

Case study example

Business



KFC Case Study KFC Business Model Meal portfolio design is the model employed by KFC. It takes into account the tastes and preferences of its Chinese clients, and meet their desires by serving them the meal they prefer. This feature observed in china, applies to all its outlets in various geographical location locations.

Political Risk

Its' political risks are both macro and micro (Mastovich, 2010. Attack of its' outlets by Chinese in retaliation was unanticipated, and politically motivated. This is a macro political risk for the firm, and its origins are outside the countries where the firms are physically located, arising from a chain of causation of conflicts and influences. KFC does not face any micro political risk, which arises from environmental and economic changes for outlets in foreign countries. Micro risks are inherent in United States

Adaption strategy of KFC

KFC adaptation strategy involves adaptation of Chinese culture. This is observed in its involvement with Chinese governing bodies, and hiring of local staffs in it operation. It goes further to incorporate Chinese food in its Menu, a rare feature and valuable strategy for business to thrive and survive. It strives to identify itself with locals in all processes, though it is an entity situated in a foreign land.

Unethical Parties of KFC

Feeding of birds genetically to enhance their growth rate results to ailments Among them include extreme obesity, fatty livers and kidneys, heart attacks and other ailments. Overcrowding of birds to an extreme where some of them break wings, and hanging of chickens with conveyor belts while they are still alive are unethical practices observed in KFC business operations.

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Work Cited

Mastovich, David M. Get Where You Want to Go. S. I.: Page Publishers, 2010.
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