

Yum! Brands, Inc. - Company Profile and SWOT Analysis

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Abstracts

Yum! Brands, Inc. %li%Company Profile and SWOT Analysis

Summary

Yum! Brands, Inc. %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Key Highlights

Yum! Brands, Inc. (YUM) is a global quick-service restaurant company. The company develops, operates, franchises and licenses a global system of both traditional and non-traditional quick-service restaurants. It operates restaurants under the brand name of KFC, Pizza Hut, Taco Bell, and The Habit Burger Grill brands. KFC restaurants provide fried and non-fried chicken products such as sandwiches, chicken strips, chicken-on-the-bone and other related chicken products. Pizza Hut offers a wide variety of pizzas. Taco Bell's restaurants serve Mexican-style food products, including tacos, burritos, nachos, quesadillas, salads and other related food items. The Habit Burger Grill offers charbroiled hamburgers. The company's restaurants provide dine-in or carry-out, delivery, and drive-thru option services and operates worldwide. YUM is headquartered in Louisville, Kentucky, the US.

Scope

Detailed information on Yum! Brands, Inc. required for business and competitor

intelligence needs

A study of the major internal and external factors affecting Yum! Brands, Inc. in the form of a SWOT analysis

An in-depth view of the business model of Yum! Brands, Inc. including a breakdown and examination of key business segments

Intelligence on Yum! Brands, Inc.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Yum! Brands, Inc., such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

Reasons to Buy

Gain understanding of Yum! Brands, Inc. and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Yum! Brands, Inc. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Yum! Brands, Inc.'s business structure, strategy and prospects.

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