

# KFC Management Pte Ltd in Consumer Foodservice (Singapore)

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### **Abstracts**

With chicken fast food experiencing increased competition in recent years, KFC Management is likely to focus on driving efforts to boost its market share. It will launch strategies to secure its top position in chicken fast food in Singapore. It is expected to tap into store renovation, online delivery, food technology and new product innovation to continue attracting consumers in a slow economic climate.

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