

Reflection:

Based upon the feedback, I made substantial modifications to the report by revising the PESTEL points and SWOT analysis points to incorporate precise, pertinent remarks for KFC UK and Ireland and by adding comments, also by excluding general points. I removed extra material, such as the graph on page 7 that was irrelevant, and enriched the personas by employing Xtensio templates to achieve more comprehensive profiles of the customers. The goals were adjusted to concentrate only on the objectives specified by KFC, eliminating any unnecessary targets, and all research references were revised to accurately represent the UK and Ireland markets. The budget was adjusted for precision, and fully distributed, and the LTV table was modified to align with practical discount rates. I removed the redundant recommendation for a loyalty program and instead proposed improvements to the current one. I made minor design tweaks to create a more formal look, and I carefully proofread the document to ensure clarity and coherence, resulting in a more targeted, precise, and pertinent report. These comprehensive revisions resulted in a more focused, accurate, and relevant report that effectively addresses KFC's requirements and Ian's feedback.

Marketing Strategy Assignment

Submitted by:

Mujtaba Shahid

001345831

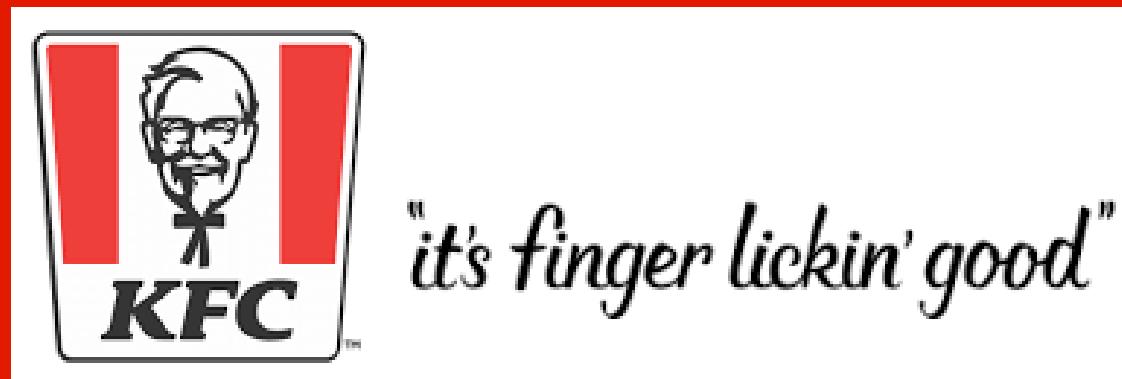


Table of Content

Title page

Table of Contents

1. Executive Summary

1.1 Key Insights

1.2 Strategic Requirements

2. Situational Analysis

2.1 PESTEL and SWOT analysis

2.2 Brand analysis

2.3 Industry Trends

2.4 Customer analysis

2.5 Market analysis

2.6 Persona

3. Objectives

3.1 Short-Term Goals

3.2 Long-Term Goals

3.3 Smart Goals

3.4 Quality and Safety Standards

4. Strategies

4.1 Competitive Pricing

4.2 Menu Innovation

4.3 Risks and Opportunities

4.4 Promotions and Discounts

5. Tactics

5.1 Geo-Targeted Advertising

5.2 Channel Technique

5.3 Limited-Time Offers (LTOs)

5.4 Content Tactic

5.5 Online Ordering Promotions

6. Actions

6.1 Adaption to Market Trends

6.2 Understand the Target Audience

6.3 Sustainability Initiatives Implementation.

6.4 Online Ordering and Delivery Promotions

7. Control

7.1 Retention Issues & Future Activity

7.2 Budget Sheet

7.3 Testing & Optimization

8. Lifetime Value (LTV) Calculations.

9. Conclusions

10. References

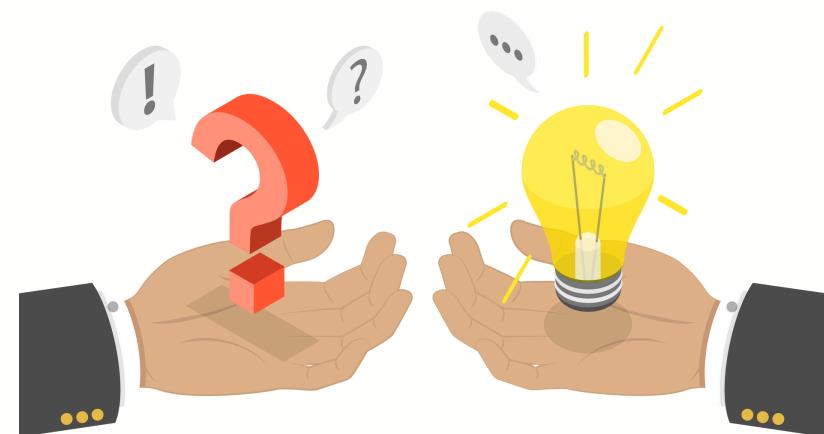
11. Appendices

1. Executive Summary

The marketing strategy of KFC's "It's Finger Lickin' Tasty" is dedicated to increasing market share and enhancing the brand's position as a leader in the fast food industry. By a detailed market analysis encompassing trends of the market, consumer preferences, and competitors the strategy is shaped to attract target audiences. (Kaplan & Norton, 1996) The campaign uses multiple channels to maximize the engagement and reach of their brand, using both types of media. Boosting brand awareness, maximizing the power brand's position on the market and enhancing customer loyalty to the brand are key objectives of this campaign. The strategy is based on a timeless and memorable slogan that reflects the positive emotions associated with the distinctive taste of KFC.(Grönroos, 2017).

Key Insights:

- Enhancing online and mobile platforms could drive better customer interaction and service delivery, aligning with modern consumer expectations.
- To reinforce the "It's Finger Lickin' Tasty" message, the strategy integrates in-store promotions, visually appealing content, and innovative digital campaigns. (Iacobucci, 2014)
- By focusing on personalized customer experiences with KFC and using data analytics for targeted marketing, KFC can increase customer loyalty and average spending, thereby elevating overall.
- The reach and credibility of the campaign are enhanced through partnerships with influencers and celebrities following KFC's brand values.(Mariani & Baggio, 2022).



1. Executive Summary

Key Requirements:

- Highlight and adopt sustainable practices in operations and sourcing to appeal to environmentally conscious consumers, improving brand image and customer loyalty.
- Design a loyalty program to offer personalized rewards, encourage maximum customer visits and elevate customer LTV through (McDonald & Wilson, 2016)
- Work on mobile app and social media campaigns to attract targeted audience through the phone.
- Introduce a sense of urgency by planning some time bound and limited time offers to attract a large number of individuals in a specific time. (Kaplan & Norton, 1996)
- Introduce some health conscious options and localized flavors to cater to evolving consumer tastes and dietary preferences, aiding in market differentiation and customer attraction.(Hair et al., 2019)



2. Situational Analysis

2.1 PESTEL and SWOT analysis

PESTEL Analysis

- **Political:**

1. **Trade Policies:** The changes in international trade agreements will affect supply chain costs (Hair et al., 2019).
2. **Regulatory Environment:** Compliance in food safety and health standards will increase operational costs.
3. **Political Stability:** Instability in certain areas can disrupt operations.

- **Economic:**

1. **Economic Downturns:** Recessions reduce consumer spending on dining out will impacting sales.
2. **Inflation:** The rising costs of raw materials & labor shrink profit margins.(Mariani & Baggio, 2022)
3. **Currency Fluctuations:** The exchange rate changes will affect profitability in international markets.

- **Social:**

1. **Health Trends:** The growing preference for healthier menus influences offerings (Godin, 2008).
2. **Cultural Preferences:** Adapting the menus to local tastes requires deep market research.(Grönroos, 2017)
3. **Consumer Behavior:** Social media trends affects brand perception and dining choices.



2. Situational Analysis

- **Technological:**

1. **Online Ordering:** Mobile apps and online platforms enhance customer convenience.(Mariani & Baggio, 2022)
2. **Supply Chain:** Advanced systems will improve efficiency and reduce waste.
3. **Automation:** Self-service kiosks & kitchen automation will lower the labor costs.(Grönroos, 2017)

- **Environmental:**

1. **Sustainability Initiatives:** Eco-friendly packaging and waste reduction are important (Solomon et al., 2019).
2. **Carbon Footprint:** Efforts to reduce emissions include local sourcing.
3. **Climate Change Impact:** Extreme weather affects supply chain operations and ingredient costs.

- **Legal:**

1. **Safety Regulations:** Compliance is essential to avoid penalties & maintain trust (Hair et al., 2019).
2. **Employment Laws:** Labor laws affect operational costs
3. **Franchise Agreements:** Legal complexities will affect expansion and operational control.

SWOT Analysis

- **Strengths:** KFC's global brand recognition and extensive international network are spread in over 150 countries, providing significant market reach and customer access. Its unique product offerings, like the Original Recipe Chicken, set it apart from competitors, contributing to its strong market position (McDonald & Wilson, 2016).
- **Weaknesses:** KFC's heavy reliance on franchises which sometimes leads to inconsistencies in the service and quality consequently harming its brand reputation (Grönroos, 2017). High operational costs and the perception of unhealthy menus are additional challenges that may deter health-conscious consumers

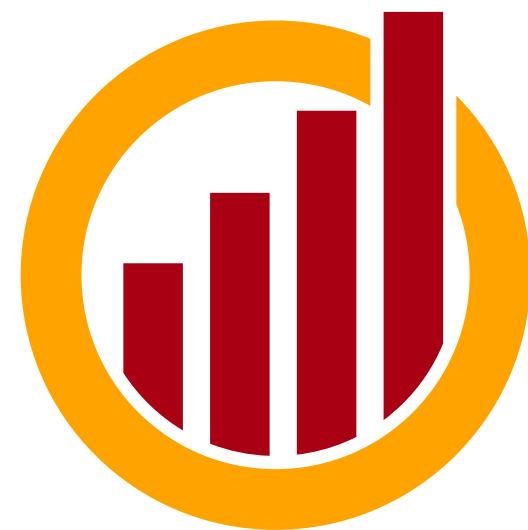


2. Situational Analysis

- **Opportunities:** KFC can explore growth in emerging markets where the fast-food industry is expanding (McDonald & Wilson, 2016). By using technology, such as mobile ordering and delivery services, can enrich the customer experience. Additionally, making a healthier menu can attract health-conscious consumers and align with current food trends. (Grönroos, 2017).
- **Threats:** Intense competition from other fast-food companies and local eateries sometimes threatens KFC's market share (Godin, 2008). Changing consumer preferences towards healthier eating habits and plant-based diets challenge the KFC's traditional menu. Furthermore, navigating diverse regulatory environments can increase compliance costs and operational complexities.(Grönroos, 2017)

2.2 Brand analysis

KFC has expanded its presence in 145 countries and is known for its distinctive flavor globally. In the 1930 KFC was recognized as a fast food colossal and solidified its position as an iconic brand in the fast food industry(Brown & Green, 2018). At the core, its brand identity is recognized by its unique selling ideas closely guarded by the original recipe, a secret blend of 11 herbs and spices that imparts the distinctive flavor for which KFC is renowned. The color scheme of red and white creates a visually appealing representation of the brand that shows a sense of reliability and nostalgia.(Grönroos, 2017) The logo color scheme with red and white colors and the iconic slanted logo create a visual identity fostering a sense of nostalgia and reliability. (Godin, 2008). KFC is working hard to keep a strong, bond with the customers that will help to grow brand's reputation. (Mariani & Baggio, 2022)



2. Situational Analysis

2.3 Industry Trends

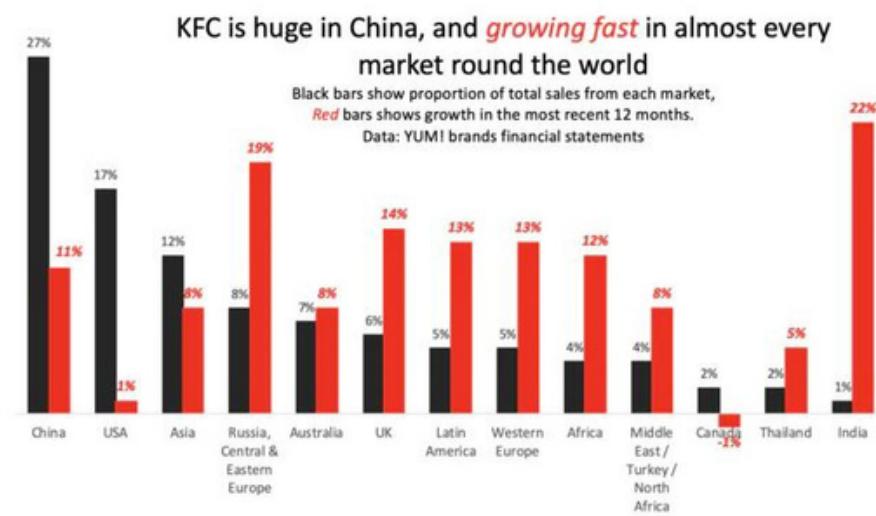
- **Innovations in the presentation:** Environment sustainability concerns driving packaging innovations, also come up with innovative ideas on KFC franchises promoting KFC to explore eco-friendly alternatives.
- **Ghost Kitchen:** Embrace the concept of a ghost kitchen to attract a wider audience through online delivery services using the app and website.(Iacobucci, 2014)
- **Sustainable Practices:** Promoting KFC to consider plant-centric and sustainable menu innovations.
- **Global Flavor with Localized menu:** Applying region specific ads to attract a local audience.Catering to diverse tastes by incorporating area-specific flavors, aligning with industrial trends of locally accepted and globally liked menus. (Armstrong et al., 2014)
- **Technology Integration:** Industry-wide shift towards digital platforms to online orders, delivery services, and enhance efficiency. (Porter, 2008)
- **Evolving Consumer Expectations:** Shifting the consumer's acceptance towards ethical practices and corporate responsibility initiatives.(Godin, 2008).



2. Situational Analysis

2.4 Customer analysis

A customer shows the behavior with consumption of fast food with appealing on the go options. (Iacobucci, 2014) KFC's customer base is very diverse, it consists of various demographic segments reflecting the brand's broad idea. KFC must adapt and innovate the customer's preferences and their expectations (McDonald & Wilson, 2016). KFC manages a wide range of ages from young customers to old people. The affordability and accessibility of KFC's products make it a particularly popular brand among value-conscious customers. (Hair et al., 2019) By understanding the needs and preferences of customers KFC continues to adapt and innovate a positive and appealing experience for all. Attracting a wide range of individuals and families who are seeking a satisfying dining experience. (Kaplan & Norton, 1996).



2. Situational Analysis

2.5 Market analysis

KFC is the industry known for its continual growth, the allure of convenient dining choices, and its substantial size. The company is highly competitive in the fast food industry. It is characterized by continuously changing customer needs. The main purpose of the marketing strategy "It's Finger-Lickin' Tasty" campaign was the capitalization of KFC's established brand recognition. The campaign targets a very broad demographic that influences both families and youngsters aiming to resonate with customers who are seeking a memorable and satisfying fast food experience.(Hair et al., 2019) This campaign makes KFC ready for future success by adopting digital trends, adapting to customer likes and dislikes and thinking about customer choices. This section holds a very vital part in market share, the growth rate and outpacing the categories. Some of the future consideration includes menu innovations, sustainability initiatives and global market expansion. (Grönroos, 2017).



2. Situational Analysis

2.6 Personas

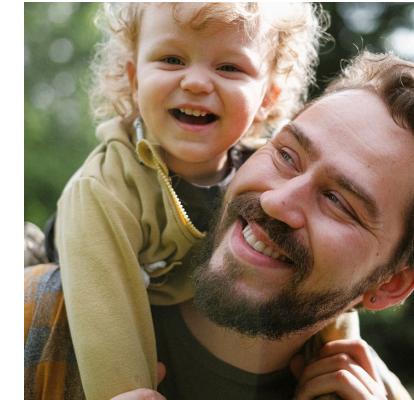
Working Women



Name: Lorry
Age: 25-40
Location: lives in Dubai

She is a person who is always engaged in professional activities, typically in the business or home, with the primary goal of contributing to the growth and success of an organization, she is also passionate about contributing to make her family happy.

The Family Friendly



Name: Praim Shiver
Age: 45
Location: lives in Mombey

He looks for meal deals and kid-friendly environments—values nutritional information transparency for his family. Look for menu items that are both healthy and flavorful. that are good for the kids, grandparents and himself..

2. Situational Analysis

2.6 Personas

Nutritionist



Name: Bilal
Age: 29
Location: DHA phase-3

Interested in dietary trends like plant-based eating and clean eating. Looks for menu items that are both healthy and flavorful.

University Student



Name: James
Age: 22
Location: Orland phase-3

He is an engineering student who lives in a hostel in West England. He doesn't find time to cook food daily and seeks affordability and convenience.

3. Objectives

3.1 Short-Term Goals

KFC's short-term goals include strategies and steps that are aimed at improving the operational efficiency of the company and increasing customer reach.

- **Feedback Collection:** Through customer feedback, the company can make quick adjustments to the services, menu offerings, and to operational aspects. Use this data to make immediate adjustments to services, menu offerings, and operational aspects, ensuring a responsive and customer-focused strategy (Solomon et al., 2019)
- **Technology upgradations:** Enhance online and mobile app orders by enhancing digital platforms and user experience, coupled with digital marketing strategies aimed at increasing app downloads and online orders by the end of the next fiscal year(Porter, 2008)
- **Community Engagement:** Engage in local and community focused initiatives to strengthen the bond with customers. This engagement aims to build a stronger bond with customers and enhance brand loyalty (Grönroos, 2017).
- **Innovative Menu:** Introduce new menu items on limited time offers to increase customer reach my creating a sense of urgency. This strategy is designed to increase customer reach and drive sales through innovative product offering(Kaplan & Norton, 1996).

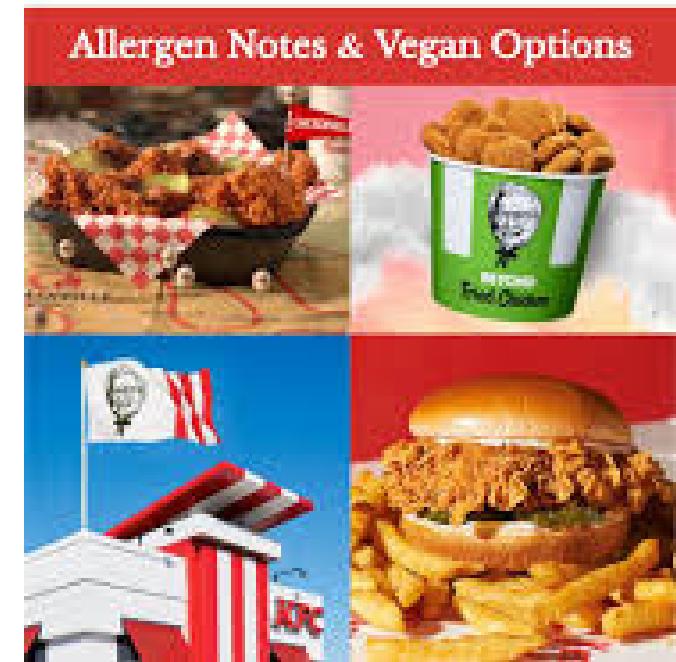


3. Objectives

3.2 Long-Term Goals

Some of the goals that contribute to customer satisfaction and improve the reputation of the brand are as follows:

- **Global Expansion:** Make a strong position in the existing market and embrace the company's position as a global leader in this industry. This involves targeted marketing and operational strategies to consolidate market share (Porter, 2008).
- **Brand Innovation and adaptability:** Encompass the culture of innovation and adopt the market trends, shifts in a competitive landscape, and technical achievements. This ensures KFC remains relevant and competitive in a dynamic industry.(McDonald & Wilson, 2016)
- **Brand Equity Plan:** Develop a comprehensive plan to ensure restriction and resilience in the face of unforeseen challenges and protect the reputation of the brand. This plan includes proactive measures to manage unforeseen challenges and maintain brand integrity(Kaplan & Norton, 1996).
- **Partnerships and Collaborations:** Establish collaboration and partnerships with other brands to introduce diversification in the offerings of the services overtime. (Armstrong et al., 2019).



3. Objectives

3.3 SMART Objectives:

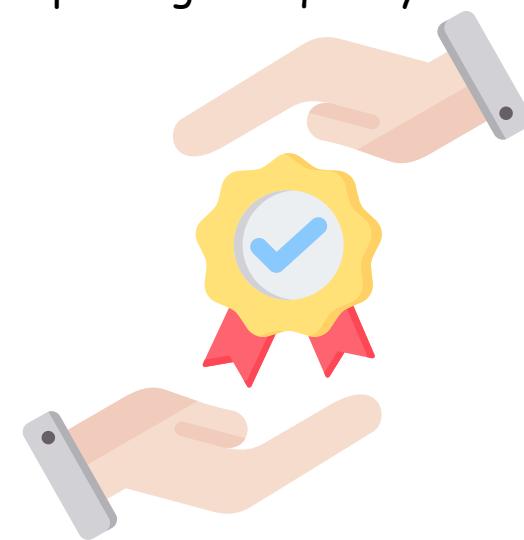
- **Market Share Growth:** Increase KFC's market share in the global chicken-based fast-food segment by 5% within the next 12 months through strategic marketing campaigns, menu innovations, and enhanced digital presence.
- **Customer Acquisition:** Attract large number of new customers to KFC globally by the end of the year, by using targeted advertising, promotional offers, and local community engagement initiatives.(Solomon et al., 2019)
- **Lifetime Value (LTV) Enhancement:** Improve the average LTV of KFC customers by 10% over the next 18 months by implementing personalized marketing strategies,, and improving customer service standards. (Godin, 2008)
- **Digital Engagement:** Increase the number of online and mobile app orders by enhancing digital platforms and user experience, coupled with digital marketing strategies aimed at increasing app downloads and online orders by the end of the next year.
- **Sustainability Initiatives:** Promote at least three major sustainability initiatives related to packaging, sourcing, and waste management within the next 24 months, aiming to strengthen brand reputation and customer loyalty among environmentally conscious consumers (Hikkerova, L., 2011).



3. Objectives

3.3 Quality and Safety Standards:

- **Hygiene:** KFC follows strict hygiene protocols and encourages the use of gloves and proper sanitation of sitting areas, kitchen shelves and utensils. Staff regularly undergo the training to maintain the hygiene standards.
- **Cooking Process:** KFC follows strict protocols for sourcing high-quality ingredients from approved companies. The supply chain undergoes audits at each level to ensure their compliance with safety standards. (Hikkerova, 2011).
- **QA testing:** To make sure that all the products meet the company's standards and flavors the company must go through the quality assurance testing of the products regularly.
- **Training and Certifications:** All the staff must go through regular training sessions on customer services, hygiene standards and food safety to meet all the quality standards. they must be awarded with the certificates based on their training. (Fill, 2013).
- **Continuous Improvement:** Customer feedback, surveys, and other feedback mechanisms can be very helpful in maintaining and improving the quality and standards of the products. (Godin, 2008)



4. Strategies

4.1 Competitive Pricing

This involves setting prices for the products and services the brand offers and meeting customers' expectations. Some of the parameters that should be followed to set the competitive prices are as follows:

- **Market Research:** Utilize SEO, social media advertising, and PPC campaigns targeting keywords and demographics indicative of KFC's diverse customer base. This will include special emphasis on platforms popular among younger demographics to attract new customers. (Grönroos, 2017).
- **Competitor analysis:** Analyze customer's pricing strategies by considering all the substitutes, and identify the value proposition the other companies offer and align your pricing with their plans. (Hikkerova, 2011).
- **Cost Analysis:** Streamline the purchase process with an easy-to-navigate online ordering system, mobile app, and efficient in-store service. Promotional offers and loyalty rewards can be used to encourage first-time purchases. (Solomon et al., 2019)



4. Strategies

3.2 Menu Innovation

Continually update the menu to include healthier options, limited-time offerings, and locally inspired dishes. This can help attract new customers and keep the menu fresh and exciting for existing customers. (Neacșu & Tulbure, 2023)

- **Health Conscious Approach:** Incorporate low calories, plant-based option and gluten-free options in the menu and highlight the nutritional information to attract health-conscious customers. (Mariani & Baggio, 2022).
- **Limited-Time Offers (LTOs):** Collaborate with popular brands and introduce LTOs to create buzz and attract both new and existing customers, leveraging the novelty to generate media coverage and social media engagement.
- **Sensory Appeal:** Focus and work on the visual, aromatic and textual aspects of the menu items. Enhance the overall dining experience with KFC by working in the presentation.
- **Cultural Fusion:** Provide a diverse and unique menu that appeals to diverse cultures with a blend of local and globally liked flavors. (Hikkerova, 2011).



4. Strategies

4.3 Risks and Opportunities

Risks

- **Health and Safety Concerns:** Promoting KFC to introduce healthy menu options and lighter alternatives to attract health conscious consumers.(Smith, 2019)
- **Evolving consumer Preferences:** The awareness of healthy food and perception related to healthiness must align with evolving customer preferences to prevent the downfall of the reach.
- **Disruption in Supply Chain:** Some events disrupt the supply chain and can impact the availability and cost of ingredients, potentially leading to the temporary closure of the brand.(Godin, 2008)
- **Competitive Pressure:** The competition may lead to price wars, and make it challenging to maintain the balance between profit margins and expences.(Neacșu & Tulbure, 2023)
- **CyberSecurity from Threft:** The risk of data theft and privacy issues are very significant. Cybersecurity measures must be taken to protect customer information.

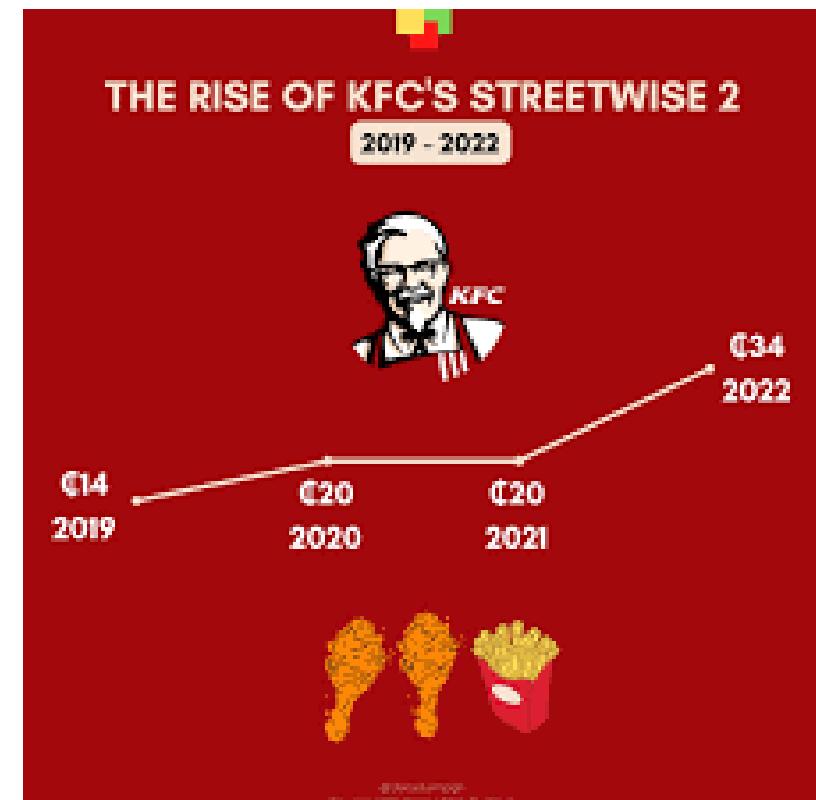


4. Strategies

4.3 Risks and Opportunities

Opportunities

- **Local and seasonal offerings:** Emcompasses the focus on the seasonal menu options , this will cater to increase the demand for fresh , culturally friendly and unique menu items.
- **Menu Diversification:** To maintain pace with customer preferences and ongoing trends the innovation in the menu and coming up with new products will be exciting(Porter, 2008).
- **Data Driven Decisions:** Some Utilize the insights collected from the reach on website order, audience on the mobile app and social media accounts to make innovative decisions based on analysis information.(Smith, 2019)
- **Customer Engagement:** The company must foster a strong emotional bond with the customers to encourage repeat visits through loyalty programs and personalized and local promotions. (Brown & Green, 2018)



4. Strategies

4.4 Promotions and Discounts

- **Social media contests and giveaways:** Emcompasses the maximum audience reach on social media accounts through running contests and giveaways where customers can win free meals and free deliveries on their orders.(Kaplan & Norton, 1996)
- **Students and seniors discounts:** Come up with some discount packages based on the demographics for senior citizens and students.(Theuri, 2002)
- **Digital Marketing:** Utilize SEO, social media advertising, and PPC campaigns targeting keywords and demographics indicative of KFC's diverse customer base. (Brown & Green, 2018)
- **Promotional Content:** Special offers, new menu item announcements, and event promotions through email marketing, social media posts, and online ads to drive sales and engagement



5. Tactics

5.1 Geo-Targeted Advertising

- **Social media contests and giveaways:** Emcompasses the maximum audience reach on social media accounts through running contests and giveaways where customers can win free meals (McDonald & Wilson, 2016)
- **Students and seniors discounts:** Come up with some discount packages based on the demographics for senior citizens and students. (Iacobucci, 2014)
- **Digital Marketing:** Utilize SEO, social media advertising, and PPC campaigns targeting keywords and demographics indicative of KFC's diverse customer base.
- **Promotional Content:** Special offers, new menu item announcements, and event promotions through email marketing, social media posts, and online ads to drive sales and engagement(Kaplan & Norton, 1996)



5. Tactics

5.2 Channel Technique

The most effective channels for reaching KFC's target audience include:

- **Social Media:** Platforms like Instagram, Facebook, and Twitter for broad reach and engagement, TikTok for younger demographics, and LinkedIn for professional and corporate messaging.
- **Collaboration and Sponsorship:** Collaborate with others and sponsor small events for advertisements to extend the reach to diverse audiences at local as well as global levels. (Hair et al., 2019)
- **Email Marketing:** For personalized communication, offers, and newsletters to engage existing customers and nurture leads.
- **Online Ads:** Run PPC ads campaigns on search engines like Google and being and targeted display ads on relevant websites to drive awareness and consideration.(McDonald & Wilson, 2016)
- **Interactive in-store Technologies:** in-store events at the local level, and limited-time offers to increase customer reach and enhance the in-store experience and encourage purchases. (Iacobucci, 2014)
- **Mobile App Promotions:** Push notifications and exclusive app-only offers to drive direct engagement and convenience for ordering and loyalty rewards



5. Tactics

5.3 Limited-Time Offers (LTOs)

Improve the average LTV of KFC customers by 10% over the next 18 months by implementing personalized marketing strategies, and loyalty programs, and improving customer service standards.

- **Movie Night Bundle:** Specific menu items that are exclusively available on during the release of a blockbuster movie. (Fill, 2013)
- **SMS marketing:** SMS surveys to gather feedback, personalized offers sent through email or the app, and exclusive deals for loyalty program members to encourage repeat visits(Hughes & Fill, 2007).
- **Family Festival Bucket:** An exclusive family sized bucketnly available at regional and religious festivals.(Hair et al., 2019)
- **Game Day grab pack:** An exclusive limited time offer only available for perfect game gatherings and major sports events. Highlight the sense of urgency of the promotions, encourage the sales by introducing new offers for the customers (Iacobucci, 2014)



5. Tactics

5.4 Content Tactic

This will encompass a mix of educational, promotional, and user-generated content, distributed across the identified channels:

- **Interactive Content:** Polls, quizzes, and AR filters on social media to engage users in a fun and interactive way, encouraging them to spend more time with the brand online(Armstrong et al., 2019)
- **Educational Content:** Blog posts, videos, and infographics about KFC's sourcing practices, preparation methods, nutritional information, and sustainability initiatives to build brand trust and awareness. (Hair et al., 2019)
- **Promotional Content:** Special offers, new menu item announcements, and event promotions through email marketing, social media posts, and online ads to drive sales and engagement.
- **User-Generated Content:** Feature this content on KFC's platforms to build community and authenticity. (Kaplan & Norton, 1996)

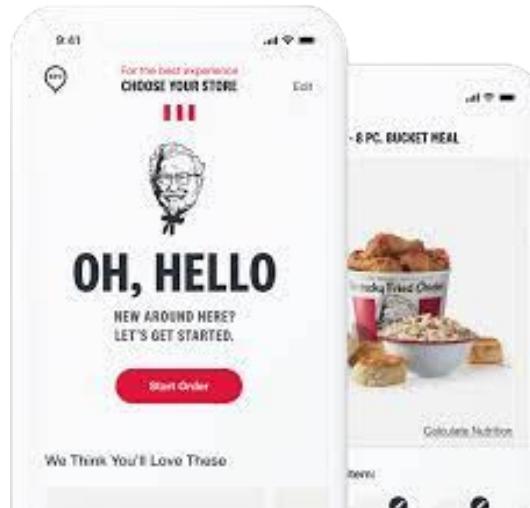
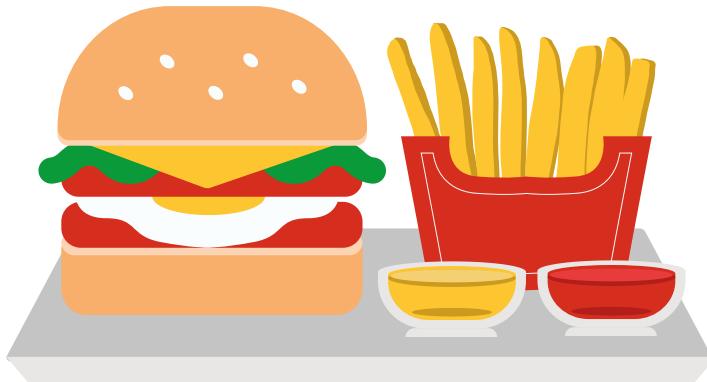


5. Tactics

5.5 Online Ordering Promotions

Some types of exclusive online promotions are as follows:

- **Freebies:** Some up with exclusive offers and promotions for online ordering, such as discounts, freebies, and reward points on every order.(Kaplan & Norton, 1996)
- **Brand Value Spotlight:** The purpose of this tactic is to drive online orders and increase the use of digital plate forms i.e. website and the mobile applications.
- **Flesh sale alerts:** Use email marketing and push notifications through websites and the mobile applications to inform customers of ongoing online promotions. Introduce some menu items exclusively available only for online orders(Godin, 2008)
- **Safe and fast delivery:** Pay attention to the safety and ease of contactless delivery options for online orders. This will create a sense of novelty and urge customers to explore online platforms for unique promotions.(Porter, 2008).
- **Digital Discounts:** Engage interested customers with more detailed content about menu items, nutritional information, and brand values through email marketing, blogs, and interactive social media posts.(Armstrong et al., 2014).



6. Actions

6.1 Adaption to Market Trends

Introduce unique offerings that align with the evolving preferences of the customer's preferences. Expanding into emerging markets, leveraging technology for enhanced customer experiences, and innovating the menu in line with health trends(McDonald & Wilson, 2016). Implement risk management practices to proactively identify and mitigate the challenges that might occur. (Armstrong et al., 2014). Continuously update the menu with health conscious options and localized flavors to cater to evolving consumer tastes and dietary preferences, aiding in market differentiation and customer attraction. Regularly access and adjust the services that are being offered to deliver exceptional values and to meet the evolving expectations of the customers.(Kaplan & Norton, 1996) Actively seek and analyze customer feedback to know their expectation, preferences, and behavior of the customers to make data driven decisions to improve customer reach and stand out in this competitive environment(Godin, 2008). Collab with other companies to utilize complementary strengths and access new markets to create resilience against market uncertainties.



6. Actions

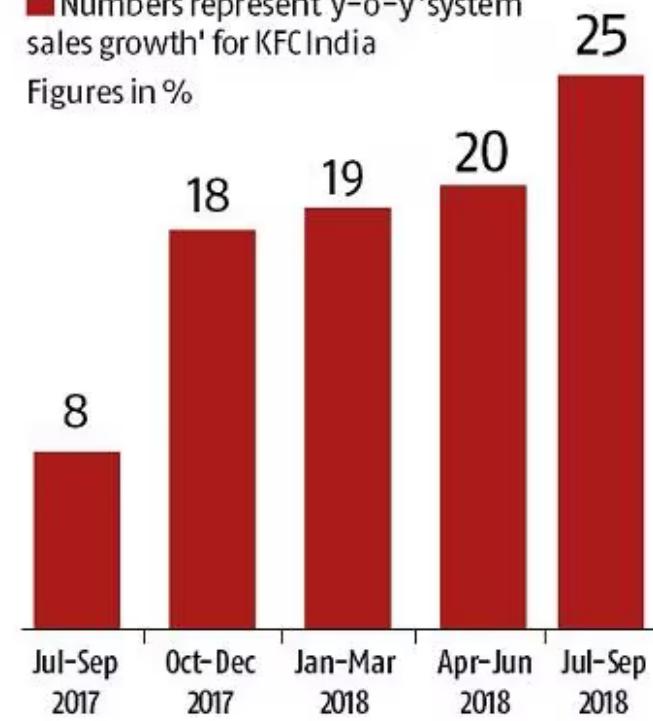
6.2 Understand the Target Audience

To improve the user experience of the brand, analyze the data and understand the target audience by conducting a deep comprehensive survey of customer preferences and ideas. Conduct research surveys and develop a detailed buyer persona with their demographics, personas, preferences, customer pain points and behaviors. (Porter, 2008). To improve the user experience of the brand, analyze the data and understand the target audience by conducting a deep comprehensive survey of customer preferences and ideas. (Armstrong et al., 2019) Conduct research surveys and develop a detailed buyer persona with their demographics, personas, preferences, customer pain points and behaviors. It is a collective basis for the development of messages and strategies that bring about an alignment with the target customer base. Look at the company's weaknesses and shortcomings and understand why people choose to compete against the brand and identify areas for differentiation, (Hughes & Fill, 2007)

KFC INDIA HAS BEEN GROWING SINCE MID-2016

■ Numbers represent y-o-y 'system sales growth' for KFC India

Figures in %



6. Actions

6.3 Sustainability Initiatives Implementation.

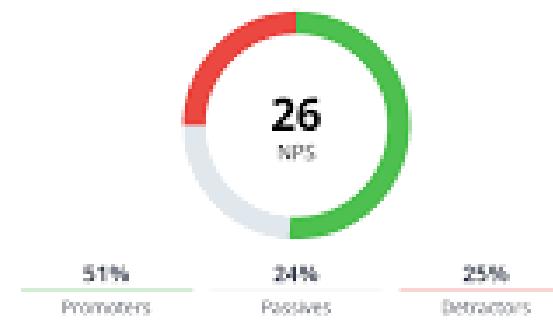
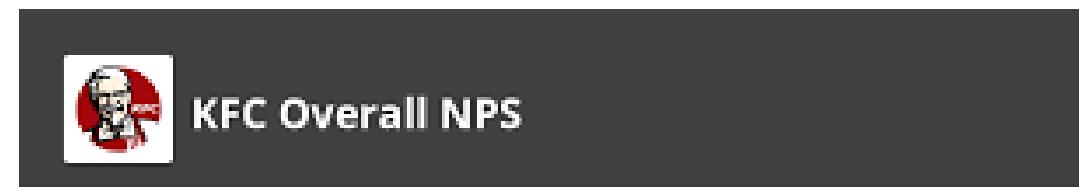
the company must conduct an audit of current business practices to assess their environmental impacts this includes water generation, raw material sourcing and energy consumption. Eliminate carbon emissions from business practices by investing in carbon offset programs. Engage with the local customer community and take sustainable initiatives to preserve the environment. Organize events like clean up events, awareness programs and organizing workshops and educational programs with rewards and certificates to attract an audience(Mariani & Baggio, 2022).. Take initiatives like the formation of eco labs, and messages for eco friendly practices to showcase companies' commitment to environment friendly practices.(Smith, 2019) Promote the use of tools that reduce the need to travel and minimize carbon footprints(Porter, 2008). Encourage eco friendly transport like walking, carpooling, and, cycling to eliminate the use of electronic vehicles. (Iacobucci, 2014) Establish a waste recycle program to promote proper disposal recycling of electronic gadgets and waste.(Hakala et al., 2011).



7. Control

7.1 Retention Issues & Future Activity

- Calculate the long term value of the retained customer by considering their life time spending on the brand.(Hakala et al., 2011).
- Analyze how often the same customer makes repeat purchases.
- Train all the employees in customer service to identify and address the issues that might occur during their experience with the brand
- Establish a feedback mechanism and analyze the feedback to understand the preferences of the customers and their pain points (Hikkerova, 2011)
- Use the behavioral data to understand the trends and patterns of the market



COMPARABLY



7. Control

7.2 Budget Sheet

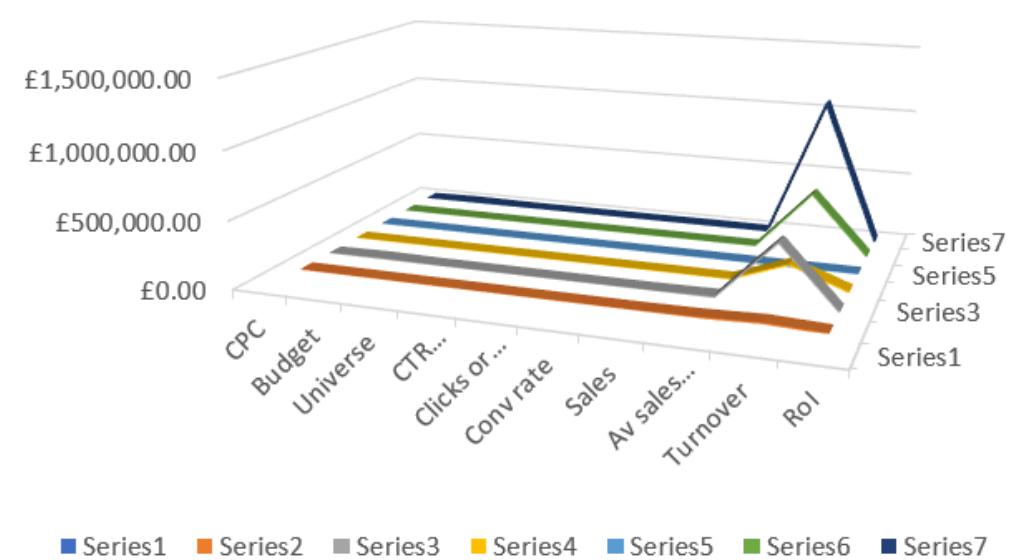
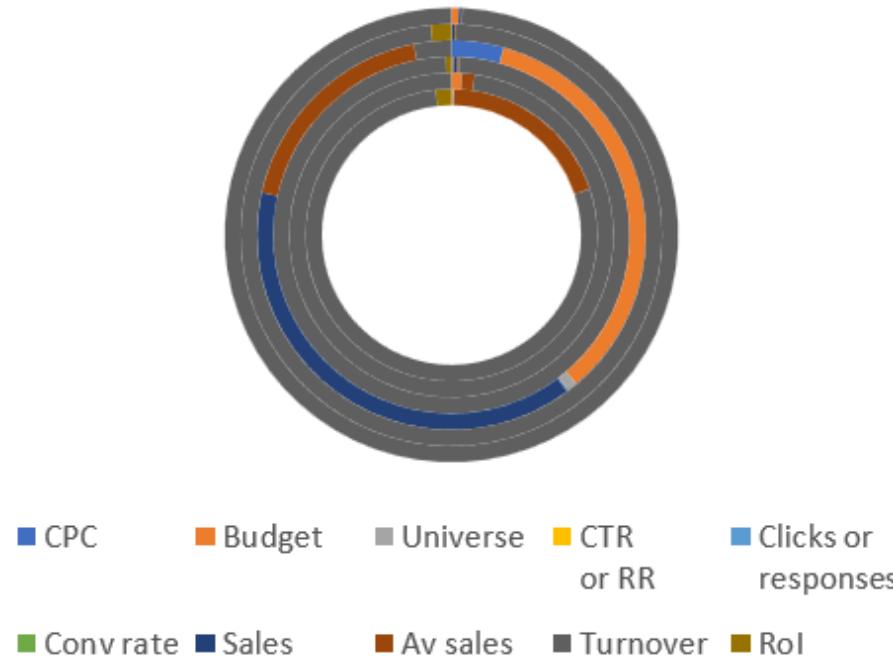
A detailed budget sheet is very significant for ensuring that the funds are efficiently allocated across various channels and multiple to maximize ROI. The budget should be divided into several key areas. Some of them are as follows:

- **Digital Marketing:** Allocate 30% of the budget for social media advertising, PPC campaigns, and SEO efforts to drive awareness. (Iacobucci, 2014)
- **Content Creation:** Dedicate 20% of the budget to producing high-quality, engaging content across formats like videos, blogs, and social media posts.
- **Loyalty Program:** Set 15% of the budget for developing and implementing the loyalty program.
- **Menu Innovation:** Reserve 10% of the budget for research and development of new menu items, including market testing (Shamim, K., 2019).



7. Control

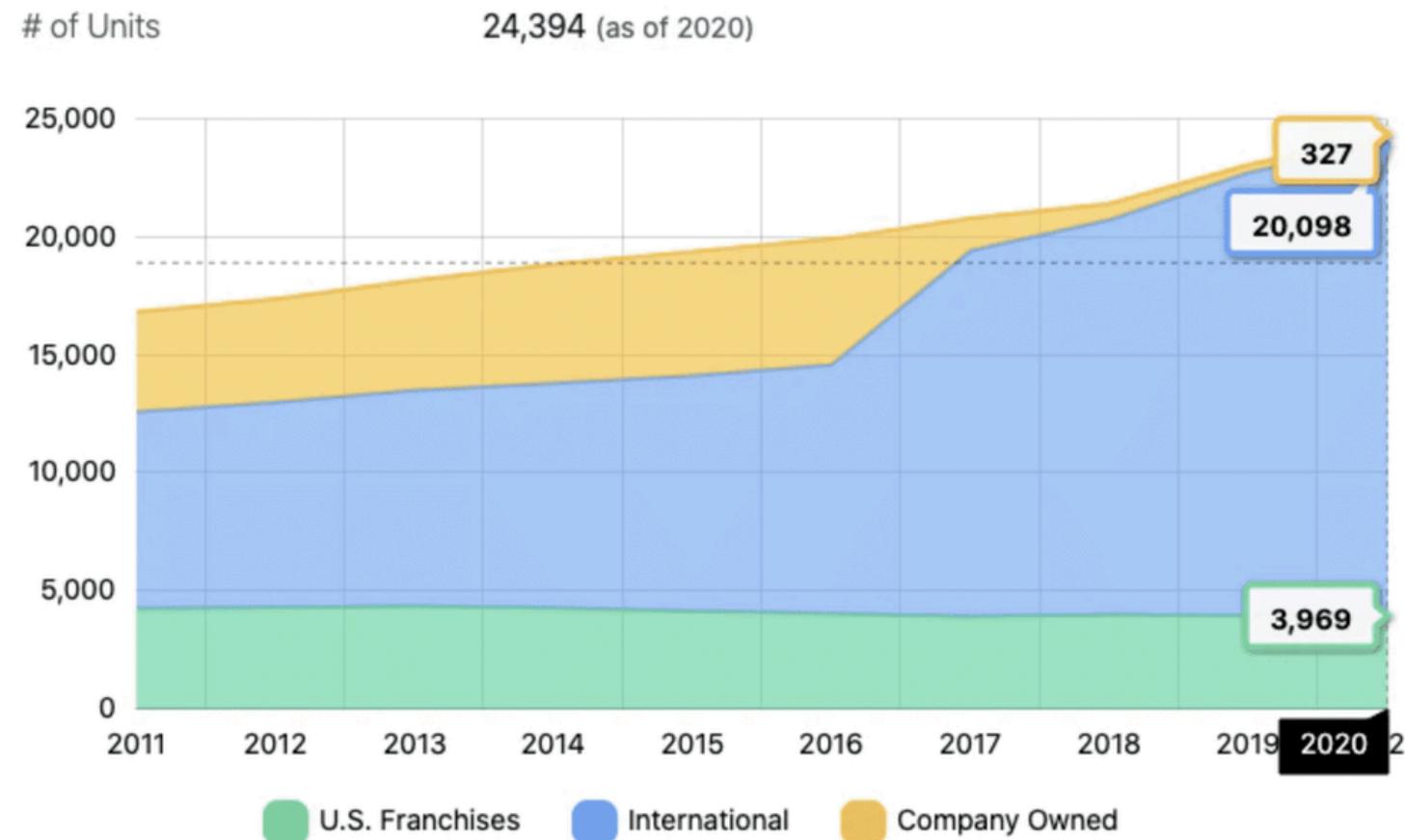
7.2 Budget Sheet



7. Control

7.3 Testing & Optimization

- **Social Media Marketing** : Experiment with various types of content and placing ad formats on social media platforms and optimize social media strategies to increase the interaction and reach of the customers.(McDonald & Wilson, 2016)
 - **Multivariable testing**: Conduct testing to analyze the impact of different business activities in different sections. These insights helps in optimizing the business practices.
 - **A/B Testing**: Regularly perform A/B tests on email campaigns, social media ads, and website layouts to determine the most effective approaches. (Grönroos, 2017)



8. Lifetime Value (LTV) Calculations.

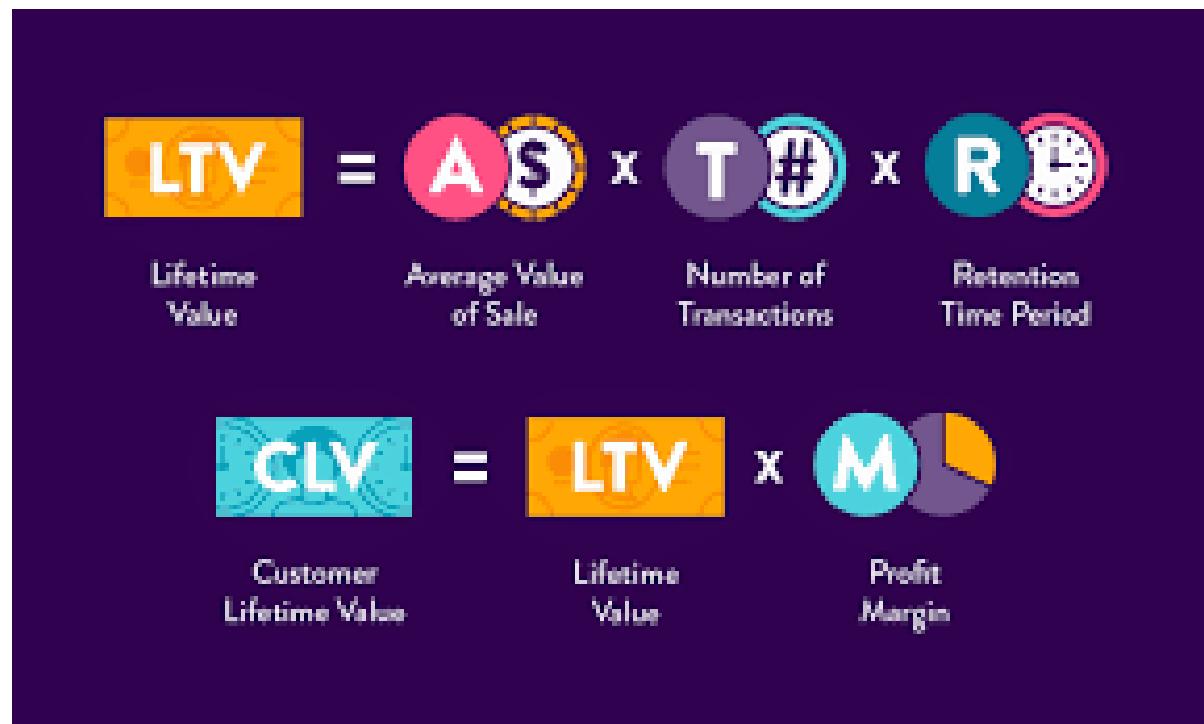
LTV analysis plays a very important character in analyzing and optimizing the net profit expected from this KFC campaign to earn from the customers. It considers the variables like annual spend and the arc of purchase behavior of the customer's lifetime which helps in making data driven decisions.

Formula:

$$LTV = (\text{Average Purchase Value} \times \text{Purchase Frequency}) \times \text{Customer Lifespan}$$

Significance: It is very helpful in tailoring marketing efforts, understanding customer reach and optimizing resource allocation to maximize the profit. (Godin, 2008)

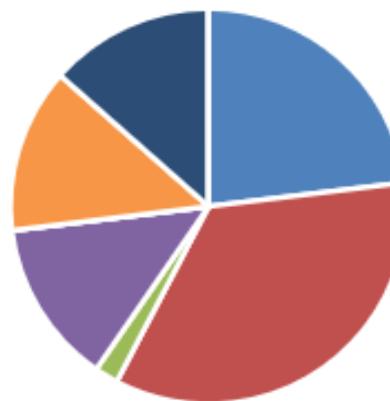
Improvement: Enhance customer experience of customers, implement loyalty programs, personalize marketing efforts and consequently increase the life span of the customers.(Grönroos, 2017)



8. Lifetime Value (LTV) Calculations.

| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|-------------------------|----------|----------|----------|---------|---------|
| A | Customers | 1,000 | 550 | 330 | 215 | 150 |
| B | Retention | 55.0% | 60.0% | 65.0% | 70.0% | 75.0% |
| C | Av sales pa | £300.00 | £310.00 | £320.00 | £330.00 | £340.00 |
| D | Total sales | £300,000 | £170,500 | £105,600 | £70,785 | £51,051 |
| E | Net profit assuming 20% | £60,000 | £34,100 | £21,120 | £14,157 | £10,210 |
| F | Acquisition cost @ £90 | £90,000 | £0 | £0 | £0 | £0 |
| G | Retention activity @ £5 | £5,000 | £2,750 | £1,650 | £1,073 | £751 |
| H | Net Contribution | -£35,000 | £31,350 | £19,470 | £13,085 | £9,459 |
| I | Discount rate 90% | 100.0% | 90.00% | 81.0% | 72.9% | 65.6% |
| J | NPV contribution | -£35,000 | £28,215 | £15,771 | £9,539 | £6,206 |
| K | Cumulative NPV | -£35,000 | -£6,785 | £8,986 | £18,524 | £24,731 |
| L | LTV at NPV | -£35.00 | -£6.79 | £8.99 | £18.52 | £24.73 |

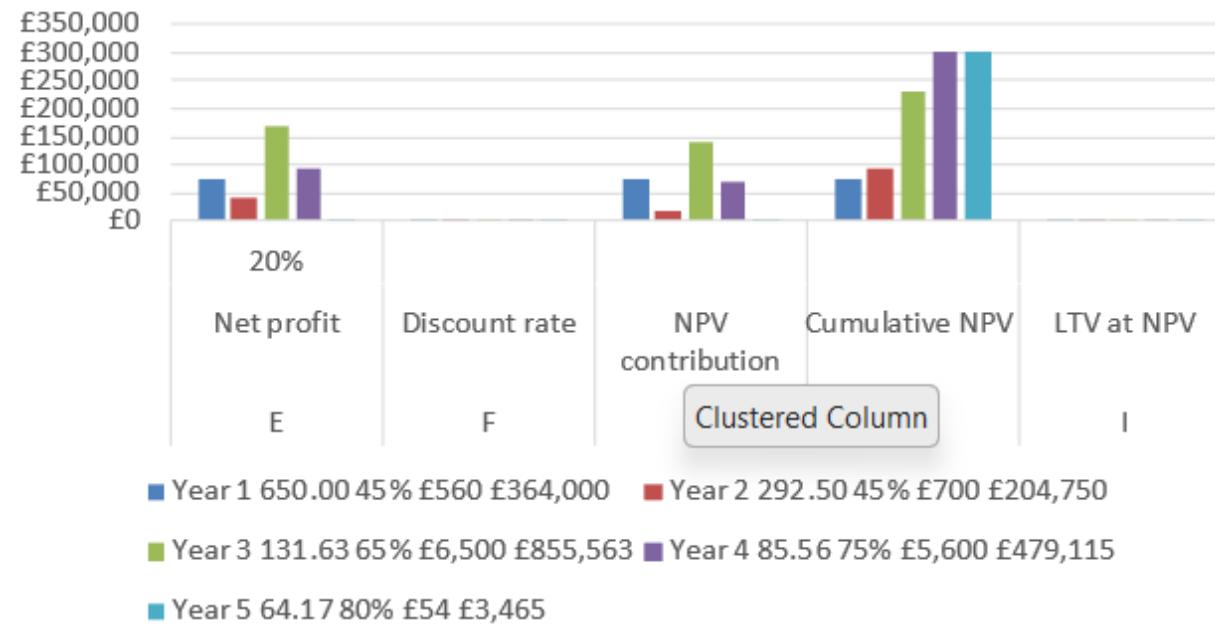
Year 1 1,000 55.0% £300.00 £300,000



- E Net profit assuming 20%
- F Acquisition cost @ £90
- G Retention activity @ £5
- H Net Contribution
- I Discount rate 90%
- J NPV contribution
- K Cumulative NPV
- L LTV at NPV

8. Lifetime Value (LTV) Calculations.

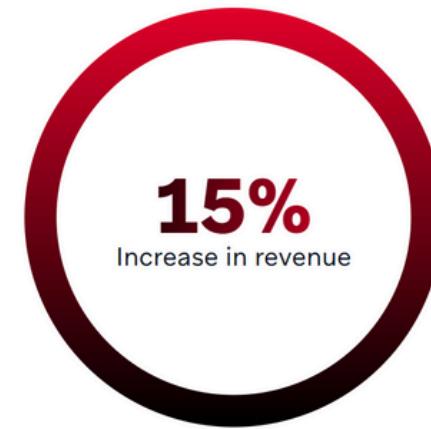
5 year LTV



KFC Ecuador Boosts Revenue by 15% With Cross-Channel Marketing

Industries: [On-Demand](#) Topics: [Cross-Channel](#)

Product Feature: [Intelligence Suite](#)



9. Conclusions

The comprehensive exploration of the KFC marketing campaign gives valuable insights into the business landscape, particularly in the food industry. All the business strategies and loyalty initiatives integrate into the stability of the company and play a vital role in decision making through data-driven insights. Consumers are increasingly making purchase decisions based on the sustainability practices of brands. KFC's commitment to sustainability can not only improve the brand image but also attract a segment of environment conscious consumers. Examine the company's shortcomings and weaknesses, and understand why people choose to compete against a brand in order to identify areas for differentiation.(Hughes & Fill 2007) It is a collective basis for the development of messages and strategies that bring about an alignment with the target customer base. Continually update and improve the menu to include some healthier options, limited-time offerings, and locally inspired dishes. This can help to attract new customers and keep the menu fresh and exciting for existing customers. This significantly contributes to the understanding of competitive business practices that serve as a foundation for further research and advancement of brand in the industry.



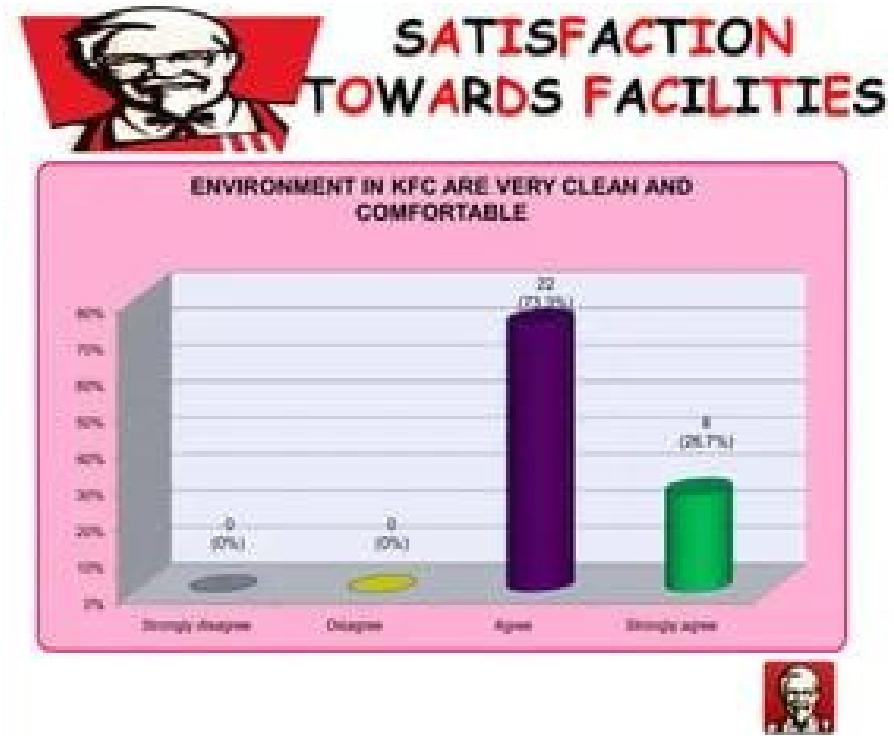
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11. Appendices



| Activity | CPC | Budget | Universe | CTR or RR | Clicks or responses | Conv rate | Sales | Av sales per year | Turnover | Rol |
|-------------------------|--------------|----------------|--------------|---------------|---------------------|---------------|------------|-------------------|-----------------|--------------|
| Activity group 1 | | | | | | | | | | |
| Activity 1.1 | £32.00 | £4,500 | 5,000 | 45.00% | 2,250 | 12.00% | 270 | £1,000 | £270,000 | 6000% |
| Activity 1.2 | £12.00 | £300 | 500 | 35.00% | 175 | 35.00% | 61 | £600 | £36,750 | 12250% |
| Activity 1.3 | £52.00 | £5,600 | 1,000 | 47.00% | 470 | 54.00% | 254 | £700 | £177,660 | 3173% |
| Activity 1.4 | £45.00 | £600 | 450 | 36.00% | 162 | 78.00% | 126 | £450 | £56,862 | 9477% |
| Activity 1.5 | £98.00 | £350 | 59 | 78.00% | 46 | 28.00% | 13 | £780 | £10,051 | 2872% |
| Subtotal 1 | £3.66 | £11,350 | 7,009 | 44.27% | 3,103 | 23.34% | 724 | 761.1848 | £551,323 | 4857% |

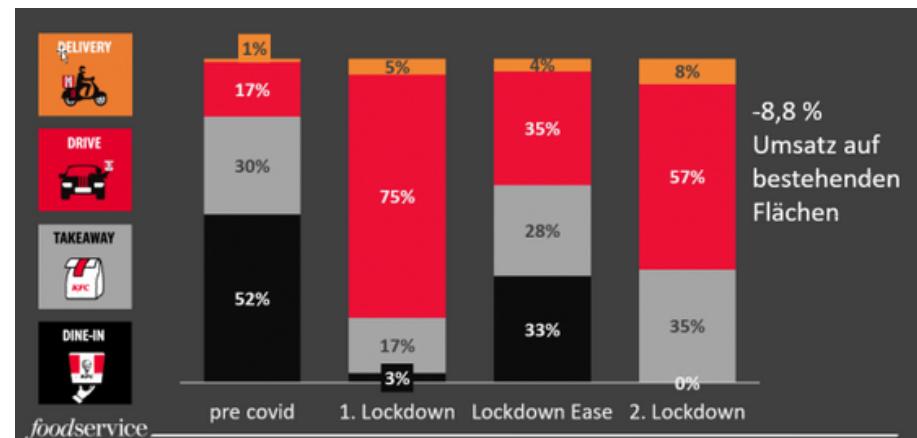
11. Appendices

Year 1 1,000 55.0% £300.00 £300,000

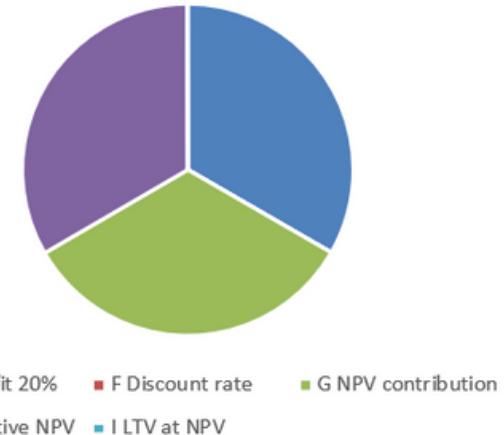


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| | | | | | | £24.73 |

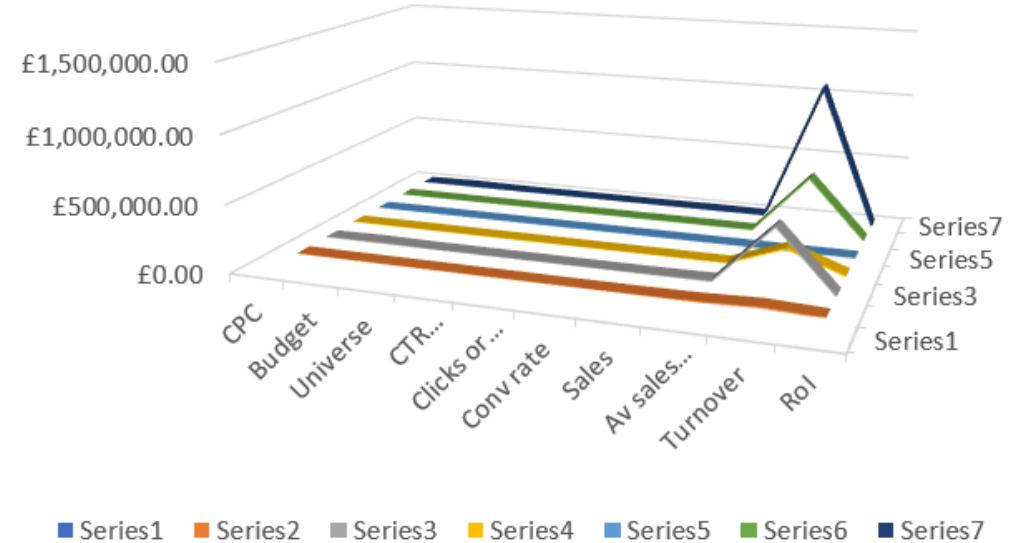
11. Appendices



Year 1 650.00 45% £560 £364,000

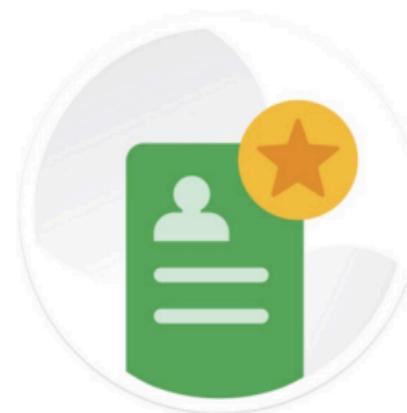


11. Appendices



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Congratulations!



Fundamentals of digital marketing

Completed by Mujtaba Shahid on 6 March 2024

Completion ID: 268018610



"it's finger lickin' good"