

KFC

I. INTRODUCTION

- RATIONALE

The reason why we choose KFC corporate because KFC has a strong global presence. It is the world's second-largest restaurant chain. The digital partner for KFC is the ELEVEN MILES, together we're transforming how people get the chicken they love through the power of technology.

- HISTORY

The journey started way back in the 1930s when a man named, Harland Sanders, refused to give up in the face of adversity and by the time of his death, in 1980s, became a multi-millionaire by successfully building the world's most popular fast-food chain KFC. Harland Sanders was born in 1890, in Henryville, Indiana. At age 5, his father died, forcing his mother to work. While she was out to work, Harland took care of his two siblings and cooked food for them as well. At the age of 12, his mother remarried. But his stepfather didn't like the idea of having step-children.

So, after a year, he left home. Kentucky Fried Chicken (KFC) is world-renowned for its fried chicken. Known by the face of an old man with a white beard, the brand indeed has a crispy on the outside and juicy on the inside history.

- streetcar conductor,
- insurance seller,
- railroad firemen,
- steamboat operator,
- tire seller, and
- lawyer

He tried other jobs as well but didn't succeed in any. In 1930, Sanders got a job to run a gas station in Corbin, Kentucky. To make some extra income, he cooked and offered food to his customers. Here, he served fried chicken and other dishes he learned as a child. Soon word spread about his cooking, and people from far-off places came to taste his food. His chicken was such a hit that he eventually removed the gas pumps and converted the gas station into a full-fledged restaurant.

In 1936, he was awarded the title of Kentucky Colonel by the governor of Kentucky.

By 1937, he expanded the business to include a motel and a café, Sanders courts & cafe, that could seat around 142 people. It took around 30 minutes to cook fried chicken which was a significant problem for Sanders as the fried chicken was his best-selling food item on the menu. To tackle this problem, he used a pressure cooker instead of deep-frying the chicken and cut down the time to 8-9 minutes. This helped him to sell more fried chicken. He continued to experiment with his chicken recipe. In 1938, he finally perfected the fried chicken recipe. The recipe included 11 herbs and spices which, to this day, guarded as a secret by KFC.

“I threw two handfuls of it into the flour and stirred it up with the rest of my seasonings. When I fried it up, it was the best chicken I’d ever tasted in my life. And, I’ve never changed my ingredients from that time to this.” – an extract from his autobiography. He expanded his business once again by opening another Sanders Court & Café in Ashville, North Carolina. In 1939, a fire destroyed the restaurant in Corbin. By the time it was rebuilt, World War II had broken out, reducing his customer base, which consisted mainly of tourists. He sold his Ashville location shortly after.

Closure of his Restaurant in 1955

His business continued to struggle and in 1955, suffered another blow. An interstate bypass was built on the highway that reduced the number of people taking the highway. Ultimately Sanders had to sell his place in Corbin. He was 66 years old and had to live on a \$105 social security check. But it was a blessing in disguise. Sanders had another idea, franchising his recipe under the name Kentucky Fried Chicken. He had already laid the foundation in 1952 when he successfully franchised his recipe to Pete Harman. A sign painter hired by Harman, Don Andreson, coined the name, “Kentucky Fried Chicken”.

He packed his car with some pressure cookers and a blend of 11 Herbs & Spices and began his journey across the United States. He journeyed across the country and visited numerous restaurants on the way, offering samples. Once they tasted the samples, he negotiated franchise deals with the restaurant owners, which was usually a \$0.04 commission on every piece of chicken they sold. In exchange, he offered to teach them how to make it. He signed his first franchise agreement with a restaurant in Utah and by 1963, there were 600 Kentucky Fried Chicken franchises across the US. But, the business was too big for Sanders to handle at such an old age.

- DEFINITION OF STAFFING

The definition of staffing is to find employees who understand your goals. The staffing process involves locating, selecting, hiring and maintaining a professional relationship with potential and current workers. Staffing refers to the continuous process of finding, selecting evaluating and developing a working relationship with current or future employees.

- DEFINITION OF STAFFING ABOUT KFC

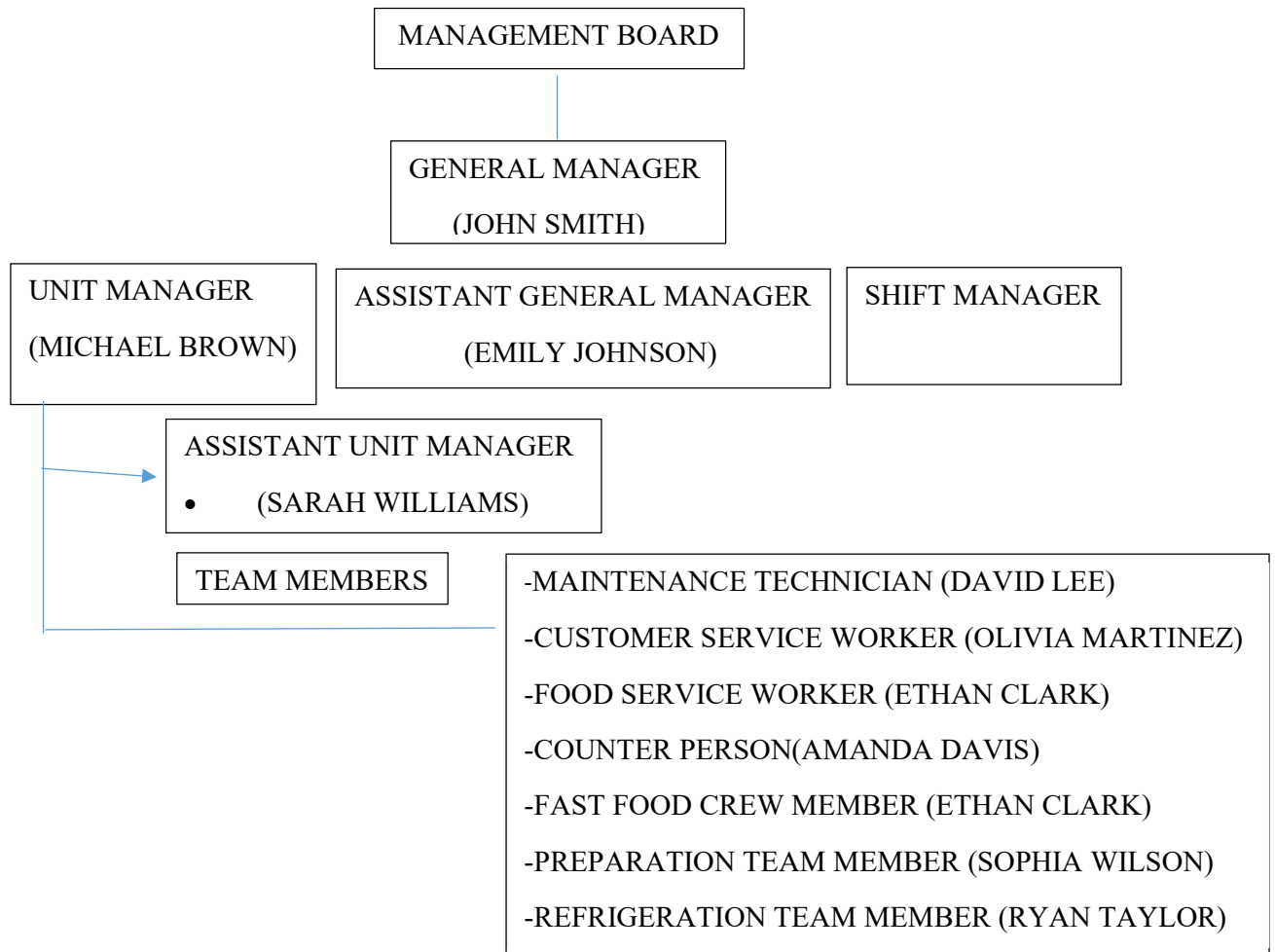
KFC a global fast-food chain, follows a specific staffing policy to ensure efficient operations and customer satisfaction, KFC's staffing policy focuses on recruiting and retaining talented individuals, promoting diversity and inclusion, providing training and development opportunities, offering competitive compensation and benefits, ensuring work-life balance, supporting career progression, and prioritizing health and safety.

- IMPORTANCE IN MANAGEMENT

The management process is crucial for the effective functioning and success of an organization like KFC. It encompasses several key elements that are essential for achieving organizational goals and maintaining competitiveness the management process is indispensable for KFC as it provides a framework for effective decision-making, resource utilization, and organizational performance. It is essential for achieving strategic objectives, maintaining competitiveness, and ensuring long-term

STEPS IN STAFFING

-MANPOWER PLANNING: ASSESING WORKFORCE NEEDS



1. Internal Recruitment

•Methods:

- Promotion:

Offer higher positions to current employees who demonstrate good performance. This can increase employee morale and loyalty, while reducing the costs and time associated with hiring externally.

- Internal Job Postings:

Post job openings on the company's internal website or bulletin boards to encourage employees to apply for vacant roles.

- Employee Referral Program:

Encourage current employees to refer friends or family members for job openings. Incentives or rewards can be offered for successful referrals.

- Succession Planning:

Identify employees with leadership potential and develop them for future roles, ensuring a pipeline of qualified candidates for managerial or supervisory positions.

2. External Recruitment

- Methods:

- Job Boards and Online Platforms:

Post job openings on popular job boards like Indeed, LinkedIn, Glassdoor, and Monster. KFC can also use industry-specific platforms like HCareers for the hospitality sector. Optimize listings for search engines to increase visibility and attract a large pool of candidates.

- Social Media Recruitment:

Use social media platforms (Facebook, Instagram, LinkedIn, TikTok) to promote job openings. KFC can create engaging content, such as behind-the-scenes videos, employee testimonials, and company culture showcases, to attract candidates. Hashtags such as #NowHiring or #JoinKFC could help increase reach.

- Campus Recruitment:

Partner with colleges and universities to recruit students for entry-level roles or internships. This is a great way to attract younger candidates who may be looking for part-time or flexible positions. Host career fairs or recruitment drives at schools and offer internship programs for students in hospitality, business management, or marketing.

- Recruitment Agencies:

Partner with recruitment agencies that specialize in the hospitality or fast food sector to help fill roles quickly, especially for managerial or specialized positions. Agencies can also help find candidates with specific skill sets (e.g., restaurant management, culinary expertise, or customer service).

- Job Fairs and Hiring Events:

Organize or participate in local job fairs to meet a wide range of candidates. These events can be a good opportunity to connect with local job seekers in person and conduct on-the-

spot interviews. Hold open house events at KFC locations to invite prospective candidates to visit, meet with hiring managers, and learn more about the job.

Selection:

1. Job Analysis

- Determine the specific requirements for the role, including skills, experience, and personality traits needed for success at KFC.

2. Sourcing Candidates

- Find a pool of qualified applicants. Post job ads online, use recruitment agencies, encourage employee referrals, or attend job fairs to attract potential candidates.

3. Screening Applications

- Shortlist candidates who meet the minimum qualifications for the role. Review resumes and cover letters, checking for relevant experience, skills, and cultural fit.

4. Pre-Interview Assessment

- Assess candidate suitability before an interview. Implement personality tests, skill assessments, or situational judgment tests that are relevant to the position.

5. Conducting Interviews

- Assess candidate qualifications and personality in real-time. Conduct structured interviews, which may include behavioral questions, situational questions, and competency-based questions to evaluate the candidate's fit with KFC's values.

6. Reference and Background Checks

- Confirm the candidate's history and verify their qualifications. Contact previous employers, check criminal backgrounds, and verify qualifications or certifications where applicable.

KFC Training and Development: Enhancing Employee skills

Online Program:

Rationale

The main rationale for conducting training is to enhance employee skills and knowledge, ensuring they can perform their roles efficiently, which leads to improved productivity, customer satisfaction, and employee morale. As the fast-food industry evolves, it is important for KFC employees to stay updated with new technologies, customer service practices, food safety standards, and operational procedures. Ensuring that all employees across various locations provide a consistent, high-quality customer experience. Training helps maintain KFC's standards and brand reputation. Offering training opportunities increases employee engagement, boosts job satisfaction, and supports career development, reducing turnover.

Objective:

- Improve employees' technical and soft skills relevant to their role, including cooking techniques, customer service, and teamwork.
- Equip employees with the knowledge and tools needed to provide excellent customer service and manage customer complaints effectively.
- Reinforce KFC's operational procedures, safety protocols, and health regulations to ensure consistency across all stores.
- Empower employees with the skills and knowledge needed to perform their roles with confidence, enhancing their overall performance.

Date:

Training Launch Date: JANUARY 25, 2025

Completion Deadline: FEBRUARY 28, 2025

Budget & Materials:

- Total Budget for the program: Php. 500, 000
- Online Platform Subscription: Php. 150, 000 (Includes which will host the training modules and allow employees to access them at their convenience.)
- Content Development (if needed): Php. 120,000 (includes the costs of developing custom training content, such as interactive videos, quizzes, case studies, and other materials specific to KFC's operations.)
- Incentives: Php. 80,000 (Budget for offering incentives to employees who successfully complete the training.)

MATERIALS:

- Online Training Modules: PHP 80,00 (Interactive videos, quizzes, and case studies that cover essential topics such as KFC's customer service standards, food safety protocols, and KFC-specific operational procedures.)
- Employee Handbooks: PHP 20,000 (Digital copies of KFC policies, health and safety standards, and role-specific manuals.)
- Certificates of Completion: PHP 10,000

Committees:

•Training Program Development Committee:

- Responsible for designing the training modules, selecting the topics, and ensuring that content is relevant, up-to-date, and engaging.

•Members:

1. HR Managers
2. Senior Trainers
3. Operations Managers
4. Subject Matter Experts

•Technology and Platform Support Committee:

- Responsible for selecting the online platform, ensuring the technical functionality, and providing user support for employees during the program.

•Members:

1. IT Department
2. Learning Management System (LMS)
3. Specialist

•Monitoring and Evaluation Committee:

- Responsible for tracking employee progress, evaluating training effectiveness, and providing feedback for continuous improvement.

•Members:

1. HR Managers
2. Training Coordinators
3. Store Managers.

Ensuring diversity and fairness in staffing at a KFC agency is vital to fostering an inclusive and welcoming work environment for all employees. KFC can achieve this by implementing recruitment strategies that actively seek candidates from a variety of backgrounds, including different races, genders, ages, and abilities, ensuring that job opportunities are accessible to everyone. The company should focus on unbiased hiring processes, such as using structured interviews and standardized assessments, to eliminate discrimination. Furthermore, promoting fairness involves applying consistent policies for performance reviews, promotions, and compensation, ensuring all employees are evaluated based on their skills and contributions, not personal characteristics. Providing ongoing training on diversity and inclusion helps raise awareness and reinforces a culture of respect and equality. By prioritizing diversity and fairness, KFC not only creates a positive and supportive work environment but also benefits from the varied perspectives and ideas that employees from different backgrounds bring, which can improve customer service and enhance business performance.

KFC's remarkable journey, rooted in the visionary efforts of Harland Sanders, exemplifies the power of resilience and innovation in the face of adversity. From its humble beginnings in a gas station to becoming the world's second-largest restaurant chain, KFC has continuously adapted and evolved, driven by a commitment to quality and customer satisfaction. The partnership with ELEVEN MILES underscores KFC's dedication to leveraging technology to enhance the customer experience and streamline operations.

Moreover, KFC's staffing policy emphasizes the importance of recruiting and nurturing talent, promoting diversity, and ensuring a supportive work environment. This strategic focus on human resources is vital for maintaining operational efficiency and fostering a culture of excellence within the organization.

Ultimately, the effective management processes at KFC are essential for aligning its workforce with organizational goals, ensuring competitiveness, and achieving long-term success. As KFC continues to grow and innovate, its rich history and commitment to quality and service will likely remain central to its enduring legacy in the global fast-food industry.

Criteria for choosing the right candidates

Criteria	Weight (%)	description
1.Relevant Experience	20%	Experience in the foodservice industry, customer-facing roles, or similar tasks (e.g., cash handling food prep).
2.Skills and Competencies	20%	Technical skills (e.g., cooking, cash register operation) and soft skills (communication, teamwork, customer service).
Cultural fit	15%	Alignment with KFC's value, teamwork and customer focused attitude ability to adapt to KFC's culture
4.Work ethic and Reliability	15%	Punctuality, dependability, and motivation to perform consistently and meet work schedules
5.Customer service Orientation	10%	Ability to handle customer interactions effectively, resolve complaints, and provide excellent service.
6.Adaptability and Flexibility	10%	Willingness to take on varying tasks, adjust to change, and work flexing hours (nights, weekends, holidays).
7.Personality and Attitude	5%	Positive attitude, resilience, and approachability to handle stress and remain professional under pressure
8.Educational Qualifications	3%	Basic educational qualifications (e.g., high school diploma) and any relevant certification (e.g., food safety).

9.Physical and Mental Stamina		Ability to work physically demanding tasks in a fast- paced environment and maintain focus and energy
10.Long-term Potential	5%	Interest in career growth and development, potential for advancement in the company.

Job role	Job Requirements	Relevant Skills
Cook/ Kitchen Staff	-Prepare food according to KFC's recipes and Standards.	-Cooking skills, food safety knowledge, attention to detail, time management
	-Maintain cleanliness and hygiene in the kitchen	-Hygiene practices, organizational Skills
	-Work efficiently during high volume periods	-Multitasking stress management quick decision making.
Crew Member	-provide excellent customer service	-communication skills, customer service, problem-solving, patience
	-Take customer orders and serve food quickly.	-Active listening POS (Point of sale) system knowledge, teamwork.
	-Ensure cleanliness of dining area and public spaces.	-Cleaning skills, attention to detail, time management.
Shift Supervisor	-Supervise and train crew members.	-Leadership mentoring, team management, communication.
	-Ensure efficient operation of the restaurant during shifts.	-Time management conflict resolution, decision-making.
	-Handle customer complaints and ensure satisfaction	-Customer service, problem-solving, empathy
Restaurant manager	-Oversee the entire operation of the restaurant, including staffing, inventory, and sales.	-Leadership, organizational skills, financial management, staff coordination.
	-Ensure health, safety, and cleanliness standards are met.	-Knowledge of health regulations, attention to detail, managerial skills.

Delivery Driver	-Ensure timely delivery of food to customers.	-Time management, navigation skills customer service driving skills.
	-Handle food carefully to avoid spillage or damage.	-Attention to detail, care in handling goods, problem-solving.
Inventory Controller	-Manage stock levels and order supplies.	-Inventory management, organizational skills, attention to detail.
	-Ensure proper storage and rotation of products.	-Knowledge of food storage procedures, time management, accuracy.
	-Monitor and control budgets and costs.	-Budgeting, cost control, analytical skills decision-making