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KENTUCKY FRIED CHICKEN (KFC) SWOT & PESTLE ANALYSIS

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Company Name : Kentucky Fried Chicken (KFC)

Company Sector : Restaurant Chain

Operating Geography : United States, North America, Global

About the Company :

A subsidiary of the Yum! Food Brands and the second largest fast-food chain in the world, KFC is an American restaurant chain known worldwide for its 11 herbs and spices fried chicken recipe. Founded on 24 September 1952 in Kentucky, United States by Colonel Sanders and Pete Harman, it now has more than 25,000 outlets spread across 150 countries and more than 80,000 employees as of early 2023. Colonel Sanders developed the recipe from his roadside restaurant during the Great Depression and saw the potential of franchising the restaurant. It soon became even more popular than the already prominent hamburger in American fast-food cuisine. Sanders built himself an image as a colonel, and the image used of him on his advertisements became an iconic part of American history. After the ownership changed hands several times, it was finally owned and controlled by Yum! Brands, a part of the PepsiCo conglomerate. Apart from its original product, the menu of KFC has expanded to include all kinds of filets sandwiches and wraps, salads and side dishes, fries and coleslaw, desserts and soft drinks.

The mission and vision of KFC is to “sell food in a fast, friendly environment that appeals to pride conscious, health-minded consumers”. The Unique Selling Proposition of KFC is the recipe of their fried chicken, because nobody makes it like that. It is this unique taste that consumers crave and that is what has helped the brand grow exponentially.

Revenue :

\$2,793 million - FY ending 31st Dec 2021 (y-o-y growth 17%)

\$2,272 million - FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Kentucky Fried Chicken (KFC) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.World's second largest chicken restaurant chain in terms of sales. 2.Global presence across 145 countries with more than 25,000 restaurants 3.Trade secret of 11 herbs and spices give it competitive advantage 4.Innovative and diversified product offerings with implementation of local flavours 5.Strong presence across digital channels contributing to growth 	<ul style="list-style-type: none"> 1.Large dependency on franchise business (99%) model may affect operations and growth 2.Involvement in scandals can hamper the reputation of the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Boost presence in the international markets through expansion 2.Enter into new product categories through menu diversification 3.Implementation of smart restaurants by leveraging digital media 	<ul style="list-style-type: none"> 1.Increase in covid cases in some part of the world can affect the operation of restaurants 2.Economic downturn can adversely impact the business of the company 3.Rising competition from local and international brands can affect the company 4.The company continues to face supply chain issues with its suppliers

PESTLE Analysis :

The PESTLE Analysis for Kentucky Fried Chicken (KFC) is given below:

Political	Economical
1.Ukraine- Russia war has caused many businesses to exit Russia 2.China has reopened after withdrawing its zero-covid policy 3.US- China trade war may continue to affect US businesses	1.Supply chain disruption may continue to affect businesses 2.Inflation is impacting cost of businesses and consumer spendings 3.Major economies are facing slowdown and may be affected with recession in 2023
Social	Technological
1.Rise of veganism across the world may affect consumers spending on meat 2.Increasing number of consumers are looking for healthy food options 3.Consumer sentiment is an important factor to take care of for businesses.	1.Digitization is helping businesses to deliver an omni channel experience and boost sales 2.3D printing is becoming a popular technique to replicate new products from old
Legal	Environmental
1.New food safety policies across the globe are forcing businesses to uphold their food standards.	1.Businesses are pledging to support reuse and recycle to support circular economy. 2.Reducing greenhouse gas emissions is important for moving towards zero net emission target

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