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The international business I Studied was KFC. (Formerly Kentucy Fried Chicken). KFC was first invented by Harland Sanders in the early 60's. It began in the US and after only 4 years had generated 500 million dollars and operated 300 Franchises across the US. It was then sold out to Pepsico ~~to~~ From the previous owners 6 yrs later for 860 million dollars.

~~It~~ It was pepsico that decided that they would expand KFC internationally, as they already had expanded pizza hut. They alike any other busines undertook the drivers of international expansion. Which are – the Role of transnational Corporations,

– the Role of Government

– Global Consumers

– deregulation of financial Markets

– technology.

KFC orginally formed in the ~~US~~ US and was able to expand all over the world –

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The biggest driver for KFC was the Global Consumer. The Global Consumer Shows us how tastes and trends have become similar around the world. Although this is not always the case sociocultural influences had to be taken into account. Such as taste, Religion, culture etc.

As the American food market was already Saturated by fast food, pepsico Saw the need for expansion.

The second driver - Deregulation of finaicial markets was the next biggest push. KFC had expanded to Mexico but wanted to expand into puerto'rico in latin American. Mexico was currently under the influence of GATT - General agreements on trade's and tarrifs. This minimise the importing and exporting tax between Several Countries. when Nafta

(North American Fair trade agreement) was introdued this made it alot easier for expansion and trading.
So KFC could now penerate the latin american market.
. This included another Driver - Governments who had a lot of say about trading, tariffs, quotas etc.
Another big driver that effected KFC was Technology. The improved technology in transport allowed KFC to import and export among thre franchises in different countries. Being more effecient and cheaper in various aspect.
Improved technology in Communication also allowed the improvement of menaging the franchises.

It was also clear that KFC had to develope it's marketing strategies

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In the response to the push for Globalisation As the domestic market for KFC was saturated Marketing Strategies had to be altered to suit the need for expansion internationally.

The marketing strategies include,

- Product
- Price
- Promotion and
- Place.

When defining these marketing strategies in relation to Product this was referring ~~in relation~~ to the products and services offered by the business.

KFC become a Global Brand, that was recognized world wide and under the patent of the KFC brand.

The products that were being made had to be altered in different countries due to different tastes and Religions.

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KFC knew that this product management Strategy had to ~~bee~~ be modified to suit different places/countries.
The management of positioning with product also had to be modified.
The next management strategy was Price.
They had to set prices that were realistic and would generate ~~food~~ Profitability.
Being a fast food outlet prices had to generally be low. As what could of been seen as loss leaders was realistically the Advantage of being a franchise purchasing in bulk.
~~Th~~ Again being a Global Competitor price was something that had to be taken into account in relation to floating markets ~~exchange~~ exchange rates etc.
KFC could not propose a marketing Strategy of one price for all due to the differences in economies.
So At the same time they were

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ushing the economic cycle. In that they may have been making a hudge profit in one county that was in a boom although lossing out in a county of a poor exchage rate and ~~Recession~~ Recession.

The next marketing strategy was Promotion. This effects many things.
- enticing the customer, and
- wiping out the competitor.

whilst we know KFC's advertising in Australia as Television commercials and Pamphlets with discount coupons, this is not always the case for poorer countries. As KFC is spread all over the world, uses of Advertising in poorer countrys may be useless or effective.

Television advertising could not be of any use in a county ~~that~~ of people

Too poor to own televisions.
Although KFC used discount coupons to entice these poor people to flock to thee outlets over any other competitors.
The last marketing strategy is place/distribution - this relates to where the product is going to be placed on the market.
KFC being a fast food chain operates in an ~~select~~ exclusive distribution channel in that KFC products can only be found in KFC outlets, although they are found everywhere around the world. They are found in a differentiated target market in that they have several different products marketed to suit specific groups, eg - chicky meal - for children.
This marketing strategy ~~was~~ of place is seen as of great importance in the ~~...~~ Global market as the other

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marketing strategies although it is the place that Consumers hold in their minds about KFC.

So as it has become clear KFC has been influenced by Globalisation in it's marketing Strategies.