

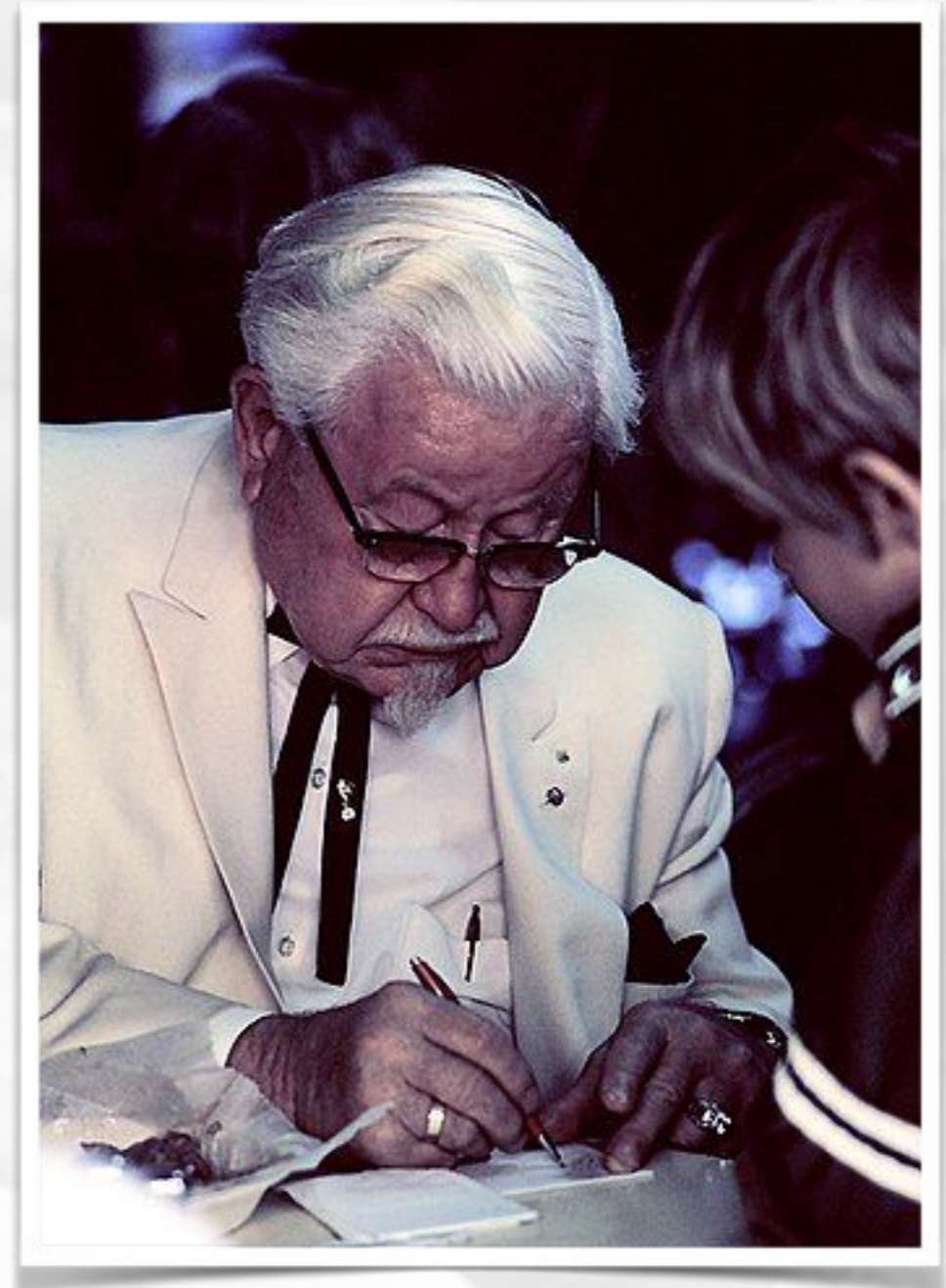




Brief history

KFC, also known as Kentucky Fried Chicken, is an American fast food restaurant chain headquartered in Louisville, Kentucky that specializes in fried chicken. It is the world's second-largest restaurant chain (as measured by sales) after McDonald's, with 22,621 locations globally in 136 countries as of December 2018.

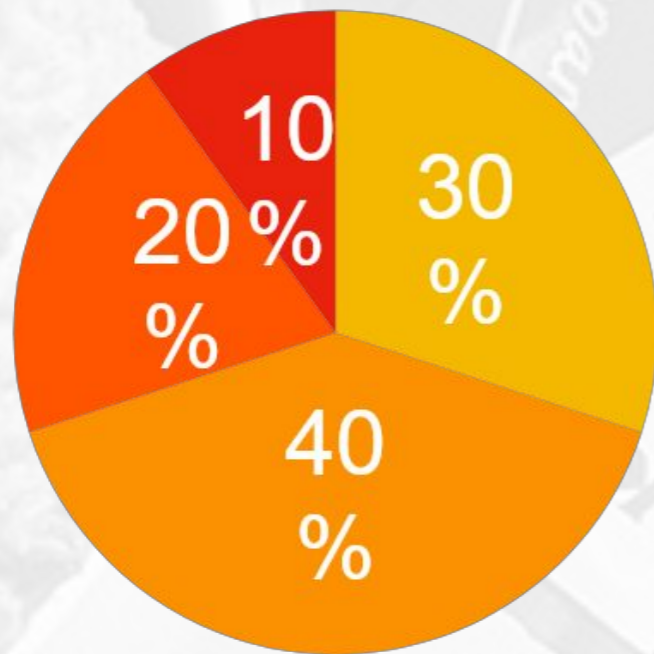
The chain is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut, Taco Bell, and WingStreet chains.



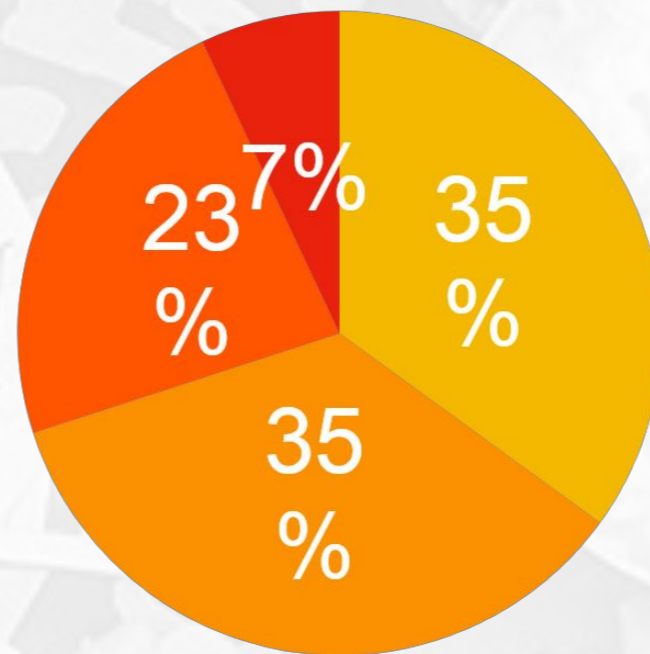
AGE BREAKDOWN OF CUSTOMERS

- 18-25
- 25-30
- 35-50
- 50+

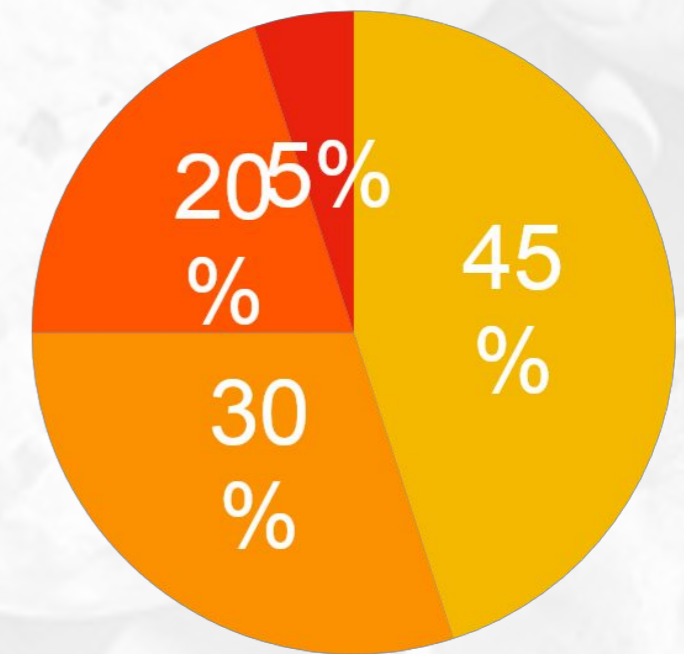
1990s



2000s



2010s



RECENT MARKET RESEARCH

	AGREE	DISAGREE	DON'T KNOW
KFC IS OVERPRICED	20	60	20
DO U GO TO KFC AT LEAST ONCE A WEEK?	35	40	25
KFC IS FOR MY GENERATION	45	35	20
KFC FOOD IS VERY TASTY	40	20	40

we asked a large focus group of 18-30 y o men and women to tell us some things.
you can see the results

NEW PRODUCT



NAME: CHIZZA

PRICE: MEDIUM

SLOGAN: ALL CHICKEN.
NO CRUST

WHAT ABOUT ADVERTISING?

1. Paste delivery posters at petrol pumps, flats, colleges, plazas, and storage rooms.
2. Distribution of delivery flyers in residential areas, markets, plazas and institutions (as per the plan)
3. Visit offices and business places.

For the sales promotion KFC introduced their goods like watches , key chain, e.t.c to the customers. One of KFC's latest advertisements is a commercial advertising its "wicked crunch box meal". The commercial features a fictional black metal band called "Hellvetica" performing live, the lead singer then swallows fire. The commercial then shows the lead singer at a KFC eating the "wicked crunch box meal" and saying "Oh man that is hot".



