

SPICY TASTE OF SUCCESS

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Restaurant business is spread all over the world. It's well-known that more and more people make money at this sphere every year. People pay their money for food and restaurant service which provides good health, nice mood and make them feel happy. Wealth and luxury have always been the one of human desires, but we won't speak about the most expensive restaurants, we chose a fast food one. As time is invaluable – this type of restaurant is the most popular today. We would like to speak about world's most famous fast food restaurant – KFC.

KFC (formerly **Kentucky Fried Chicken**) is a fast food restaurant chain headquartered in Louisville, Kentucky, United States, which specializes in fried chicken. An "American icon", it is the world's largest fried chicken chain and the third largest restaurant chain overall after Subway and McDonald's, with over 17,000 outlets in 115 countries and territories as of December 2011.

KFC was founded by Harland Sanders, who began selling fried chicken from his roadside restaurant in Corbin, Kentucky during the Great Depression. Sanders was an early pioneer of the restaurant franchising concept, with the first "Kentucky Fried Chicken" franchise opening in Utah in the early 1950s. Its rapid expansion saw it grow too large for Sanders to manage, and he eventually sold the company to a group of investors. As "Colonel Sanders", his image was still used for branding purposes, and he worked as a goodwill ambassador for the company until shortly before his death. In the early 1970s, KFC was sold to the spirits firm Heublein, who were taken over by the R.J. Reynolds conglomerate, who sold the chain to PepsiCo. Throughout the 1970s and 1980s, KFC experienced mixed success at home as it went through a series of corporate owners who had little or no experience in the restaurant business, although it continued to expand in overseas markets. Since the late 1980s, the chain has expanded rapidly in China. PepsiCo spun off its restaurants division (also including Pizza Hut and Taco Bell), as Tricon Global Restaurants, which later changed its name to Yum! Brands.

The chain primarily sells fried chicken pieces and variations such as chicken burgers and wraps, as well as side dishes such as French fries and coleslaw, desserts and soft drinks, often supplied by PepsiCo. Its most famous product is pressure fried chicken pieces, seasoned with Sanders' "Original Recipe" of 11 herbs and spices. The exact nature of these ingredients is unknown, and represents a notable trade secret. KFC is famous for the slogan "finger licking' good", which has since been replaced by "Nobody does chicken like KFC" and "So good". KFC's two major single markets are in its home country and China, which together contain around half of its outlets.

KFC has been the target of an ongoing campaign by the animal rights organization PETA, although KFC executives have protested that the chain is unfairly singled out for criticism. The chain has also been accused by Greenpeace with contributing to the destruction of the world's rainforests with unsustainably sourced cardboard and paper packaging.

It's interesting to note that KFC finally came to Ukraine. The world's third largest fast-food restaurant chain, known as Kentucky Fried Chicken, or simply KFC, has branded premium space at the newly opened Ocean Plaza shopping mall near the Lybidska metro station in Kyiv. In oversized letters, the future restaurant is recruiting employees and lists a telephone number. A spokesperson for Yum! Brands in Moscow – the parent company of KFC as well as other fast-food chains such as Taco Bell and Pizza Hut – said he will confirm the restaurant expansion in Ukraine “only after the eatery opens” and promised to invite the Kyiv Post to the door opening ceremony. The Moscow office of Yum! Brands reportedly are overseeing the restaurant's foray into Ukraine. In March when the Kyiv Post first reported about KFC's entry into Ukraine, the company official Illya Politkovsky said KFC restaurants here would use a multi-franchising ownership structure and that the main features of the KFC Russian menu will be offered to Ukrainian customers.

Politkovsky added in March that refrigerated chicken, not frozen, will be exclusively offered. KFC's Russian website offers classical buckets of chicken legs and wings, chicken strips, sandwiches and wraps. Unlike U.S.-based KFC outlets, the Russian menu offers chicken shish kabobs, beer and Belgian waffles as a dessert option, among other region-specific items. So, this business is profitable for both sides: for the owner of the chain of fast food restaurants and for the consumer. Necessity of the establishment of such restaurants was caused by the availability of certain contingent of potential consumers. We can estimate the level of food quality and service quality of the restaurant from the degree of customer satisfaction.

Restaurant business is really very perspective. We can see it on the concrete example: from one small cafe in America this idea developed into a huge essence of restaurants all over the world. But remember, you are what you eat. Britain eats more fast food than any other country in Europe. It looks good, tastes good, and it's cheap. But the real cost never appears on the menu...

References:

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