

KFC doubles up delivery

KFC Delivery, a new national offering by KFC South Africa has 42 stores delivering in Gauteng, Eastern Cape, Western Cape, Kwazulu-Natal, Limpopo and the North West provinces. The company is expecting to increase its offering to 80 stores by the end of 2012.



The new business layer is part of an important long-term growth strategy for the group, which enables customers to get more products and the group to employ more staff members, such as drivers within local areas. Delivery branded vehicles range from scooter motorbikes to cars.

"The motivation for not outsourcing the delivery portion of the business was a simple one. We want to ensure a true brand experience by delivering food directly and by personally being able to control the quality of the food we deliver to our customers," says Keith Warren, Managing Director of KFC Africa.

Each order is freshly prepared and transported in heated bag technology that is able to maintain temperatures greater than 60 degrees for the short period it takes to get to the customer.

"The South African operation has learnt best practice from other global markets within the Yum! network and customised the offering accordingly. We find that using scooter motorbikes, for example, are a lot easier than cars in highly built up areas. Some of the most creative delivery methods I have seen have come from KFC China, where the teams have equipped bicycles with baskets, to overcome the high volumes of traffic there to ensure quality standards," concludes Warren.

For more information, go to www.kfcsa.co.za.