

Kfc marketing strategy in mauritius

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



Introduction

KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain, specializing in Original Recipe®, Extra Crispy®, Kentucky Grilled Chicken™ and Original Recipe Strips with home-style sides, Honey BBQ Wings, and freshly made chicken sandwiches. Every day, more than 12 million customers are served at KFC restaurants in 109 countries and territories around the world. KFC operates more than 5, 200 restaurants in the United States and more than 15, 000 units around the world. KFC is world famous for its Original Recipe® fried chicken.

KFC is made with the secret blend of 11 herbs and spices Colonel Harland Sanders perfected more than a half-century ago. Customers around the globe also enjoy more than 300 other products from Kentucky kfc primarily sells chicken in forms of pieces, wraps salad and sandwiches. While its primary focus is fried chicken it also provides a line of roaster chicken products side dishes and desserts. Pick'N'Eat (KFC) is a front runner when it opens its first outlet in Curepipe in 1983. Thanks to KFC, eating out becomes accessible to almost anybody.

Convivial atmosphere, unique tasty recipes based on genuine chicken cuts prepared on the spot, quality and hygiene... This promise made thirty years ago to consumers has been kept. With fourteen outlets around the island, KFC outlets have become today the preferred eating spots of Mauritians, living and amusement spots for families and young people particularly. KFC Mission KFC Vision Read more: <http://www.ukessays.com/essays/business/strategies-for-the-mauritius-fast-food-market-business->

<https://assignbuster.com/kfc-marketing-strategy-in-mauritius/>

essay. php#ixzz2QWwSUPMF It is the beginning of a new era that the fast food industry has gradually break through the Mauritius lifestyle.

Due to the globalisation process, many fast-food franchises are now available in Mauritius. Whether these fast foods have revolutionised Mauritius, today these products form part of our lifestyle and culture. People rely on their convenience to enhance their lives and productivity. But in the fast and increasing competitive business environment of today, the right marketing approach is necessary to compete with competitors. The ability to develop effective marketing strategy which enable the firm to become more responsive and adaptable to the market will perhaps more than ever before, differentiate the winners from the losers.

The rationale of developing marketing strategies is to respond to the increasing high demand in fast food and to eventually increase the market share of Kentucky Fried Chicken. The marketing mix deals with the way in which a business uses price, product, distribution and promotion to market and sell its product. The marketing mix is often referred to as the “ Four P’s” - since the most important elements of marketing are concerned with:

Product - the product (or service) that the customer obtains
Price - how much the customer pays for the product
Place - how the product is distributed to the customer

Promotion - how the customer is found and persuaded to buy the product.

Product

Product are offerings that a marketer offers to the target audience to satisfy their needs and want In Mauritius, KFC products are manufactured within

international norms and quality to provide the maximum satisfaction to its customers. The products sold are Halal guaranteed. Thus whatever someone's belief and culture, he or she can eat KFC products. Thorough study of the product line has been conducted to meet up the different tastes and habits of different people in Mauritius.

In Mauritius, Chicken Delight's product mix consists of five product lines, namely fried chicken, Chips, burgers, salads and soft drinks. Read more: <http://www.ukessays.com/essays/business/strategies-for-the-mauritius-fast-food-market-business-essay.php#ixzz2QWwib0Kp> KFC's primary product is pressure-fried pieces of chicken made with the "Original Recipe" seasoning mix. It is marinated, dipped in a flour and egg based mixture, and breaded with flour before being fried geographic segmentation kfc has outlets internationally and sells its products according to geographic need of the customers.

In Mauritius kfc has 14 outlets. it focus customer demand. Most of the restaurants are found near big shopping centers e. g riverside @riviere du rempart and La croizette in grand baie and 2 outlets are found at port louis.

Demographic segmentation

Demographic segmentation consists of dividing the market into groups based on variables such as age, gender, family size, income, occupation, education, religion, race and nationality kfc segments market on demographic basis in this way: Age-children, teenagers family size 1-2, 3-4, 5+ family lifestyles income market positioning fc constantly perform market research to acquire information about the tastes and lifestyles to improve its

marketing strategies to better compete with its rivals such as MacDonald and nando. It uses the terms as what's fresh? , Fresh is part of everything we do, it's so good. . PRICE The amount of money that customers have to pay while buying the product. in other words the amount that kfc charge for its product. pricing policy when kfc first started its business in Mauritius it adopted a skimming price policy. because it had competitive advantage it target the middle to upper class people.

However, the advantage tends not to be sustainable. The high price attracts other new competitors and the price inevitably fall due to increased supply Competitors. in mauritius kfc has two major competitor namely the Macdonald and the Nandos. The kfc price can be compared with the price of its substitutes. if the competitor provide the same product with lower price then kfc also must lower its price. There is perfect competition thus kfc must always accept the market price for its products. Costs. kfc price its product keeping different points in view. They adopt cost based price strategy pricing product includes overheads such as research and development, investment in equipment, people and technology, as well as direct costs, such as raw materials and ingredients. Thus product is priced according to standard of product and segments. In the cost based we include both fixed and variable costs. . Customers. The business needs to consider what its customers' expectations will be. For example, customers may be prepared to pay more for a product that is unique or produced in an ethical and sustainable manner. This would place it as a premium brand above its competitors.

Kfc maintain its market research to obtain information to identify and define marketing opportunities. PLACE KFC in figures: 500 employees 10, 000

customers daily 14 outlets HACCP National Quality Award * 2011 Figures
Sooo good

Promotion

Promotion is the method used to inform and educate the chosen target audience about the organization and its products. KFC using reminder advertisements which stimulates repeat purchases of its product. The slogan 'Its finger linkin good' like a reminder to remind consumer how good they felt last time when ate KFC. KFC use sponsorship as a tool of promotion tool due to sponsor can increase image of company.

Currently, KFC sponsor in the Australian Cricket Team. Sales promotion is one of the tactics to promote product KFC. KFC use coupons, entertainment, exhibits to increase it sales. The logo of the smiling Colonel is probably one of the most recognized faces in the world and instantly brings the image of fried chicken to one's mind. -KFC and its new company jingle, finger lckin good? is a frequent announcement on televisions, billboards, flyers and radio. The concept of showing a normal customer deeply involved in devouring his piece of chicken usually turns on the drool factory in everybody's mouth and makes them rush to the nearest KFC.

In Canada where chicken lovers are plenty abound these ads featuring normal people connect instantly and create a rush at their outlets. Using the following methods KFC spreads its message of finger licking good chicken. Promotion Read more: <http://www.ukessays.com/essays/marketing/the-concept-of-the-marketing-mix-marketing-essay.php#ixzz2QYVBewzg>

Promotion is the main tool to bring all the chicken

lovers attention towards its delicious one of a kind product fried chicken. They try to promote their product through radio, television, billboards, flyers.

Kfc try to sponsor events in order to strengthen their company image. KFC Mauritius has launched its new website KFC Mauritius recently launched their website which is available at www.kfc.mu. This new website is great news for KFC-lovers (99.5% of the Mauritian population) around Mauritius as it has a lot of useful information, including menus, store locations, and a whole load of finger-lickin' crap. It also has a games section, which is a huge waste of space promotion KFC does promotional activities by offering add-ons to the existing menu, gift coupons, T-shirts, Kids meal etc.

KFC promotes its products through LCD displays kept inside its outlets which promotes their products and kindles desires among consumer. India being the country with largest youth population has favored the growth of KFC and it has become the fastest growing fast food chain in India pushing aside McDonalds' and Pizza Hut.

Strengts

It is a very famous fast food chain outlet that started from Louisville Kentucky. It has been known to be a leader in the chicken restaurant segment with annual sale of more than a billion dollars.

It has more than 50% of the market share in fast food industry& new entrants are finding it very difficult to capture its share. It has gained enormous recognition as a reputable brand for fast food & has globally positioned itself well in industry. It has a high global brand image compared to its other competitors. It has a strong presence over its competitors with its

primary product fried chicken. It has strong location, store management, motivated work force & franchises. It has a strong distribution network such as outlets in shopping malls, airports etc.

Weakness

KFC is not innovative because it serves only chicken products to the customers. It doesn't offer any new or differentiated products. It felt after the market was offering new products because it was doubling other fast food chains to remain competitive. Its merger with different corporations resulted in big cultural problem for KFC employees such as merger with pepsi. The company is only focusing on few locations & is ignoring to check standards at franchises in different countries. KFC is facing problems to maintain the higher standards of hygienic food & is being charged in different countries due to poor standards of hygiene food.

Some of the examples are as follows:- In 2007 a KFC outlet in New York city was initiated to be infected. In 2009 a KFC store in London was also charged with 1 food hygiene fines. A court case in 2010 exposed poor hygiene at a KFC store in Sydney, Australia.

Opportunities

Changing demographics trends provides opportunity to diversify into new products & locations. Increasing demand for foodstuff eaten outside the home. Expand globally to capture the untapped markets & increase the revenue. The company can take advantage of Nafta (North American free trade agreement). Expansion for the Latin American markets.

Consumers are becoming health conscious so they decided to introduce new products line for this segment. To be environmentally responsible because it will improve the public image of KFC & will help it to increase its revenue. To diversify into other fast foods & meals. To open more outlets in metro to increase their presence 'It's so Good' is a message that is embedded in all aspects of KFC marketing mix. Not only are the products designed to look and taste good, they are produced from Original Recipe of 11 herbs and spices in a way that addresses people's concerns about issues such as health and the origins of their food.

This helps to ensure that remains KFC a trusted brand.

Threats

KFC is facing strong competition from its competitors, such as Mcdonalds, yum, subway & pizza hut. It is also facing competition from local restaurants in different countries of the world. The company is facing problem in maintaining same standards at their international franchises. To sustain a market leadership position in the global fast food industry. Other players are turning to new menu offerings, locations. Increase in number of health-conscious consumers. Saturated fast food industry in US market.

Recommendations KFC

If KFC could increase company own restaurants, which enables it to control quality, services & restaurant cleanliness therefore more capital is needed. KFC needs to make sure that their restaurants offer a diversified menu. To provide their customers with quality food, excellent service & restaurant cleanliness. KFC should always listen to their customers & try to follow new

trends on market in order to satisfy their customers. The company should try to develop new products that customers want in order to increase their financial performance & value. 4 and not because it's the trendy new thing to talk about in restaurants.