

KFC – THE STEPS OF SUCCESS (KFC – СХОДИНКИ ДО УСПІХУ)

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У доповіді міститься інформація про одну з найбільших американських мереж ресторанів фастфуду KFC (Кентукійське Смажене Курча), що спеціалізуються на стравах з курятини і була заснована в 1952 році. Сьогодні мережа KFC представлена в 110 країнах світу – це більше 16 000 точок, в яких щодня обслуговуються близько 12 000 000 клієнтів.

KFC (Kentucky Fried Chicken) is a fast food restaurant chain headquartered in Louisville, Kentucky, United States, which specializes in fried chicken. An "American icon", it is the world's largest fried chicken chain and the second largest restaurant chain after McDonald's as measured by sales, with over 17,000 outlets in 115 countries and territories as of December 2011.

KFC was founded by Harland Sanders, who began selling fried chicken from his roadside restaurant in Corbin, Kentucky during the Great Depression. Sanders was an early pioneer of the restaurant franchising concept, with the first "Kentucky Fried Chicken" franchise opening in Utah in the early 1950s. He eventually sold the company to a group of investors.

KFC became one of the first fast food chains to go international, opening outlets in England, Mexico and Puerto Rico by the mid 1960s. In the early 1970s, KFC was sold to the spirits firm Heublein, who were taken over by the R.J. Reynolds conglomerate, who sold the chain to PepsiCo. Throughout the 1970s and 1980s, KFC experienced mixed success at home as it went through a series of corporate owners who had little or no experience in the restaurant business, although it continued to expand in overseas markets. In 1987 KFC became the first Western restaurant chain to open in China. KFC has since expanded rapidly in China, and the country is now the company's most profitable market. PepsiCo spun off its restaurants division (also including Pizza Hut and Taco Bell), as Tricon Global Restaurants, which later changed its name to Yum! Brands.

The chain primarily sells fried chicken pieces and variations. KFC is famous for the slogan "finger lickin' good", which has since been replaced by "Nobody does chicken like KFC" and "So good".