

THE MULTI-BRANDING STRATEGY OF YUM! BRANDS



Brand: Mehta Solutions

Product Code: case547

Weight: 0.00kg

Price: Rs500

Short Description

THE MULTI-BRANDING STRATEGY OF YUM! BRANDS case study

Description

The multi-branding strategy of Yum!Brands, a US-based restaurant company, forms the theme of this caselet. It shows how the company gained a competitive edge by having multiple brands under its umbrella. It also analyzes the advantages and disadvantages of the multi-branding strategy.

Issues:

- » Yum! Brands' multi-branding strategy
- » Advantages of having multiple brands
- » Drawbacks of multi-branding strategy
- » How far the multi-branding strategy has proved effective for Yum! Brands

Introduction

In 2005, Yum! Brands Inc. (Yum! Brands) was the largest restaurant company in the world with 33,000 restaurants spread across 100 countries...

Questions for Discussion:

Do you think Yum! Brands is right in adopting the multi-branding strategy? Justify your answer.

The drop in the popularity of KFC, one of the brands owned by Yum! Brands Inc., had an impact on the company. So do you think Yum! Brands Inc. is carrying certain risk due to the multi-branding strategy it adopted? Justify your answer.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers