

KFC Officially Opens Brand Center, Aiming to Revamp and Drive Businesses with Digital Technology & Innovative Services



KFC Officially Opens Brand Center, Aiming to Revamp and Drive Businesses with Digital Technology & Innovative Services The Franchisor Looks to Strengthen Brand to Bolster Growth and Achieve the Goal of 1,000 Branches in 2020

KFC Thailand has undergone a major organization restructuring through officially launching its Brand Center, the first of its kind in the world, to take lead in managing KFC brand and franchise. The new function will take responsibility for designing brand and marketing strategies as well as supporting and supervising franchise standard together with creating innovative products and services. It will also adjust corporate culture and size to increase working flexibility and efficiency through focusing on hybrid working system that will see expert teams from across functions working together to further strengthen its brand and franchise system with the mission to step forward with sustainability to achieve the goal of surpassing 1,000 branches in 2020.

Waewkanee Assoratgoon, General Manager - KFC, YUM Restaurants International (Thailand) Company Limited said, the recently implemented 100% franchisor business policy has resulted in a major change in its operations in Thailand. The company has shifted its responsibility to focus on brand and marketing strategies, support and supervise standards of its KFC franchisees and create innovative products and services. Its three key missions comprise; 1. Strengthening KFC brand to stand out in the market and be easily accessible for consumers through digital marketing communications and delivery. As brand is regarded as its most valuable assets, KFC wants to create consumers' brand love through its clear brand positioning that is outstanding from its competitors. It will differentiate itself by its newly designed, fun and modern presentation approaches, including a new advertising campaign to be unveiled in the upcoming March, to better reach the new-generation consumers group.

"2. Focusing on Digital & Delivery, which will play more important role in developing our brand in the near future. Consumers nowadays tend to look for quick and convenient products and services that are more responsive to their lifestyles. Digital technology now plays a vital role in everyone's life. KFC is determined to use digital technology to enhance its customers' experience through both offline and all online channels (OMNI channel). We will speed up our delivery time to better satisfy our customers, reclassify service zoning and maximize the efficiency of media utilization. 3. Supporting our franchisees in managing KFC branches by setting a clear policy, guideline and standard in managing branches as well as implementing a evaluation procedures and working closely with each other. With world-class branding standard, KFC will pass on knowledge and provide training to enable our franchisees to understand and achieve ultimate benefits," Waewkanee added.

KFC Thailand recently implemented a major organization restructuring through establishing a new office, called Brand Center, the first of its kind in the world, to take lead in managing KFC brand and franchise. It has adjusted its corporate culture and size to increase working flexibility and efficiency through focusing on hybrid working system that will see expert teams from across functions working

together to further strengthen its brand and franchise system to achieve success in continually sustaining its brand growth. The new Brand Center has been decorated under the concept of full collaboration, designed with an open working space to enable all working teams to work closely with each other. Working desks are with the concept of “hot seats” as there is no specific desk for any executive and staff. All team members can discuss works anywhere, which will bring about open mindedness and greater creativity. Moreover, there are additional facilities for employee benefits; for instance, Sleeping room, Shower room, Nursing room, sport and entertainment corner.

“After the launch of the Brand Center in the first quarter, KFC will continue to introduce innovative products and services to match lifestyles of its customers in every quarter, emphasizing on using digital technology to enable customers to access brand and service more easily and conveniently such as the inception of new KFC application as well as the use of Big Data analytical system to define niche demands of each customer group. With the aforesaid significant changes, KFC expects its KFC brand to remain the top - of - mind fried chicken brand among Thai consumers as well as be successful in expanding its restaurant chain to reach 1,000 outlets by 2020 to better service our customers.”

About KFC Thailand

KFC is one of the most popular Quick Service Restaurant brands across the world. Established by Colonel Harland Sanders in 1952. KFC franchisees and brand management is currently directed by Yum! Restaurants International (Thailand) Co., Ltd. while Central Restaurants Group Co. Ltd., Restaurants Development Co. Ltd and The QSR of Asia Co., Ltd. operate KFC stores nationwide. KFC Thailand has expanded to 637 branches nationwide (January 2018). KFC is committed to continually innovate and present new signature menus that adhere to the highest quality and safety, in order to meet global standards. KFC also provides the best training to employees to ensure the best and warmest service and experiences for customers at KFC stores, as well as the 1150 call center delivery service system and www.kfc.co.th For more information about KFC Thailand, please visit www.kfcthailand.com