



**Yum! Brands in emerging countries**

**TheCaseSolutions.com**

## Outline:

- Background
- Key Points of the article
- Strategies per Country
- U.S. or not U.S.?
- Questions
- Recommendations of the team
- Conclusion
- Q&A

## Building the defining Global Company that feeds the world

- Spin off from Pepsico in 1997
- Based in Louisville, Kentucky
- One of the world's largest restaurant companies
- Over 41,000 restaurants in more than 125 countries
- 2014 revenues are more than \$13 billion

***TheCaseSolutions.com***

# Key Points of the Article

- From U.S. to the world
- Big Role in India and China
- Expansion in Africa
- Taco Bell - Experimentation



## Aiming Excellence

- Standardization - CHAMPS Model
- Mystery Shopper
- Recognition and leadership

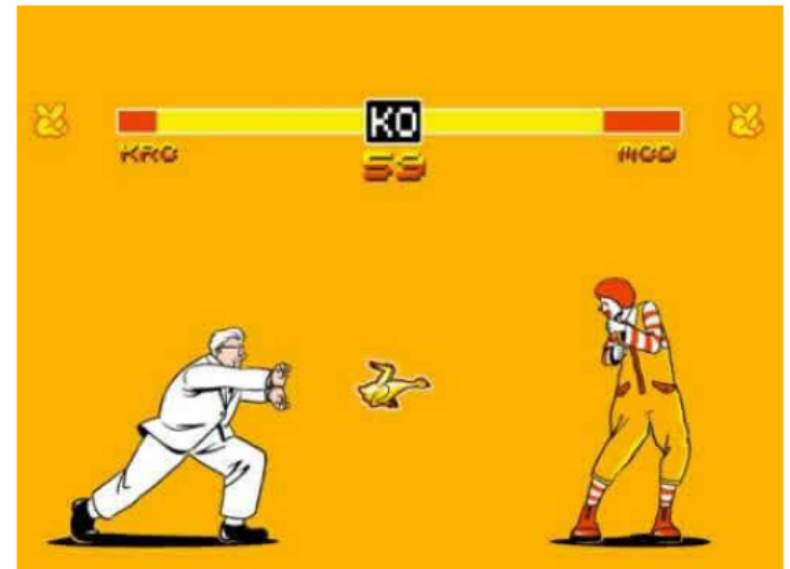


***TheCaseSolutions.com***

Emerging markets rather than U.S.

- Fierce Competition in the U.S.
- Economic, cultural and historical factors
- Per-unit profitability in China
- Yum! vs McDonald's

***TheCaseSolutions.com***



## From Now On...

- 2014, 70% of the profit outside the US
- 2 restaurants per million people in the top 10 emerging markets
- More opportunities in developing countries

***TheCaseSolutions.com***



## Conclusion

- Yum! is already a successful global company
- It has a smart strategy (cost reduction and local adaptation)
- Possibility of more expansion
- Variety of menus