



## KFC MALAYSIA

### TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAMME** : Environmental Health and Safety  
**SEMESTER** : 6  
**PROJECT TITLE** : KFC Restaurants, Jalan Tunku Abdul Rahman  
 Kuala Lumpur  
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## **2.0 EXECUTIVE SUMMARY**

Kentucky Fried Chicken (KFC) Malaysia is a major Quick Service Restaurant (QSR) operator in Malaysia and has been established for just over 20 years now. It serves mainly chicken related items, but offers side dishes to its consumers as well. Lately, more and more Malaysians have been opting for a healthier eating diet as a large number of them have become more health conscious. This has opened the door for KFC's main competitors, such as McDonald's, to come out with a new range of healthier products, allowing them to mount a greater challenge on KFC Malaysia's current position as Malaysia's leading fast food operator. As a response to the advancement made by KFC's competitors in providing healthier fast food, KFC are to introduce a new set of healthier products that would be mainly target market health conscious people, living in Malaysia. Its target market would largely be based on segmentation of age, where it would be focused on customers in the age group of between 4 to 40 years old. KFC Malaysia would, nevertheless, have to fight off fierce competition from other fast food operators, such as Kenny Roger's, Burger King, A&W, Radix Chicken and KFC's biggest rival, McDonald's, who are also trying to take hold of the new market of healthier products. The new healthier menu that KFC Malaysia is going to introduce would not only be a new healthier alternative to its existing products, but also an addition to what it already has to offer. The pricing and promotion strategies would also be looked into as KFC Malaysia prepares to introduce its new healthier menu to the public.

### **3.0 Background Of The Study**

Nowadays, more than 500 branches of KFC Restaurants nationwide and still counting. It is become synonymous with great tasting chicken and has been enjoyed by the citizen ever since. Moreover, Malaysia's KFC has developed the Malaysian personality of its own.

The very first KFC Restaurant was opened in 1973 at Jalan Tunku Abdul Rahman, Kuala Lumpur. The KFC Restaurant is run and managed by the Malaysian. In order to create a selection of food that could make Malaysia proud on the international scene, the management took it upon them. A survey has been done on Saturday, 21th April 2018 at KFC Restaurants, Jalan Tunku Abdul Rahman. The duration of the survey starting from 11.30am until 1.30 pm. This survey required us to collect data regarding queuing system for 2 hours at a single server. Total of customers for a period 2 hours are 50 customers. In this survey also we want to observe the service system they provide to their customers.

### **Problem Statement**

The problem we want to highlight in our case study is waiting time in a process to deliver the food to customers and long queue while waiting for the foods.

### **Purpose Of The Study**

The purpose of this study is to develop a marketing strategy to improve service delivery products KFC restaurants based on consumer complaint, the definition of the target audience and the market situation. This study should be part of a global marketing strategy for the KFC brand in Malaysia.

In order to achieve the chosen objectives need to solve the following problems:

- To consider the development of a theoretical framework for marketing and corporate strategy, as well as the development of basic analytical tools;
- Conduct an audit of the marketing problems, to conduct quantitative research, analysis of the data and identify target audiences;
- Develop a promotion strategy used tactics and methods of control to improve their service;and
- Assess the cost-effectiveness and to make practical recommendations.