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Q.1

**What's the marketing strategy of KFC and McDonalds in Peshawar?**

Ans:-

**KFC.**

(Kentucky Fried chicken) uses demographic segmentation to serve the market as per the customer needs & wants. The consumers of KFC are young as well as young adults. It used to serve the same menu all around the world which means that it was using undifferentiated targeting strategy.

**McDonald's.**

The latest McDonald's marketing strategy is to counter negative brand perceptions with transparency — and it seems to be paying off. Welcome back to the Brand Marketing Spotlight, where we analyze the campaigns and techniques of the world's most successful companies.