

KFC Restaurant Chain

Name of Student

Name of Institution

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Kentucky Fried Chicken, or KFC, is one of the largest restaurant chains with fast food franchises all over the world. Its main product is fried chicken (Sharif, 2010). Headquartered in Louisville, Kentucky, KFC is at the top of the recall list for people when they think of eating meals outside the home, which is part of American food culture. KFC is also one of the best known restaurants in the industry with its popular signature brand being one of the most recognizable. This makes for ease of transition and inception for the corporation when expanding into emerging markets with the KFC presence. KFC's history includes being founded by Colonel Harland Sanders in 1952. Since then, KFC has grown into a global fast food phenomenon with more than 15,000 franchise outlets in 105 countries and territories around the world (KFC, 2011).

Domestic and International Presence

The fast food industry is very competitive and complex with various types of food service companies that focus on producing food for consumers. This is true for both the domestic and international fast food industries. Globally, this industry has earned about \$3.2 trillion in yearly revenues since 2004 (Sharif, 2010). This is significant and shows that the fast food industry is very lucrative, and the major players in the fast food game (such as KFC) show this in their financial strength both domestically and internationally.

As mentioned, KFC is a major player in the fast food industry and this has caught the attention of investors and competitors that saturate the market for a share of the revenue pie. KFC's main competitors include other fast food restaurant chains such as McDonald's, Wendy's, Hooters, Jack in the Box, Dairy Queen, Sonic, and Burger King, to name a few. The competitors also compete on both the domestic and global scales and are as equally strong as KFC in the industry. However, even though they all specialize in fast food, each has its own strategies for gaining market share and competitive advantages in the industry. KFC's most well-known

strategy is angling its core product, which is its unique fried chicken recipe, as its main attraction.

Governmental Policies and Global Trends

Local organizations in various countries depend on the support of its government in its economic sectors. This is particularly true for organizations in manufacturing and production, such as fast food restaurant chains. This means that policy frameworks are important for enabling economic growth of a country by providing its citizens with employment opportunities. Governments achieve this through ensuring stable business environments that encourage the establishment of entrepreneurial endeavors within the countries, which benefits the populations as a whole. For example, this is a core policy of the United States, to encourage the growth of local businesses by providing subsidies. Businesses in the fast food industry are some of the main ones that take advantage of this opportunity.

Even with this positive assistance, the government has still been placed under much pressure to establish strict regulations and policies against increasing cases of unhealthy food habits among the public. Sharif (2010) reveals that the government is persuaded to consider engaging the participation of the fast food industry in addressing the issue of the growing culture of unhealthy eating. Unfortunately for players in the fast food industry, this includes the unhealthy food choices offered in restaurants, such as KFC. However, this may be a conflict for corporations, as it indicates realizing a decrease in annual revenues. Nevertheless, the growing global trend of healthier lifestyles and healthy eating has gradually been threatening how the major players in the fast food industry cope, and this includes KFC.

References

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Sharif, M.S. (2010). *KFC & the Global Fast Food Industry 2010 Ppt*. Retrieved from <http://www.scribd.com/doc/30964795/KFC-amp-Global-Fast-Food-Industry-2010-Ppt>