

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

MSc STRATEGIC MARKETING MANAGEMENT

MAIN PAPER

MSM 121: GLOBAL MARKETING MANAGEMENT

INTAKE 4: FIRST YEAR SECOND SEMESTER

TIME: 2 HOURS MMORNING

INSTRUCTIONS TO CANDIDATES

Answer **Question 1** and any other two.

Question 1

Why Is KFC's International Marketing So Unstoppable?

KFC has made wave after wave in the marketing community due to its resounding success in China. Far and away the country's most popular American fast food chain, the company is seemingly bulletproof when it comes to its performance with Chinese consumers. KFC became the first American fast food chain to enter the Chinese market when it opened its first restaurant just a short walk from Beijing's famous Tiananmen Square in 1987. At the time, the three-story branch was KFC's largest in the world — an impressive start which set the tone for the chain's continued triumphs in the country.

Without any doubts, KFC is one of the companies that have gone global very successfully. We've looked into KFC's international marketing strategies in China to identify exactly what the chicken powerhouse has been doing so well. If you're looking to go international with your brand, you'd be well served to include these principles in your own marketing strategies. With KFC's lessons in mind, you'll be headed down the path to success with your marketing mix, no matter where you choose to expand.

KFC knew that it wouldn't be able to copy-paste its domestic business model onto Chinese consumers. American customers, by and large, patronize KFC for its **limited range of low-cost menu options** that can be prepared at lightning speed. Diners typically take their food to go, preferring to eat at home.

For its forays into China, KFC knew a different approach would be required. After 20 years in the country, KFC's current Chinese menu is approximately twice as large as back home. In addition to their signature fried chicken buckets, the international menu features many Chinese-styled options that would leave American fans baffled — such as egg tarts, shrimp burgers and vegetable soup. Realizing the passion Chinese eaters have for the flavors of their own local cuisines, KFC even sub-segmented product offerings within China to account for these local preferences.

Gone are the days when you could get away with porting your tried-and-true business model to international markets. If you're to achieve true success, you'll need to reassess your brand from the ground up on a case-by-case basis, as no two markets are alike. Apply segmentation principles to each new market to custom-craft your offerings accordingly.

If you get it wrong the first time, all hope is not lost. Do your research, identify trends and preferences, upgrade your business and content strategy, and try again.

Required:

As a consultant for KFC provide a brief report on the any five global business strategies that have been applied by this business in its operations. [40]

Question 2

'Culture can be a barrier to effective operations of international businesses.' In relation to this statement provide and explain any model that has been used to solve cultural problems in global marketing.

[20]

Question 3

As a hired practitioner, provide a brief report on any four strategies that can be applied in grow a business into various countries across the globe.

[20]

Question 4

Write a report to the managers informing on any four costs that a business can experience as it shifts from domestic to international markets.

[20]

Question 5

Provide a report on any four strategies that have been applied by businesses globally to remain operational in the COVID 19 epidemic.

[20]

END