

Consumer attitudes to western fast food restaurants



1. The introduction of the program. I am the manager of a restaurant, I plan to affiliate a western fast food restaurant. so, I have to investigate the attitudes toward western fast food restaurants in Xi'an city. Among most western restaurants, the KFC, the McDonalds and the Pizzahut.

Therefore, I decide to carry on the market survey. 2. The background and history of the three companies. KFC Corporation (KFC), founded and also known as Kentucky Fried Chicken, is a chain of fast food restaurants based in Louisville, Kentucky, in the United States. KFC has been a brand and operating segment, termed a concept[1] of Yum! Brands since 1997 when that company was spun off from PepsiCo as Tricon Global Restaurants Inc.

KFC primarily sells chicken pieces, wraps, salads and sandwiches. While its primary focus is fried chicken, KFC also offers a line of grilled and roasted chicken products, side dishes and desserts. Outside the USA, KFC offers beef based products such as hamburgers or kebabs, poutine[2], pork based products such as ribs and other regional fare. The company was founded as Kentucky Fried Chicken by Colonel Harland Sanders in 1952, though the idea of KFC's fried chicken actually goes back to 1930. Although Sanders died in 1980, he remains an important part of the company's branding and advertisements, and " Colonel Sanders" or " The Colonel" is a metonym for the company itself.

The company adopted KFC, an abbreviated form of its name, in 1991.

[3]Starting in April 2007, the company began using its original name, Kentucky Fried Chicken, for its signage, packaging and advertisements in the U. S. as part of a new corporate re-branding program;[4][5] newer and

remodeled restaurants will have the new logo and name while older stores will continue to use the 1980s signage.

Additionally, Yum! continues to use the abbreviated name freely in its advertising. McDonald's Corporation (NYSE: MCD) is the world's largest chain of hamburger fast food restaurants, serving more than 58 million customers daily.[6] In addition to its signature restaurant chain, McDonald's Corporation held a minority interest in Pret A Manger until 2008, was a major investor in the Chipotle Mexican Grill until 2006,[7] and owned the restaurant chain Boston Market until 2007.[8] A McDonald's restaurant is operated by either a franchisee, an affiliate, or the corporation itself.

The corporation's revenues come from the rent, royalties and fees paid by the franchisees, as well as sales in company-operated restaurants.

McDonald's revenues grew 27% over the three years ending in 2007 to \$22.8 billion, and 9% growth in operating income to \$3.9 billion.[9] McDonald's primarily sells hamburgers, cheeseburgers, chicken products, french fries, breakfast items, soft drinks, shakes, and desserts. In response to obesity trends in Western nations and in the face of criticism over the healthiness of its products, the company has modified its menu to include alternatives considered healthier such as salads, wraps and fruit.

Pizza Hut (corporately known as Pizza Hut, Inc.) is an American restaurant chain and international franchise that offers different styles of pizza along with side dishes including pasta, buffalo wings, breadsticks, and garlic bread. Pizza Hut is a subsidiary of Yum! Brands, Inc. (the world's largest restaurant company[10]) with approximately 34,000 restaurants, delivery/carry-out

locations, and kiosks in 100 countries. Pizza Hut is split into several different restaurant formats; the original family-style dine-in locations; store front delivery and carry-out locations; and hybrid locations that offer carry-out, delivery, and dine-in options. Many full-size Pizza Hut locations offer lunch buffet, with “ all-you-can-eat” pizza, salad, bread sticks, and a special pasta.

Additionally, Pizza Hut also has a number of other business concepts that are different from the store type; Pizza Hut “ Bistro” locations are “ Red Roof” s which offer an expanded menu and slightly more upscale options.” Pizza Hut Express” and “ The Hut” locations are fast food restaurants. They offer a limited menu with many products not found at traditional Pizza Huts. These type of stores are often paired in a colocated location with a sibling brand such as Wing Street, KFC or Taco Bell, and are also found on college campuses, food courts, theme parks, and in stores such as Target. Traditionally, Pizza Hut has been known for its ambiance as much as pizza. Vintage “ Red Roof” locations can be found throughout the United States, and quite a few exist in the UK and Australia.

Even so, many such locations offer delivery/carryout service. This building style was common in the 1960s and 1970s. The name “ Red Roof” is somewhat anachronistic now, since many locations have brown roofs. Dozens of “ Red Roofs” have closed or been relocated/rebuilt.

Many “ Red Roof” branches have beer if not a full bar, music from a jukebox, and sometimes an arcade. In the 1980s, the company moved into other successful formats including delivery/carryout and the fast food “ Express” model. The oldest continuously operating Pizza Hut in the world is in

<https://assignbuster.com/consumer-attitudes-to-western-fast-food-restaurants/>

Manhattan, Kansas, in a shopping and tavern district known as Aggieville near Kansas State University. References <http://www.webcitation.org/5nCxugU9O> <http://www.vmsd.com/content/kentucky-fried-chicken-0>