

Yum! Brands Inc in Consumer Foodservice (Mexico)

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Abstracts

Yum! Brands focuses its strategy on expanding its well-known KFC and Pizza Hut brands. The company will continue to strive to attract consumers by offering good-quality food at affordable prices, and by occasionally entering into price promotions. The company promotes only these two brands. The company had a dominant share in chained chicken fast food, and accounted for close to a 50% value share in chained pizza full-service restaurants in 2012, benefiting from a lack of strong competition in...

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