

KFC targets Africa's middle class with expansion

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KFC's expansion into Africa is aimed at tapping into a rising middle class market with strong economic growth potential, the fast food player said recently.



KFC currently has more than 660 locations in SA and 190 locations on the rest of the continent.

Yum! Brands Inc, the parent of KFC plans to grow this network to 1000 stores by the end of 2012, with over 700 of those in SA.

It wants to introduce the brand to new markets like Angola, Malawi, Tanzania, Uganda, Zimbabwe, the Democratic Republic of Congo and Madagascar.

With Africa's consumer spending forecast to hit US\$1.4-trillion in 2020, retail players are expanding their presence on the continent in hopes of cashing in on a burgeoning middle class, whose disposable income is rising rapidly.

Quick-service restaurant franchise group Famous Brands (Fbr) is making a big push into Nigeria through its Debonairs Pizza brand.

CEO Kevin Hedderwick told *I-Net Bridge/BusinessLIVE* that the company would also expand Keg and Jock and Mugg & Bean into Lagos and Abuja.

Rival Spur Corporation (SUR) said its international expansion would focus specifically on Africa, with franchised Spur restaurants planned for Lagos, Lusaka, Nairobi and Gaborone.

"Our success lies in offering a great product at the right price and in the right location.

"It is our intention in these emerging markets to provide a value driven offering that is accessible to all," Bruce Layzell, Yum's General Manager of New African Markets said.

Yum! Brands Inc is the world's largest restaurant company in terms of system restaurants, with more than 36,000 outlets in

more than 117 countries. It is also the parent of Taco Bell and Pizza Hut.

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