

Impact of Differentiated Global Marketing on Business Success or Failure

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Introduction

• What is Multicultural Global Marketing?

The practice of marketing a company's products or services across international borders. Companies must identify a marketing strategy and tailor their messaging and product offerings to satisfy diverse cultures and markets worldwide.

- Who is KFC?

Kentucky Fried Chicken (KFC) is a global chicken restaurant with over 25,000 restaurants in over 145 countries and territories.



Marketing Strategy

- Before [Failure]

Initially, KFC used a standardized undifferentiated target marketing strategy. It offered the same menu and experience across all locations.

- After [Success]

KFC adapted its menu, pricing, marketing, and offerings based on the local culture and tastes.

- **What is a Differentiated Marketing Strategy?**

When globally expanding, KFC utilized the four P's of marketing (product, place, price, and promotion). The new differentiated global marketing strategy increased total revenue.

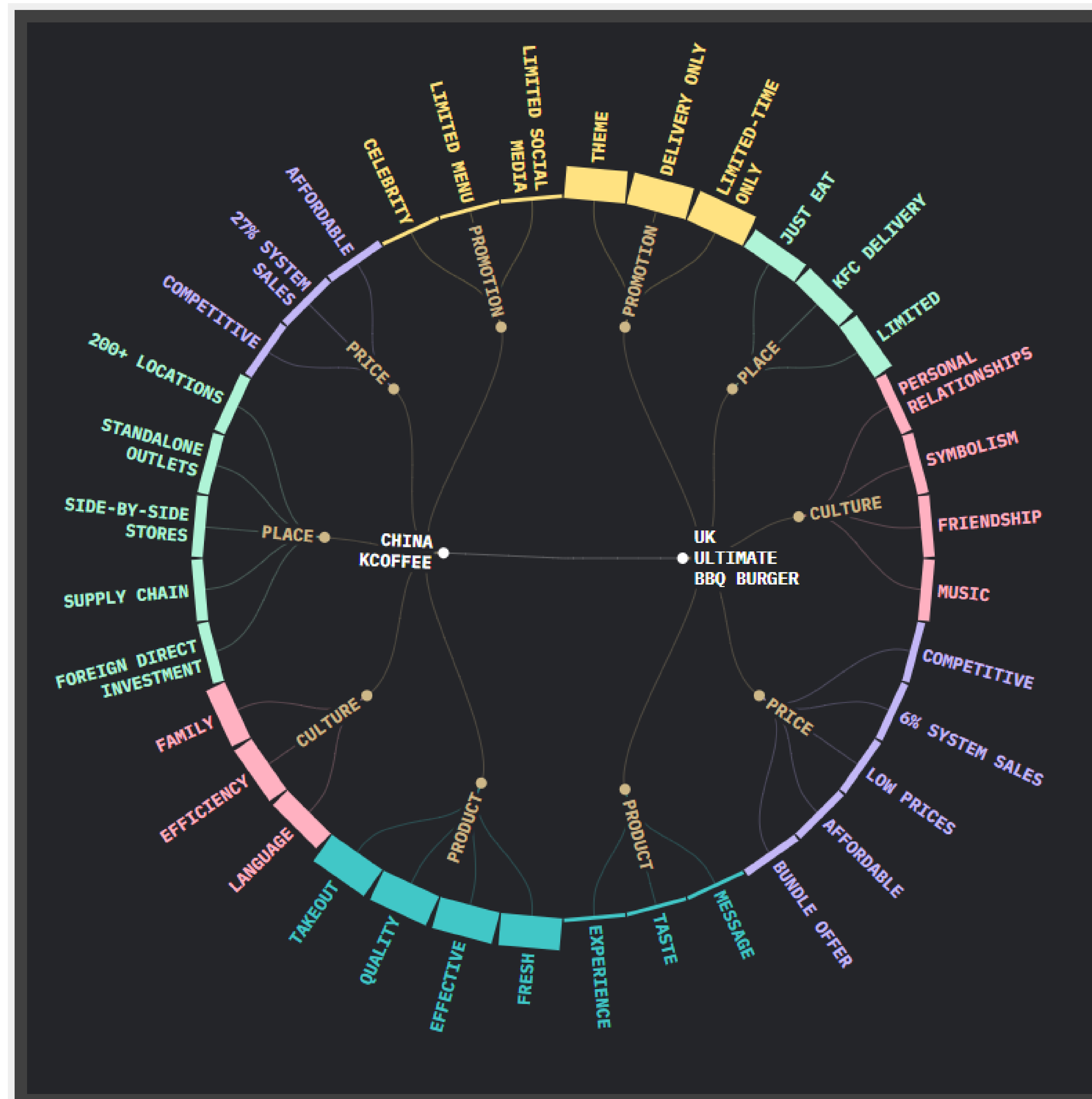
KFC China (KCoffee)

Branding Strategy

- In the U.S., KFC thrived with a limited menu, low prices, and an emphasis on takeout.
- In China, KFC thrived with a radical foreign direct investment strategy
- They expanded rapidly into small and midsize cities, developed a vast logistics and supply chain organization, extensively trained employees in customer service, and owned rather than franchised. This strategy is highly risky but is highly rewarded.

Results

- China makes up 27% of KFC's total revenue
- In 2024, KFC had 10,000 restaurants in 2,100+ cities in China
- KCoffee sold 250 million cups & made an annual record \$11.3 billion



KFC UK (Ultimate Burger)

Branding Strategy

- In the UK, KFC advertised, “It may not be summer outside, but at least it can taste like it.” It is a challenge BBQing during the summer in the UK due to the summer downpours.
- KFC UK did not focus on the product, price, or place of the new Ultimate BBQ Burger. It prioritized promoting that the burger captures British BBQ tastes even in rainy weather.
- KFC utilized product invention to create new menu items that are appropriate for its target market.

Results

- The UK makes up 6% of KFC's total revenue
- In 2024, KFC had 1,040 restaurants in the UK
- KFC plans to open 500+ restaurants in the UK by 2030



KFC China
KCoffee

KFC UK Ultimate Burger



References

- [illegible]