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**Kentucky Fried Chicken** has many goals , most of which include bettering themselves as a company. The company's main **Goal** is **to provide good food for customers that puts a smile on their faces, and makes them want to come back for more.** Another of one of KFC's goals is **to put a smile on the worlds face, by continuing to expand the KFC empire.** **Customer satisfaction is another key goal KFC** has, and another way they try to put a smile on their customers faces.



**Kentucky Fried Chicken** strives to be the best in the business and they do their best to satisfy all customers. They have **made healthier** options available on the menu hence the appearance of "Kentucky Grilled Chicken".



KFC became a multinational corporation because the expansion of the company was coming along so fast that **Mr. Brown decided to move out of the country and expand to North America and in 1970 they went across seas and expanded to Malaysia.** The expansion to Malaysia triggered other countries to demand KFC. As the demand grew KFC expanded placing KFC restaurants worldwide.

### **KPIs(Key Performance Indicator)**

**Average order value (AOV)** is a KPI metric used by KFC franchise owners to measure the total revenue generated per order. The AOV metric is calculated by dividing a franchise's total gross sales by the total number of orders received during a given period.