



**KFC**

- **WHOLLY OWNED SUBSIDIARY OF PEPSICO, INC.**
- **INCORPORATED: 1955 AS KENTUCKY FRIED CHICKEN**
- **EMPLOYEES: OVER 455,000**
- **SALES: US\$23 BILLION (2013)**
- **SICS: 19,952 (2015)**



# SOCIAL PROGRAMS IN US

- THE REACH EDUCATIONAL GRANT PROGRAM® HELPS EMPLOYEES AT PARTICIPATING KFC U.S. RESTAURANTS PURSUE THEIR DREAMS OF GOING TO COLLEGE. EMPLOYEES OF ANY AGE, ANY POSITION, PURSUING ANY DEGREE CAN RECEIVE MONEY TO HELP THEM ATTEND THE ACCREDITED FOUR-YEAR OR TWO-YEAR COLLEGE OF THEIR CHOICE. THE MONEY CAN ALSO BE USED AT TRADE/VOCATIONAL SCHOOLS AND FOR GRADUATE STUDY.
- FOR KFC RESTAURANT EMPLOYEES WHO DIDN'T GRADUATE FROM HIGH SCHOOL, RISE WITH GEDWORKS™ IS A PATHWAY TO ACHIEVING THEIR DREAMS. OFFERED IN BOTH ENGLISH AND SPANISH, THIS FREE PROGRAM, IN PARTNERSHIP WITH GED TESTING SERVICE, PROVIDES UNLIMITED ACCESS TO GED® PREPARATION AND TESTING.
- THE KFC FAMILY FUND IS AVAILABLE TO KFC U.S. RESTAURANT EMPLOYEES WHO HAVE BEEN DIRECTLY IMPACTED BY A SEVERE HARDSHIP, CRISIS OR CATASTROPHIC INCIDENT THAT WAS BEYOND THEIR CONTROL. WHILE MONEY CAN'T ELIMINATE THE SORROW, IT CAN HOPEFULLY ELIMINATE SOME OF THE ADDED STRESS THAT OFTEN ACCOMPANIES IT.



# KFC VS 8 LEGGED CHICKENS

- 8 LEGS AND 6 WINGS
- SHANXI WEILUKUANG TECHNOLOGY COMPANY LTD., TAIYUAN  
ZERO POINT TECHNOLOGY COMPANY Ⅱ YINGCHENANZHI  
SUCCESS AND CULTURE COMMUNICATION LTD.
- 1 500 000 ¥ (250 000 \$)



# KFC VS FRIED RAT

- **DEVORISE DIXON**
- **OVER 99999 REPOSTS ON FACEBOOK**
- **FACEBOOK DELETES EVERYTHING**



# REFERENCES

- [WWW.KFCFOUNDATION.ORG](http://www.kfcfoundation.org)
- [HTTP://WWW.BUSINESSINSIDER.COM/KFC-FRIED-CHICKEN-RAT-IS-A-FAKE-2015-6](http://www.businessinsider.com/kfc-fried-chicken-rat-is-a-fake-2015-6)
- [HTTPS://WWW.KOMMERSANT.RU/DOC/2739311](https://www.kommersant.ru/doc/2739311)
- [HTTPS://WWW.BRANDPEDIA.RU/BRAND-772.HTML](https://www.brandpedia.ru/brand-772.html)