

# Restaurant Research's Benchmark Analysis Report

**KFC**

June 2011

## Executive Summary

The iconic KFC brand has been struggling with menu, marketing, pricing and operational problems which management is in the process of addressing. The concept is de-emphasizing its past effort to reposition itself away from buckets of fried chicken to portable white meat products as a way to become more relevant. Now it seems that, like Popeyes and Church's, it is OK to keep their core fried chicken products core once again. Marketing should get a boost from a new CMO and an effort to replace LTO discounting with everyday value pricing should improve sales stability and margins. More needs to be done to improve operations (underway) and facilities (once franchisees are able to afford remodels). There are a lot of pieces that still must come together over time, but KFC may be finally starting to turn the corner.

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## RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.ChainRestaurantData.com](http://www.ChainRestaurantData.com) for a partial client list and customer testimonials.

## More About Us

Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com) or 203-405-1901.