

KENTUCKY FRIED CHICKEN (KENTUCKY FRIED CHICKEN JAPAN LTD.)

Address: 1-1-1, Ebisu-Minami, Shibuya-ku, Tokyo 150 Tel: 03-719-0231	
JAPANESE PARTNER	MITSUBISHI CORP. Address: 2-6-3, Marunouchi Chiyoda-ku, Tokyo 100 Tel: 03-210-2121
ANNUAL TURNOVER (Period ending November 1987)	94 172 million yen
TOTAL NUMBER OF OUTLETS	725
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan: N.A.
AVERAGE ANNUAL SALES PER STORE	130 million yen
TOTAL NUMBER OF EMPLOYEES	N.A. Full-time: 951 Part-time: N.A.
YEAR ESTABLISHED	1970
TYPE OF FOOD SERVICE	Western-Style Fast Food
MENU (as of July 1987)	(Unit price: yen) Combo Snack ¥580 Lunch ¥580 Chicken Fillet Sandwich ¥290 Home Pack ¥1 200 Thrift ¥1 490

Kentucky Fried Chicken, like McDonald's, has also been very successful in blazing a trail in Japan for Western fast foods. In 17 years of operation up to 1987, KFC opened almost 725 outlets and has recently been adding about 87 shops a year. The company is the sixth largest restaurateur in Japan.

There is little difference between KFC stores in Japan and in Canada. Some outlets are sit-down restaurants while some are only for take-out. The food served is virtually identical with the same "7 herbs and spices." KFC stores have been mainly pedestrian-oriented like most fast food stores in Japan, and are located near train stations. Recently, however, they have added stores on major roads that cater to the car-driving public.

Kentucky Fried Chicken Japan was formed through a 50-50 joint venture between KFC's United States parent, R.J. Reynold's Co., and the Mitsubishi (Trading) Corp. Mitsubishi is also one of the company's major suppliers of fresh chicken.

KFC identifies its market in Japan as mainly housewives, female office or clerical personnel (referred to in Japan as OLs — office ladies) and university students. A typical store will serve 600 customers a day, each spending ¥1 000 (\$9.62 Cdn).

KFC outlets are scattered fairly evenly throughout the country, though about one-third are located around Tokyo. Unlike the hamburger market, Japanese restaurant companies have yet to develop any local chains of fast food fried chicken similar to KFC.