



What we found

Project #108: Research Marketing: Business to Community. Services rendered: Community Research. KFC believes in investing back into both business and residential communities, the question is how? **Outcomes:** Developed of an effective communications strategy through quantitative and qualitative research.

126k People have hearts for their community.



Some people expressing a desire to clean up the immediate surroundings and environment.



Provide personal and corporate security and safety to residents through community policing forums.

Many others wanting to provide support to addiction centres to aid the fight against substance abuse.

People also mentioned a desire to support the youth by creating sustainable, continuous development programs.

Nurture and protect children through places they can go to that are safe, while their parents are at work.

