



KFC

Darvel~Nicole~Chester~Katherine

Overview

- * Differences from the USA
- * Differences from typical Chinese restaurants
- * Adaptations made to fit the Chinese market
- * Ideas conducive for the USA

Differences from the USA

- * Bread

- * Extra Crispy

- * Corn on the cob

- * Rice

- * Small cups

- * Pre-made food

Differences from USA cont'd

- * Mashed Potatoes
- * Pre-seasoned food
- * Dessert
- * Gravy/Seasonings/Spices
- * Chairs/Booths
- * Hidden venue

Vs. Typical Chinese Restaurants

- * Ordering desk
- * Small furniture/groups
- * No round tables
- * No lazy susan
- * No Chinese décor
- * Portion size/eat faster
- * Fast music
- * Cleanliness

Adaptations

- * Rice
- * Meat
- * Curry Sauce
- * Asian chicken
- * Waiting Lines
- * Pre-packaged food
- * No drive through
- * Leave Trays

Ideas for USA

- * Bigger facilities
- * Trays
- * Delivery

Conclusion

* Western Culture



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