

Marketing of Service Products – KFC, Kuwait (2500 words)

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Abstracts

Executive Summary:

The assignment explains the 7 C's of marketing in service terms of KFC, Kuwait.

It then details the procedure used by consumers in making decision to obtain the service in pre encounter stage, encounter stage and the stage of post encounter.

It explains that KFC tries it best to give the consumer delight so that the clients come again.

After that the target market is explained the consumers are classified on the basis of demographist that is their ages and incomes in the groups of children, young, family and people who are price conscious.

The position strategy is Service focused as the small range of items is offered to board market.

In case of addition of new segments the knowledge and skills to serve the new segment must be developed.

Positioning of the brand statement at KFC is their main slogan and that is “its finger licking’ good!” This represent that clients attain KFC food goods to be of high taste.

The moments of truth at KFC are elaborate; for the clients of the KFC, there are different remember able moments that they experienced are crucial like the wait for order and the standard of the food etc.

A complex element for KFC is that these satisfactory feelings are predetermined by the behavior of their clients.

At last the management of capacity and demand is discussed.

Being a fast food chain the involvement of consumers in management of demand and capacity is evident.

The consumers are asked to pick the food themselves and clear the tables.

The number of the resources and staff is increased on peak seasons, hours and occasions like more people visits in the evening and on the occasions like Eid and new year, in Ramzan the restaurant just operates after Aftari time as there is no demand on the day time due to fasting., shifts of employees are managed for the capacity and demand management.

The demand can be managed more effectively by time series analysis by analyzing the number of consumer visits and food orders at various times of day, week, month and year.

Then employ the raw materials and staff according to that.

If there is customer and there is no staff, then the consumer will go away or will have to wait and un satisfied and if there is staff and no consumer then the costs will increase so the quantitative methods should be adopted in order to amine capacity and demand.

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Introduction

Show how each of the seven elements of the services marketing mix might be used by management to attract customers and create value;

Place –placement in the services describe the location of the service product is present.

The location of the KFC at Kuwait is on the Gulf Road of the Kuwait city, Haw ally, Jahra, Ahmadi and Mubarak Al Kabeer.

Explain the three-stage model of service consumption

Define and profile the main target market (s);

Summarize the nature of the positioning strategy in relation to each target market served

Discuss what you think the 'moments of truth' are, why these are likely to be critical points and how you would go about managing each of these?

Describe what you think the approach to capacity and demand management is what changes to the organization's management of capacity and demand would you recommend and why.

References

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