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KENTUCKY FRIED CHICKEN (JAPAN) LIMITED



INTRODUCTION


This paper focuses on the key managerial issues of Kentucky Fried Chicken (Japan) Limited to make sense of the strategic decisions of the firm amid stiff competition in the fast food industry in Japan. This paper explored sociocultural factors, internal operations, and market-related factors that affected the firm's growth pattern and profits.





CULTURAL ADAPTATION


Japanese customers' eating habits were much different from the ones in the western countries. In order to accommodate this service model, KFC was forced to redesign the product offering and the overall delivery.





SUPPLY CHAIN


Variability was another major issue experience by McDonald because managing a localized supply chain while at the same time ensuring brand media consistency was not easy.





CONCLUSION

A review of the case of marketing KFC in Japan leads to two major lessons: Culture and operations on an international platform. This is a challenge to many companies because it is important to maintain identity yet meet several consumer needs of a certain country.





RECOMMENDATION

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