1. Google kfc msia

* Kfc has abit of digital presence : ig,facebook,foodpanda, app
* Website: encourages customers to order online, (25% off app only) -> pushing for more ppl to order through app (opportunity/strength)
* UK man claims kfc msia is the best in the world -> strength
* Kfc msia app reviews (SWOT/pest/porters)
  + Has 2.7 stars out of 5, 1m downloads -> weakness
  + Terrible system – payment successful but order x processed, etc
  + QSR replies to cust reviews -> strength???

1. Kfc’s quality

* Quality-assurance (supplier quality -> porters) -> strength
* Has certifications – 1st restaurant to be certified (smthing roadside chicken doesn’t have)

1. KFC supplier

* DBE gurney
* Have own supplier within QSR company -> ayamas

1. Journals

* Journal of

1. Milestones n achievements (KFC website)

* 700 locations
* Awards

1. Profit

* Insideretail

1. PEST

* Politic unstable (thestar, 2020). Why? Past 3 yrs 3 prime ministers
* Inflation high. Why is it bad?
* Prefer to hv references for majority of points