. In 1997, Triton from PepsiCo separately. In Indonesia, sole franchisee of KFC is OPT. Fast-food Indonesia, Tbk (ID: FAST), which was founded by Glace Business Group in 1978, and registered as a public company since 1994. Indonesian first KFC restaurant opened in October 1979 in Tanah Merdeka, Jakarta. Vision Our aim is to put a smile on people's faces around the world and give every customer a special experience on each occasion.

Our vision is that our jobs will be the best in the world for those committed to serving great food and looking after customers better than anyone else. Our values are what we like to call our "How We Work Together" principles. Outlined for you below, they are what we incorporate into everything we do. Mission The Kentucky fried chicken (KFC) has grown to be one of the largest retail food service companies in the world. The mission of this company is KFC is an internationally renowned fast food industry in the world and to increase and maintain the quality in fast food in world industry.

Their aim is to capture the fast food market. Basically they want to provide their products to anyone that is why they expanding their branches in all over the world. They want to increase their profit through giving maximum satisfaction and other better facilities to people that they want. To establish their positions as the leading western quick service restaurant (WOWS) chain, serving good value and innovative chicken based products they are consistently providing a pleasant dining experience, with fast friendly service, in a clean and convenient location.

At all the times, they must be dedicated to providing excellent service and delighting customers such they says " Our passion, as a restaurant company, is to put a YUM on people's faces around the world, satisfying customers every time they eat our food and doing it better than any other restaurant company'. Company Market Share and Size KEF is pleased to report that in 2012 they delivered full-year PEPS growth of 13% or \$3. 25 per share, excluding special items, marking the eleventh consecutive year they achieved at least 13% and exceeded their annual target of at least 10%.

This kind of consistent performance puts them in an elite group of high-growth companies. KEF set a new record for international development by opening nearly 2, 000 new restaurants in 2012. KEF also grew worldwide system sales 5% and operating profit 2%, both prior to foreign currency translation and special items. KEF generated \$1. 6 billion in net income and almost \$2. 3 billion in cash from operations. And with their disciplined approach to capital deployment, we remained an industry leader with a Return on Invested Capital of 22%.

KEF strong cash flow generation allowed them to increase their dividend rate 18%, to an annual rate of \$1.34 per share. KEF share price increased 13% for the full year, on top of in 2011. Looking back, they are extremely proud that their five year average annual shareholder return, including stock appreciation and dividend reinvestment, is 14% versus the S&P 500 average of 2%. The track record of consistency which they believe is a result of getting better and better at executing the same growth strategies they identified over a decade ago.

So as tempting as it might be to unveil some new revolutionary thinking that will drive company's growth. KEF is a fast food restaurant chain, which specializes in fried chicken. It is the world's largest fried chicken chain with over 17,000 outlets in 105 countries and territories as of December 2011.

Name | Kentucky Fried Chicken (KEF) Industries served | Restaurants | Geographic areas served | Worldwide Headquarters | U.S. | Current CEO | Roger Eaton | Revenue | \$9.5 Billion (2012) | Profits | N/A | Employees | N/A | Main Competitors | McDonald's Corporation, Burger King Worldwide Inc. Subway, Wendy Company. | Cuff's Range of Products KEF sells its products in different deals for example Cuff's Signature Taste, Cuff's Streetwise Menu, Meals for Family etc. Its main products which it sells under the mentioned deals are all the fast food snacks which include Burgers, Rolls, Roasted Chicken pieces and Fries.

Marketing Strategy KEF Corporation, or KEF, founded and also known as Kentucky Fried Chicken is a chain of fast food restaurants based in Louisville, Kentucky. KEF is a brand and operating segment, called a "concept" of Yum!

Brands, since 1997 when that company was spun off from PepsiCo. KEF primarily sells chicken in form of pieces, wraps, salads and sandwiches. While its primary focus is fried chicken, KEF also offers a line of roasted chicken products, side dishes and desserts. The marketing mix is generally accepted as the use and specification of the four As' describing the strategic position of a product in the marketplace. 1. Product: Anything that can be offered to a market to satisfy a want or need.

Cuff's specialty is fried chicken served in various forms. Cuff's primary product is pressure-fried pieces of chicken made with the original recipe. The other chicken offering, extra crispy, is made using a garlic marinade and double dipping the chicken in flour before deep frying in a standard industrial kitchen type machine. The main products of KEF still are fried chicken but KEF tried to development new products for suitability with modern situation; the menu for health. Moreover, new menu of KEF will emphasize the taste and health. 2.

Price: The cost of KEF products use high pricing strategy but it's not high overly. KEF in the country tried to enhance quality of fast food restaurants to change attitude of people that they think KEF is Junk food. 3. Place: Most KEF restaurants are located in the source communities such as shopping malls, the petrol, and lodging en route. 4. Promotion: The promotion of KEF is quite varieties such as TV program, Internet, public relation, leaflet and etc. Moreover, KEF innovate a new menu set for it is easy to order and it's save money.

That a special menu set also is cheaper than normal. Current Marketing Strategy: KEF used the Demographic Segmentation, Geographic segmentation, and Cryptographic segmentation. In demographic segmentation, the market is divided into groups based on an age, gender, family size, income, occupation, religion, race and nationality. KEF divides the market on demographic basis in this way: Age between 6 - 65, Gender is both males and females, Family size is 1-2, 3-4, 5+, Income is \$ 1, 000 n above, Family lifestyle is almost all.