

KFC

Parent Company

Yum Brands - KFC (Kentucky Fried Chicken)

Category

Fast food eating joints

Sector

Food Products

Tagline/ Slogan

Finger Licking Good

USP

KFC offers different varieties in chicken meals especially burgers

KFC STP

Segment

People willing to have a hygienic and delicious non conventional meal at a restaurant

Target Group

Children and youth from middle and upper class

Positioning

KFC offers the best chicken burgers at affordable prices

KFC SWOT Analysis

Strengths

1. KFC is a hugely popular brand name in fast food and has high brand loyalty across the world
2. KFC offers a high number of products like burgers, chicken wings etc. along with their signature menu
3. Hygienic food, clean stores and quick service are strong points for the brand across all its locations
4. KFC has good advertising and marketing through TVCs, online ads, print media and OOH hoardings
5. Strong trademarks recipes makes its food standout
6. KFC has presence in more than 150 countries through 20,000+ stores
7. It has been recognized by several awards for its business operations worldwide
8. The company has an annual revenue of more than \$25 billion
9. KFC creates customized and locally preferred food to target audiences across different geographies
10. The brand has a good digital marketing strategy and engages with its users via social media, video content

Weaknesses

1. Intense competition from other global food chain brands means limited market share growth

2. KFC has been criticized for allegedly causing harm to animals and environment, which hurt the brand

Opportunities

1. Introduce more localized food like vegetarian products to tap the market in some countries

2. KFC can introduce home delivery as a regular service as during pandemic people didn't go outside as

3. Venture into newer markets and offer slightly budget friendly snacks

4. More spending on the resources and development as well as introducing new food items and products

Threats

1. Threat from other eating joints/restaurants can affect KFC's business

2. With the lifestyle of people changing due to growing awareness about healthier food people now look

3. Globally, Kentucky Fried Chicken can face issues like fluctuating economies, recession, rising food prices

Competition

Competitors

1. McDonald's

2. Pizza Hut

3. Domino's

4. Subway

5. Burger King

6. Smokin Joes Pizza

7. Taco Bell

8. Papa Johns Pizza