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**THE ROLE AND PRACTICE OF MARKETING ACTIVITIES IN THE  
HUNGRY LION COMPANY**

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# **1. INTRODUCTION**

## **1.1 Study Overview**

Marketing has a significant impact on how organizations position themselves, create value, differentiate, and compete in the fast-food industry. In emerging nations like Angola where purchasing power is restricted, cultural familiarity, price sensitivity, and value-based positioning have a significant impact on consumer choice. Hungry Lion is an example of regional African brand that has successfully grow into Angola using a localized and culturally appropriate marketing approach that is linked with the country's socioeconomic backdrop. This study explores the rule of Hungry Lion Marketing operation in Angola, with the goal of understanding how it's marketing strategy adds to its competitiveness when compared to worldwide fast-food competitors such as KFC. To facilitate this assessment, the study is divided into five chapters. The first chapter provides a general overview of the research, problem statement, justification of the study and research objectives. The second chapter provide literature on the fast-food in Angola. The third chapter discusses the research methodology and presents the approach used to collect the data. The fourth chapter discusses the results and findings and the fifth chapter a summary of findings and recommendations.

## **1.2 Problem Statement and Justification of the Study**

The Hungry Lion marketing policy is one of the key pieces of knowledge that is necessary to comprehend how the regional African brands could work in the competitive and resource-constrained environments and seek sustainable growth. The company strategy is a role model of contextual adaptation- the way the company establishes the global principles of business in a domestic market environment. Hungry Lion demonstrates that localization is one of the competitive alternatives to the globalization scheme (which is standardized by multinational companies), which is more affordable, involves local participation, and is culturally attractive.

Hungry Lion is a good academic example of strategic marketing and brand localization in emerging economies. The case of its success in Angola demonstrates that the cultural familiarity built on the market positioning can generate consumer loyalty and long-term

competitiveness (Nwabekee et al., 2024). Such brand practices as value-based marketing and benefits to communities result in the resiliency of the business and socio-economic development. It is by the use of Hungry Lion that policymakers and investors can have a glimpse of the overall retail and food-service situation in Africa

Its emphasis on local employment, education of its individuals, and incorporation of its supply chain provides an informal economic involvement, an important factor of sustainable development in post-conflict economies like Angola.

Business-wise and in strategic analysis, a review of the marketing policy of Hungry Lion helps to predict the competition in the business of the quick service restaurant (QSR) in Africa (Maharaj P & Mtsweni L, 2024). It shows how African companies can effectively compete against foreign companies such as KFC on cultural authenticity, pricing flexibility, and alliances in operations.

Based on this background, the general objective of this study, to analyse the marketing policy of Hungry Lion in Angola and its competitiveness with KFC.

Specific objectives are:

- To examine Hungry Lion's marketing mix strategy (product, price, place, promotion) in Angola.
- To compare Hungry Lion's and KFC's marketing approaches in the Angolan market.
- To assess how Hungry Lion's marketing strategy contributes to its market growth.
- To provide recommendations for sustaining competitiveness.

Research questions are the following:

1. What are the main elements of Hungry Lion's marketing policy in Angola?
2. How does Hungry Lion's strategy differ from KFC's?
3. How do these strategies explain Hungry Lion's growth?

## **2. LITERATURE REVIEW**

An industry overview, a theoretical review, and an empirical review comprise this section's three primary sections. To give a thorough grasp of the fast-food industry in Africa, and particularly in the Angolan context, the industry overview is further divided into five subsections. An overview of the fast-food industry in Africa is given in the first subsection, followed by the Angolan market context in the second, Hungry Lion's entry and expansion trajectory in Africa and Angola in the third, KFC's positioning and perception in Angola in the fourth, and Hungry Lion's marketing policies and strategic implications in the Angolan market in the fifth.

### **2.1. Overview of Africa's Fast-Food Industry**

The fast-food sector in Africa has grown at a very high pace through the socio-economic change process on the continent through urbanization, population growth, and increasing disposable incomes. Having a rate of urbanization currently standing above 47, African cities are undergoing significant changes in consumption behaviour, whereby there is an increasing trend of consumption based on convenience and affordability, as well as branded meals. A young demographic base, more than two-thirds of which are below 25 years of age, is one of the dynamically growing consumer bases that prefer fast, hygienic, and modern food habits, which is why the quick-service restaurant (QSR) is one of the fastest-growing sectors in Africa.

Statista (2025) shows that the African market in fast food and convenience foods will create a compound annual growth rate (CAGR) of more than 9 percent, with South Africa, Nigeria, Kenya, and Angola becoming important growth markets (Food - Angola | Statista Market Forecast, 2025). The growth of shopping malls, supermarkets, and online delivery facilities has also facilitated growth in the sector in terms of accessibility and provision of modern retailing conditions that are responsive to the changing consumer demands.

South African brands have led in this regionalization move by using the deep retail infrastructure, logistics experience, and the brand equity that it has built to grow to the rest of the continent. Global chains like the KFC, NNando's Hungry Lion, and Chicken Licken have been able to fit the global QSR models into the African scenario by incorporating

local tastes, cultural allusions, and value-based pricing approaches (Chen, 2024). Their achievement is an indication of the increased competitiveness of African-born business establishments in an industry that has always been the preserve of Western franchises. Such brands are beneficial in the sense that they have strategic relationships with big retailers such as Shoprite, Pick'n Pay, and Spar, and such a relationship allows them to enjoy a hassle-free supply chain and also to reach their customers on the other side of the border.

However, present system problems in the industry include a lack of adequate infrastructure, use of bottlenecks in the supply chain, currency fluctuations, and dependence on imported foodstuffs and packaging materials. Pricing and profitability are generally affected by inflationary pressures and fluctuations in foreign exchange rates. However, the fast-food market in Africa is still resistant to negative influence, which is backed by the expansion of digital food delivery applications, mobile payment applications, and the so-called local sourcing projects. Consequently, the industry is not just transforming the consumption trends but also adding to the employment, entrepreneurship, and intra-African trade, making fast food both an economic and cultural phenomenon of the modern urban economy of the continent.

### **2.1.2 The Angola Market Context**

The fast-food sector is indicative of the overall trend in Angola in terms of post-conflict reconstruction and the slow diversification of the economy. The country has enjoyed an extended urbanization period, infrastructure development, and a gradual structural economic diversification away from oil process to service-oriented industries like retail and food services since the civil war ended in 2002. By 2025, Angola will have more than 35 million people and a median age of less than 20 years, implying a prime population with high consumption rates. The main hubs of retail growth and the development of modern consumer lifestyles are the urban centers (Luanda, Benguela, and Lubango), with the support of the increasing middle class and the emergence of shopping malls and supermarkets.

The national food market is estimated to be USD 23.7 billion, with an annual rate of growth of about 9.1%, and the fast-food segment is taking up an incremental portion. (Food -

Angola | Statista Market Forecast, 2025) There are more than 140 fast-food restaurants in the country, most of which are local restaurants, but the number of regional and international restaurants has grown at a very high rate. Hungry Lion KFC and Pizza Hut were among the brands that have taken advantage of the urbanization and growing need for convenient, hygienic, and branded food experiences in Angola. These stores are well-positioned in business centers like Belas Shopping and Shopping Fortaleza, where consumers have convenient and aspirational places for eating.

The industry has structural challenges, even though it has promising growth. High import dependence, currency fluctuations, and lack of cold chain logistics increase the cost of operations and inhibit scaling. The status of inflation and inefficiencies within the supply chains also affect the pricing, where affordability remains a constant problem. However, Angola is a good market to expand regionally because of its young population, changing consumerism patterns, and growing exposure to the world of retailing. The further penetration of the African and foreign brands is an indication of increasing investor confidence and the importance of Angola as a significant growth frontier in the Southern African quick-service restaurant (QSR) market.

### **2.1.3. Entry and Expansion of Hungry Lion in Africa & Angola**

Hungry Lion, which was founded in Stellenbosch, South Africa, in 1997, is one of the best examples of regional fast-food entrepreneurship on the continent (About - Hungry Lion, 2025). The philosophy of the brand is based on providing high-quality fried chicken dishes at a reasonable cost and honoring African identity and pride. In contrast to most competitors in the world, Hungry Lion is branded as truly African, and local culture, tastes, and employment practices are part of its operating model. This distinctive positioning has seen the company compete well with the international quick service restaurant (QSR) chains as it integrates cultural familiarity with professional standards of retailing.

The fact that the company has a strategic alliance with the largest retail group in Africa, called Shoprite Holdings, has been a pillar to its expansion in the region (Cambaza, 2024). This alliance has enabled Hungry Lion to have access to proven retail infrastructure, existing logistics, and the prime location of stores in the shopping complexes. This will

save on the amount of capital that was spent, and it will also guarantee the continuous influx of customers. The co-location approach has also enabled Hungry Lion to enjoy the pan-African supply chains of Shoprite, which are convenient to operations and the reliance on imports.

Hungry Lion came into the Angolan market in 2010 and was focusing on the rapidly urbanizing cities of Luanda, Benguela, and Lubango. These cities offered the perfect consumer market that consists of an up-and-coming middle-income group that needs affordable yet modern cuisine. The menu of the brand is an intelligent response to the preferences of the local market: there are spicy chicken options, large family offers, and promotions offered to value-oriented clients. In addition to the pricing, localization of Hungry Lion is represented in local engagement, as its activities include recruitment, employee education, and skill development, supporting the overall Angolan employment industry.

Altogether, the success of Hungry Lion in Angola is one of the best examples of how African brands can grow sustainably by engaging in partnerships, aligning their cultures, and being efficient in their operations. As a blend of affordability and authenticity, Hungry Lion has established its own role in the rapidly expanding QSR market in Angola and has established itself as a face of African entrepreneurship and economic globalization.

#### **2.1.4 KFC in Angola: Premium Positioning and Luxury Perception**

The arrival of KFC, among the most recognizable fast-food chains in the world, in 2012, when it entered the Angolan market, was a marker in the process of adapting the country to the global consumer culture. The brand has been introducing a new concept of fast-food restaurants (QSR) as opposed to the almost informal Angolan dining business. By 2024, KFC had more than ten branches operating in large cities such as Luanda and Benguela, with flagship branches having a drive-in, outdoor terrace, and modern interior decor to deliver a high-quality dining experience. All the outlets cost more than one billion kwanzas, and this indicates the brand has a focus on quality infrastructure as well as international standards.

The quality, hygiene, and Original Recipe fried chicken have ensured KFC a quality brand among the international consumer market, and an aspirational brand among the fast-rising

urban consumers in Angola. Its marketing policy is built on freshness, international taste, and the possibility of dining at a world-class restaurant. This has made KFC a symbol of modernity, sophistication, and global connectivity among the Angolan consumers, particularly the middle and upper classes. The restaurant visit to KFC is associated with family activities or outings to most families, and this implies that a simple meal can be translated into a statement of lifestyle.

Compared to such brands as Hungry Lion, the KFC positioning in Angola will be built upon the principles of premium positioning and brand equity (Nwabekee et al., 2024). This high premium pricing of its products is not only due to the imported materials as well as its high operational standards, but also the prestige of its brand. This limits its reach to a price-sensitive market, but KFC has won the aspirational brand over the long-term demand. The reputation of the market leader with regard to the quality of services the company has to offer in the Angolan QSR sector has been maintained due to the consistent nature of investment in employee training, customer service, and consistency of products offered by the company. This translates to the fact that the success of KFC is the reason why fast-food chains in various parts of the world can thrive in the emerging markets because of the differentiation based on premium branding and experience.

### **2.1.5 Marketing Policy of Hungry Lion: Strategies & Implications**

The marketing policy of Hungry Lion is the calculated combination of affordability, African identity, and community engagement as three pillars that have determined the success of the brand in the region. Its slogan, More Flavour, More Value, sums up the essence of the brand, great lines offering a considerable portion, quality food, and affordable prices. This value-based strategy has enabled Hungry Lion to attract a broad cut of the African market, especially in price-sensitive markets like Angola, where economic factors affect the consumption habits.

The marketing philosophy of Hungry Lion revolves around the idea of African authenticity. In contrast to multinational competitors, which declare a global image, Hungry Lion will be advertised as a brand proudly African-based on the shared cultural values and preferences. It has used African images, languages, and humor in its advertising, which has

helped in establishing an emotional appeal to the consumers. Relatability is promoted through this localization strategy, and it is helping Hungry Lion stand out among international companies such as KFC, whose popularity is mainly aspirational as opposed to cultural. Local use of personnel in promotional campaigns further promotes community association and trust.

The marketing activities of Hungry Lion in Angola are responsive to the socio-economic realities of the locals. The company sells combo meals, family offers, and student offers, which allow consumers with middle and low incomes to get access to fast food. The outreach strategy is aimed at social media (Facebook and Instagram), where the brand will be able to provide online promotions, attract younger audiences, and offer brand loyalty with the assistance of interactive campaigns. It is also more socially visible and well-off through community outreach, such as sponsoring youth activities or contributing to local employment programs.

Hungry Lion is operationally related to Shoprite Holdings, which is one of its marketing successes. As a result of the brand leveraging the economies of scale and shared logistics networks, the brand can reach numerous customer groups in one place, which has resulted in exposure and reduction of costs (Cambaza, 2024). This joint venture makes its brand image stronger and tighter in its accessibility, reliability, and locality. Also, its tendency to educate the staff, to employ locally, and to provide quality customer service forms a unified experience across the outlets.

## **2.2 Theoretical Review**

### **2.2.1 Brand Positioning Theory**

According to brand positioning theory (Ke et al., 2022), the ultimate position of successful marketing is to secure a unique and memorable spot in the mind of the customer. For example, Hungry Lion occupies the position of being the "value-for-money fried chicken brand" with families and young urban youth, while KFC occupies a premium and upscale Westernized experience and local restaurants occupy an authenticity value. Successful

positioning is dependent on consistency, cultural relevance, and coordination of the customer experience, as stated by Ke et al. (2022).

Hungry Lion's visual identity, its use of eye-catching bold red-yellow signage and pro-African slogan, portrays a sense of familiarity and warmth. However, Kraujalienė and Kromalcas (2022), present empirical observations that local heritage and health options are becoming increasingly appealing to many African consumers, thus calling on global franchises to realign communications from price to social and nutritional contexts. Accordingly, Hungry Lion's brand positioning is to continually respond to local demand while meeting recognizable global standards, according to the arguments of Kraujalienė and Kromalcas (2022).

## **2.3 Empirical Review**

### **2.3.1 Fast-Food Branding and Marketing in Africa**

Empirical evidence across sub-Saharan Africa reaffirms that quick food branding and advertising work when international format congruence is combined with successful local adaptation, operating performance and evolving digital engagement. South African, Kenyan, Nigerian and Ghanaian studies like Nyarko and Bartelmeß (2024) show that consumers try brands in search of consistent taste and hygiene, accessible and conspicuous outlets, and communications from the brand in local language and culture, not translocated Western advertising. Studies of Nairobi franchise growth (Alumasa and Maina, 2021) show that planning for strategic positions, location in shopping centers, transport hubs and busy shopping precincts, takes into consideration first-time tries and repeat patronage since convenience remains the prime driver of purchases; location by itself does not ensure longevity where delivery of service deteriorates. Scholarly studies of relational marketing in African QSRs (Dizolele and Simmons, 2022) emphasize that social-media activity and neighborhood promotions are today critical tools to build loyalty among younger generations of Facebook and Instagram users as top discovery vehicles.

Regional chain case studies, such as Chicken Inn, Chicken Licken, and Hungry Lion in South Africa, find that the ones that have combined standardized systems of operation (to ensure consistent product and service quality) with locally suitable menus, in-store

ambiance and Portuguese/indigenous language promotion in Lusophone markets fare better than pure global imports (Maharaj & Mtsweni, 2024). Notably, Maharaj and Mtsweni (2024) note an emerging trend of "brand failure" as restaurants shut down in a couple of years because they underestimated the need for constant adaptation, poor supply-chain planning, poor staff training, and failure to localize menus and messaging being among the usual culprits.

For a new entrant such as Hungry Lion into Luanda, existing literature thus advises focusing on a centralized umbrella brand strategy. As suggested by Dizolele and Simmons (2022), the company should get central, visible locations while investing heavy amounts in employee training, quality inspection and culturally appropriate promotion campaigns. Digital engagement must be utilized not only for mass promotion but to create two-way relationships between customers and business (promotions, feedback channels, influencer partnerships) which support word-of-mouth within urban communities (Rukuni, 2024). All these studies indicate that brand equity in the African fast-food segments is built by diligent day-to-day fulfillment of the brand promise (taste, hygiene, speed) and by proof of cultural relevance through menu variation, in-place hiring, and local presence.

### **2.3.2 Consumer Perception of Price and Quality: KFC vs Local Brands**

The comparative analyses of consumer attitudes towards international chains such as KFC vs. local brands show a nuanced price-quality tradeoff. As reported by Gan et al. (2024), international brands generally have the benefit of perceived higher standards of cleanliness, uniform preparation practices and global franchise status but generally suffer on the aspects of price and local taste fit. Empirical research in West and Southern Africa demonstrates that consumers in these markets use higher prices as a cue for better quality; where disposable incomes are high (Rukuni, 2024). However, "value for money" (price/perceived value ratio) becomes the main purchase criterion. In reality, KFC attracts aspiration consumers and value-players who prioritize guaranteed cleanliness and standardized taste profiles (Vueba, 2025). Conversely, regional chains and street vendors take more market share from price-sensitive and taste-driven segments as they often have more to offer in terms of larger portions, homely seasoning, and meals that are in tune with social eating habits.

Studies, such as Bororing et al. (2017), also indicate that promotional mechanics matter. Cross-promotions, combo deals and family packs increase perceived value and can neutralize price disadvantages for international brands, while visible evidence of quality (transparent kitchens, branded packaging, staff uniforms) strengthens the quality signal for higher-priced outlets (Bororing et al., 2017). Studies examining youth and young adult marketing suggest that digital freshness and trendiness, social media campaigns, influencers, and experience-led marketing can change perceptions of quality regardless of price, especially for urban cohorts (Etrata et al., 2023). For Hungry Lion in Luanda, this research suggests a two-pronged approach: simultaneously maintaining and communicating visible food quality control and hygiene to resist perceptions that price is inversely related to quality, while actively implementing tiered pricing, value bundles, and culturally adapted menu items to corner the youth and young adult market segments (Vueba, 2025). This research also suggests that price alone should not be relied upon to attract customers. According to Etrata et al. (2023), price cuts must be accompanied by improvements in taste consistency, speed and perceived cleanliness to translate into loyalty and repeat business.

### **2.3.3 How Affordability, Culture, And Local Taste Affect Fast-Food Marketing Access**

Affordability, culture and local taste work together as gatekeepers to market entry in African fast food markets. According to Gan et al. (2024), affordability determines who patronizes branded QSRs on a consistent basis, culture determines what menu formats are accepted as a meal, and taste determines repeat business. In their empirical study of African cities, Perio (2024) reveals that affordability is not only a matter of nominal cost but also of portion size, perceived fulfilment, and the psychological sense of "value" that consumers derive from a purchase. Poorer urban consumers therefore gravitate to those retailers that provide filling food at familiar prices, whereas ambient comfort and brand prestige appeal to middle-income and aspirational consumers (Perio, 2024). Cultural fit, however, is critical: where fast-food menus align with local starches, spices and communal eating customs, adoption is quicker.

Research in South Africa and Ghana suggests that those brands which introduce locally derived side dishes, domestically referred to seasonings or family servings enjoy higher retention than do those which simply replicate an alien menu unchanged (Nyarko & Bartelmeß, 2024; Maharaj & Mtsweni, 2024). Language and imagery deployed in advertising also count, Portuguese-language messages and Angolan culture references will strike firmer chords in Luanda than vague Western imagery, as highlighted by Vueba (2025). Accessibility overlaps with affordability and culture through distribution channels: neighborhood outlets, small "express" sizes, and established delivery options traverse space and time for lower-income workers unable to reach mall-based stores. Studies, like Bannor and Amponsah (2024) indicate that digital ordering and aggregator platforms expand reach but only where payment and delivery infrastructures are secure; in the majority of African cities, cash preference and logistics constraints limit the short-term impact of digital channels.

For Hungry Lion, these observations imply doable strategies. The first one, as suggested by Nyarko and Bartelmeß (2024) entails forming value packs with large portions for price-sensitive households. Also, adjusting seasonings to fit the local Angolan culture and incorporating aspects to fit Angolan culinary traditions are also important to the success of Hungry Lion, based on the recommendations of Vueba (2025). Moreover, employing the Portuguese language both in-store and in digital communications and pursuing an integrated network of mall, neighborhood and delivery presence will help the company balance visibility and convenient reach (Perio, 2024). Operationally, creating local supply connections that reduce import dependency can enable more stable pricing and create a local provenance story that reinforces cultural legitimacy (Bannor & Amponsah, 2024). Generally, affordability, culture and taste are not secondary issues but central drivers of the level and pace of market penetration in Luanda.

## 2.4 Conceptual Framework

### **Independent Variables: Marketing Mix (4Ps)**

- **Product Strategy** (menu localization, quality consistency)
- **Price Strategy** (affordability, perceived value)



Source: Author-Developed

### Figure 1. Conceptual Framework

The conceptual model (Figure 1 above) shows how Hungry Lion's marketing mix affects its competitive advantage within Luanda's dynamic fast-food industry. Product, price, place, and promotion are all autonomous variables through which the brand is either adopted and accepted or not by customers in Angola. Vueba (2025) notes that KFC penetrating the Angolan market indicates how localization of the menu and standardized product quality affect trust in the brand, which develops loyalty by anchoring value perceptions. Similarly, Alumasa and Maina (2021) found that product diversification enhances performance levels among a fast-food chain in Africa, which Hungry Lion could use to accommodate local taste. So too, price tactic remains critical to brand acceptance; Bororing et al. (2017) found that loyalty was driven by perceived value, not so much by cheap prices. The organization must consider value perceptions in Luanda amongst availability and affordability within the context of income inequality (USDA, 2025).

Additionally, location and promotion add to competitive advantage. Bannor and Amponsah (2024) argue that food delivery platforms are changing access to food in African cities and that Hungry Lion's stores that cater mostly to convenience and partnerships with delivery applications will entrench its market advantage. In terms of promotional activities that are relevant at the local level, (Onyeka et al., 2024) suggest that experiential marketing activities which include experiential promotions can promote emotional connection and

brand recall from consumers. Between these strategies are both consumer perception and cultural adaptation. Perio (2024) and Shamah et al. (2018) argue that taste congruence and cultural familiarity guide East African urban consumers' loyalty. In the end, applying the 4P's, through perceptual and cultural lenses, ultimately provides longer-lasting competitive advantage measured through market growth, market share and brand preference (Baird et al., 2024; Alhosseiny, 2023).

### 3. ENVIRONMENTAL ANALYSIS

This chapter evaluates the internal and external environments in order to analyse Hungry Lion's competitive position in Angola. The Angolan fast-food market context is assessed externally using Porter's Five Forces. Internally, Hungry Lion's marketing strategy and competitive choices are examined using Porter's Competitive Advantage Theory, the Marketing Mix (4Ps), PESTEL and Brand Positioning Theory. contextualize positioning, affordability, and brand value signalling in Angola, a comparison between KFC and Hungry Lion is incorporated. In the chapter's conclusion, important marketing components are connected to competitive outcomes like market share, growth, and brand perception.

#### 3.1 Environmental Context of the Luanda Fast-Food Market

Table 1. Macro Environment (PESTELE Analysis)

Factor	Implications for Hungry Lion in Luanda
<b>Political</b>	Stable post-war governance attracts South African investment, but bureaucracy and import tariffs inflate operational costs.
<b>Economic</b>	High inflation and low real incomes constrain demand; however, urbanization increases market size for affordable dining.
<b>Sociocultural</b>	Angolans value communal eating and traditional flavors; Western-style fast food is viewed as aspirational but not yet embedded in everyday diets.
<b>Technological</b>	Slow digitalization and limited food delivery infrastructure affect online sales growth.
<b>Environmental</b>	Sustainability expectations rising; pressure to reduce packaging waste and source local ingredients.
<b>Legal</b>	Food safety and labor laws are improving but unevenly enforced, increasing compliance risk.
<b>Ethical</b>	Ethical sourcing and fair labor practices influence brand reputation among younger, socially aware consumers.

Source: Author-developed

### **3.1.1 Strategic Synthesis Implications**

Overall, the Angolan macroeconomic environment reflects a situation in which affordability, volume-driven growth, and operational efficiency are critical strategic levers. While economic pressures and low real purchasing power limit consumption frequency, urbanization and a young population present significant medium-term demand potential if Hungry Lion maintains a great value-for-money positioning. Because technology adoption remains slow, Hungry Lion should stress operational excellence and progressive digital enablement over full platform dependency.

In parallel, increased expectations for sustainability and ethics necessitate an anticipatory posture to ensure long-term and distinction. Finally, effective scaling in Luanda will depend on Hungry Lion's ability to handle the regulatory/ compliance burden, preserve accessible pricing points amid inflation uncertainty, and gradually localize menu, sourcing and meaning into Angola culture gastronomy.

### **3.2 Microenvironment (Porter's Five Forces)**

Porter's Five Forces illustrates that the microenvironment for Hungry Lion in Luanda is an opportunity driven quick food sector that exhibits competition. The competitive rivalry between current competitors is high, as KFC, Pizza Hut, and a handful of local players share the same urban consumer market (Food Business, 2024). The threat of new entry is moderate since there are willing investors for the location of franchises in Luanda despite the disadvantages to do with excessive capital costs and imports.

Customers have high bargaining power, as USDA (2025) report, due to high price sensitivity and easy availability of substitutes in the form of traditional street food and home cooking. Supplier power is medium, as Angola has minimal poultry processing facilities and procures raw materials through imports, affecting cost stability. Threat of substitutes is high, with a majority of consumers opting for inexpensive, locally cooked meals. Thus, Hungry Lion's ability to maintain competitive prices, achieve supply chain responsiveness, and build brand loyalty through local differentiation is central to its market leadership (Alhosseiny, 2023).

### **3.2.1 Comparative Discussion: Hungry Lion vs KFC in Angola**

The Hungry Lion and KFC are two different but always related strategic measures in the fast-food industry of Angola, which reflect how the market segmentation and the positioning of the brand affect the competitive results in the developing economies. Although the two are in the same line of product business, which is the fried chicken and the quick-service meals, their target markets, business models, and brand names differ greatly.

The strategic position of Hungry Lion is developed based on low costs, availability, and Africanness. Being a domestic company that developed out of South Africa, it is culturally close to local consumers as a regionally known brand that is marketed based on its values. The motto of the business, More Flavor, More Value, reflects a guarantee of having a large serving size and reasonable prices, mainly attracting middle and low-income buyers. Having its outlets located in the Shoprite retail centers, Hungry Lion enjoys the high foot traffic, shared logistics, and economies of scale. This is a mass-market approach that depends on a large volume of sales rather than charging high prices because Hungry Lion is an inclusive and everyday dining place. The flexibility of its menus, pricing, and promotions to local economic reality enhances its brand relevance in a nation with a high disparity in disposable income.

On the other hand, KFC has used international status, high positioning, and reliability in its competitive strengths. In 2012, KFC entered Angola and brought with it some standardization and professionalism that was not the hallmark of the local restaurant industry. Every outlet, which needs to be invested in more than one billion kwanzas, demonstrates the adherence by the brand to high-end infrastructure, kitchen systems, and strict quality control. Its customers are mainly middle- and upper-income customers and expatriates who are looking to get internationally recognizable dining experiences. Freshness, hygiene, and the world-renowned original recipe are the main lines of the marketing campaigns conducted by KFC, which create a symbolic connection with modernity and cosmopolitan ways of life. As a result, the franchises of KFC are treated not only as places where people dine but also serve as status symbols of upward social movement.

Economically, these brands are on opposite sides of the value spectrum of QSR. Hungry Lion emphasizes volume-based profitability based on cost effectiveness and localization, and KFC emphasizes margin-based profitability based on brand equity and aspiration (Bian, 2023). The presence of both models proves the multi-tiered character of the Angolan consumer economy, in which luxury and mass-market segments coexist simultaneously. Their opposite approaches also bring a wider understanding of the fast-food industry in Africa: success is determined not by the standard global principles but by the adaptive orientation to the socio-economic diversities, cultural principles, and the aspirations of customers.

In the end, when discussing the contemporary fast-food market in Africa, the examples of Hungry Lion and KFC in Angola help to see two complementary routes to competitiveness between the regional authenticity and global prestige, which are vital to the dynamics of the contemporary fast-food market in Africa.

Within Angola's burgeoning urban economy, the Luanda fast-food industry is one of the most dynamic sectors. As incomes improve and consumer lifestyles trend towards convenience (USDA, 2025), brands like Hungry Lion, a South African-based operator, are extending aggressively in order to capture the expanding middle-class market. Nevertheless, as Reshi et al. (2023) indicate, just like the markets across Africa, the fast-food industry in Luanda has its own particular issues in relation to cultural preferences for traditional foods, price-sensitive consumers, and competition with local vendors.

## 4 INTERNAL ANALYSIS

### 4.1. Porter's Competitive Advantage Theory

While Baird et al. (2024) rely on Porter's framework to argue that sustained advantage is based either on cost leadership or differentiation, Hungry Lion's Luanda strategy targets primarily cost leadership, in the form of low-cost fast food that does not sacrifice perceived quality. Baird et al.'s (2024) argument continues with regard to an organization's supply chain. Concepts such as an integrated supply chain and centralized sourcing of chicken and raw materials mitigate the potential volatility of costs.

Long-term differentiation, on the other hand, means having some unique features that lead to brand preference (Baird et al., 2024). Hungry Lion faces KFC's global brand equity and needs localized differentiation, such as service speed, locally sourced supply, and engagement with local communities. According to Porter, several external factors (supplier power, buyer power, substitutes, competitors, and new entrants) determine the level of rivalry (Alhosseiny, 2023). Luanda's market experiences high buyer power (pricing sensitivity of the customers) and low-cost barriers of substitutes, such as local food muggers, which compromise the level of rivalry. In summary, Hungry Lion is focused on offering value per price and differentiating itself by investing in brand experience.

### 4.2 Marketing Mix

The marketing mix, which entails the elements of Product, Price, Place and Promotion, is still the foundation of fast food yet has become blended with the 4Es of experience marketing, which are Experience, Exchange, Everyplace, and Evangelism in contemporary hospitality.

#### *Product and Experience*

Product strategy means finding the right balance between standardization and localization while still offering a consistent, high-quality product. Experience-based marketing theory emphasizes that, in addition to physical products, the sensory and social experiences in retail environments—such as ambiance, cleanliness, and the convenience of online

ordering—are essential in cultivating brand loyalty (Onyeke et al., 2024). The goal is to change a useful transaction into an experience that customers will remember and want to do again.

#### *Price and Exchange*

Price represents the offering's perceived value as well as the financial cost to the customer. Instead of focusing only on cost, the exchange concept emphasizes how value is perceived in relation to what is received (Shamah et al., 2018). Pricing strategies must support the brand's position in the market while communicating consistency, affordability, and portion value.

#### *Place and Everyplace*

To guarantee accessibility to the target market, place strategy entails choosing the best distribution and location channels. To emphasize the increasing significance of digital access and multichannel presence in modern fast-food operations, the Everyplace concept expands this strategy to include online and delivery platforms (Ivasciuc et al., 2015).

#### *Promotion and Evangelism*

The purpose of promotion is to raise awareness and convey the brand's value proposition. Evangelism in experiential marketing encourages peer-to-peer influence and customer advocacy, going beyond direct advertising. Examples of platforms that encourage customer involvement, especially in societies where social impact is significant (Ivasciuc et al., 2025).

## **5. RESEARCH METHODOLOGY**

### **5.1 Research Design**

This study adopted a descriptive and comparative desk-based research design aimed at examining the marketing strategies of Hungry Lion in comparison to KFC in Angola. The design allows for systematic analysis of existing data from published and credible online sources, complemented by an interview with Hungry Lion's branch manager to gain deeper insights into company practices and contextual factors influencing strategic decisions.

The descriptive component provides a detailed account of each company's marketing mix, while the comparative element highlights similarities and differences in their market positioning, brand communication, and adaptation strategies. This approach is appropriate for understanding real-world practices where both quantitative and qualitative evidence can inform meaningful conclusions.

### **5.2 Data Type and Sources**

The study primarily relied on secondary data obtained from multiple reputable and publicly available sources. These included: Official company websites (Hungry Lion, KFC Angola), annual reports, financial statements, and press releases, marketing campaign archives and promotional materials, industry reports from Euromonitor, Statista, and Business Insider Africa, News articles, social media pages, and YouTube advertisements, and relevant academic publications and case studies

In addition, primary qualitative data were collected through an interview with Hungry Lion's branch manager, which provided firsthand insights into the company's strategic objectives, operational challenges, and local market adaptations. This interview added depth to the secondary data by contextualizing company practices within Angola's fast-food industry.

### **5.3 Data Collection Method**

Data collection was conducted through document analysis, a systematic process of reviewing and synthesizing materials relevant to the study objectives. Sources were selected based on three main criteria:

Relevance: The material had to relate directly to the marketing activities or strategic operations of Hungry Lion and KFC.

Credibility: Preference was given to official publications, verified news outlets, and peer-reviewed sources.

Recentness; only materials published between 2018 and 2025 were included to ensure contemporary relevance.

The interview with the Hungry Lion manager was semi-structured, allowing flexibility to explore themes such as customer engagement, localization of menu offerings, and competitive differentiation. Notes from the interview were coded and integrated into the analysis.

#### **5.4 Data Analysis**

The collected data were analysed using qualitative content analysis and comparative analysis. Qualitative content analysis involved identifying recurring themes and patterns related to pricing strategies, promotional tone, product localization, and brand positioning. Key excerpts and marketing examples were categorized under these thematic areas. Comparative analysis was done using PESTEL model, 4Ps marketing framework, Product, Price, Place, and Promotion to systematically compare Hungry Lion and KFC. This framework allowed for structured evaluation of each company's approach to product offerings, pricing policies, distribution channels, and advertising messages. Findings from the content analysis were triangulated with insights from the manager interview to ensure validity and contextual understanding of the observed strategies.

#### **5.5 Ethical Considerations**

This study adhered to standard ethical research principles. Only publicly available data and information obtained with informed consent from the interviewed manager were used. All sources were cited and referenced following the APA 7th edition guidelines. No confidential company data or proprietary information were accessed. Efforts were made to maintain objectivity in data interpretation, ensuring that the findings accurately reflect the comparative realities of Hungry Lion and KFC's marketing strategies within Angola.

## 6. RESULTS AND DISCUSSION

### 6.1 Overview of Hungry Lion in Angola

Hungry Lion is a domestic restaurant chain that is one of the largest quick-service restaurant (QSR) chains in Africa, with over 400 outlets across seven countries as of 2025 (BusinessTech, 2025). The entrance of Angola by the US in 2010 comes at a strategic time, as the country is becoming increasingly urbanized, its population with middle incomes is growing, and the demand for convenient and modern food choices is on the rise. This will be a progressive move to diversify South African fast-food chains into other African markets, with Hungry Lion joining Angola. The generation of the people of Angola is a favorable and consumption-oriented generation, as more than 60 percent of the total population is under the age of 25 (Statista, 2025).

The linkage that Shoprite Holdings has with the Hungry Lion has been influential in the infiltration and subsequent expansion in Angola. The company is based on the principle of the co-location model, through which its restaurants are built into/around Shoprite supermarkets, with the infrastructure/logistics and already existing customer base (Trade.gov, 2024). As confirmed by Marketing Manager Luther Manuel, Hungry Lion was originally part of the Shoprite group, "created to provide fast food within their shopping centers" (Manuel, 2025). While this partnership has been crucial for entry, a key strategic goal now is to break the perception of being merely a part of the Shoprite group and establish recognition as 'Hungry Lion' (Manuel, 2025). Considering that retail ecosystems are already established in the market, this model will lower the barrier to entry by providing a stable amount of foot traffic and fixed costs. Hungry Lion has shops in Luanda, Benguela, and Lubango, and has become quite popular in shopping malls such as Belas Shopping and Shopping Fortaleza. In this case, the outlets represent a balance between affording middle-income earners in the community and are of good quality.

Besides this, the new technological advances have provided Hungry Lion with an increased working capacity. In 2024, the firm also unveiled AI-powered workforce management software, in collaboration with Altron, in an effort to automate scheduling, reduce labor expenses and improve service delivery in its businesses in Africa (ITWeb, 2024). With these systems, real-time data analysis that comes in the shape of a dashboard and predictive

analytics are utilized to modify the number of staff based on the demand patterns. Using these innovations, they can present a consistent service and more so in the present economic climate in Angola, where efficiency of operation is equivalent to profit-making in a volatile economy. Such a cultural shift in technology also implies that Hungry Lion is shifting to a data-based business, with the prospect of sustainable and scalable growth.

Hungry Lion has also been victorious in Angola as a result of its effective brand positioning. Its catchline and motto are 'More Flavor, More Value'; the brand name is an assurance of extravagant offers and affordable prices. This is guided by a core mission statement which, according to Manuel (2025), aligns with the slogan "bigger, better." This strategy focuses on providing larger portion sizes for a similar price compared to competitors, capitalizing on the perception that their target market appreciates generous meals. Manuel (2025) states, "this focus on size and quality is a core proposition for Hungry Lion, ensuring client satisfaction by providing big pieces of quality chicken for a similar price as competitors." The message dwells on the socio-economic history of the Angola region, where the consumers want to purchase quality products at an affordable cost. The emotional connection with the local consumer is a European attitude towards the franchise; it is an African profile of the Hungry Lion, not the Western one. While the planned nature of the company's initiatives in the community can range from local job placements to developing skills, the outcome is a deeper level of brand loyalty and a positive impact on society.

The value of the market for the fast-food business in Angola will be worth USD 23.7 billion by 2025. Significant new consumption trends have emerged due to urbanization and globalization, with the average rate of growth constantly on the rise, which is estimated to be over 9 per cent per annum (Statista, 2025). Hungry Lion is still in Angola, a testament to its confidence that the market is a sure thing in the future. This has helped it to strike the right balance between cost, efficiency and cultural conformity as an example to other brands that have grown in Africa or want to do so.

## 6.2. Marketing Mix Analysis (4Ps)

Hungry Lion can use the 4Ps model, which includes Product, Price, Place and Promotion, to analyze the performance of the Lion in Angola. These points in total demonstrate the strategic footprint of the brand in the Angolan market vis-à-vis affordability, innovation and relevance in the domestic market.



**Figure 2. 4Ps Analysis**

**Source: Invest (2025)**

**Product:** Hungry Lion offers a variety of products, including fried chicken, burgers, fries, and family meal packages, as its main menu items. The "bigger and better" slogan is directly reflected in the product strategy. A key example is the "Big Bite" burger, which uses a full chicken breast rather than a small patty, making the product physically larger than competitors' offerings (Manuel, 2025). The 2024 marketing calendar showcases a consistent rollout of value-driven meal promotions, such as the "Dixie 2 Refeição" for 2500kz in April and the "Triiplo Carne Burger" for 5200kz from August to November. The brand also uses seasonal and thematic promotions like the "Love Bite" campaign in February and "Summer Holiday" deals in January and December to maintain customer interest. It, however, is a unique experience in terms of customizing the flavor of the local place as well as the quantity. The spicy form of seasoning and family-style service are popular in Angola, and the menu is adapted to suit these needs, with little concern for the overall coherence of the global brand (Hungry Lion, 2025). Additionally, the brand is also leveraging limited-time offers and health-based meals to address changes in consumer

tastes and preferences (InsightSurvey, 2025). The primary target audience is families, which influences product development. Manuel (2025) confirms, "Hungry Lion is a 'family-based restaurant'," leading to menus structured around sharing, such as buckets of chicken, to cater to a household unit.

**Price:** Price is a positioning strategy that will have Hungry Lion offer competitive prices. The pricing strategy of the brand also targets the middle-income group of the Angolan population. It is a cheap alternative to make a profit, since the number of transactions is high. Its pricing strategy is developed because of value meals and family offers. The marketing calendar for 2024 clearly indicates a "Price Increase" in March, reflecting the need to adapt to market conditions. Despite this, the brand maintains its value proposition. Manuel (2025) acknowledges that prices in Angola are higher than in South Africa due to import costs and economic factors but maintains that the brand remains "affordable" and superior in product size compared to the competition. The template logistics and digital workforce solutions offered by Altron Systems provide cost control and efficiency enhancements, enabling the maintenance of the same price regardless of currency fluctuations (ITWeb, 2024). Hungry Lion is classified as a value-based pricing model; have a look at premium competitors such as KFC. This will allow the brand to expand its reach to a larger number of people, both in urban and peri-urban areas.

**Place:** BusinessTech (2025) reports that Place: Hungry Lion has the advantage of being able to expand into stand-alone outlets in strategically placed locations within Shoprite supermarkets' malls, due to its collocation. The creation highlights a widening gap between the brand and Shoprite, as well as a decline in brand recognition. A permanent relationship with delivery services offers a greater possibility of access in Luanda and Benguela. However, in smaller stores, there is greater flexibility in terms of location and design choice. It is a multi-channel distribution model that merges physical and digital points of contact with consumer behavior in mind.

**Promotion:** Hungry Lion will promote itself online (web and social) as a regional presence and through its African nationality. The company's marketing is centralized in South Africa

but adapted for local markets. A significant strategic decision is the avoidance of traditional media. According to Manuel (2025), due to a non-involvement policy with politics or religion and the "ridiculous budgets" for TV and radio, the strategy "primarily relies on outdoor billboards and, most importantly, social media and in-store marketing." Social media presents an opportunity to a brand where it can present meal deals, staff profiles and local events. This digital focus is specifically tailored for Angola. Recognizing that the target demographic has limited access to data for viewing images, the strategy was changed to focus on the "copy' or text accompanying the image" (Manuel, 2025). Manuel (2025) found that providing all necessary information in the text of a social media post, including prices and store hours, resulted in a tangible "increase in store visits," as Angolans "are more likely to read the text than view the image." The marketing materials from 2024, such as the posters for the "Festa do Rei" and "Refeição Herói," are used for both in-store displays (flyers, countertops) and as content for these text-focused social media pushes. There is also the possibility of attributing a more genuine character to the brand because of initiatives such as 'Proudly African flavor'. The marketing analytics developed by AI can also help companies understand customer preferences, target campaigns effectively, and increase engagement (ITWeb, 2024). This unique cultural moment, where technology and narration intersect, keeps customers in mind and fosters loyalty in a competitive city.

### **6.3 Comparison with KFC**

Hungry Lion employ a differentiated strategy within the Angola QSR market, offering value-based regional and well-priced international options. In Angola, KFC opened over ten restaurants in 2012, with the most recent one in Viana in 2022, and more than 30 locals have now been employed (VerAngola, 2024; FoodBusinessAfrica, 2024). It is estimated that approximately one billion kwanzas of capital investment is required per KFC branch, implying that the brand is quality-, infrastructure-, and customer-experience-conscious. Its drive-through service and online ordering system target middle-class and expatriate customers who want to experience food from around the world.

Hungry Lion's business model is based upon the aspects of accessibility, localization and affordability. Its outlets have been established (with less sophistication) in areas with extensive human traffic in central retail districts, for maximum visibility and accessibility.

KFC uses brand prestige pricing, whereas Hungry Lion employs a value-based promotion strategy to drive high sales volumes. This distance allows both brands to exist peacefully in the Angolan segmented consumer economy.

The Hungry Lion is also growing at a faster pace than KFC in the region. Known as "the Hungry Lion," it is set to have 50 new stores in 2023, 100 new stores in 2024, and an additional 150 stores by 2025, as stated by BusinessTech (2025). In contrast to this rapid growth, KFC employs a slow-growth strategy, focusing on striking a balance between product quality and standardization of its brand. However, as the number of stores operated by Hungry Lion increases, there is a risk to operational areas in terms of quality assurance, workforce management, and logistics management. KFC has already established systems to enhance operational effectiveness while mitigating its competitors' advantages.

The competing paradigms represent the two business paradigms that are likely to be implemented in the QSR market in Africa. KFC's global standardization approach affords a more cost-effective experience. However, culture fit and Hungry Lion have leveraged affordability in a regional-localization model that has enabled it to cover mass-market segments successfully. Each of them values desired and possible consumption habits in the new Angolan food-service sector.

### **6.5 Application Discussion – Angola Reality and Hungry Lion Strategic Positioning**

In Angola's fast-food market, the way the competition works tends to favor Hungry Lion's business model over higher-end competitors like KFC. The theoretical Five Forces framework suggest intense rivalry and considerable competitive pressure in the Angola presents a contrasting picture. Because most of the people are young and don't have a lot of money to spend, brands that offer cheaper options, like Hungry Lion, are more likely to do well that change more.

Market entry obstacles remain significantly high due to equipment cost, licensing bureaucracy and the concentration of suitable real estate in congested metropolitan commercial nodes. This indirectly protects incumbents like Hungry Lion's value-centric "bigger, better" positioning is far in line with the prevalent Angolan consumption logic then premium-priced options. As a result, Hungry Lion does more than just absorb

customer bargaining pressure; it translates it into a volume-based economic advantage. Similarly, despite the structurally high intensity of replacements (particularly street food and informal local cuisine), Hungry Lion has a unique “middle-band” competitive locus: less expensive than worldwide premium QSR, but more consistent, cleaner, and convenient than informal options. This competitive environment is not easily replaceable by KFC.

The rivalry between Hungry Lion and KFC is fierce, especially in major urban areas; yet the rivalry is not balanced in strategic stance. KFC competes on worldwide brand equity and luxury experiential signals, whereas Hungry Lion competes on localization, affordability, portion anchoring, and accessibility, all of which are fundamentally aligned with Angola’s socioeconomic and demographic makeup. Thus, while rivalry is fierce, the nature of the competitive dynamics inherently encourages affordability-driven and culturally localized market tactics rather than global premium uniformity. This explains why Hungry Lion’s scales more quickly and under Angolan real-market conditions.

So the practical competitive landscape in Angola demonstrate that Hungry Lion’s posture is structurally more suitable with market realities than premium competitors. This setting reinforces the strategic aim of developing independent brand identification and deepening local rootedness to defend and sustain its volume-based competitive advantage as they continue to shift.

### 6.6.1 SWOT Analysis

The SWOT analysis will provide a clear vision of the strategic situation Hungry Lion faces within the Angolan marketplace, as well as its internal Strengths and Weaknesses, and external Opportunities and Threats.

**Table 2. SWOT Analysis**

	Strengths	Weaknesses
<b>Internal</b>	Good "Pridefully African" Brand Identity. Value-Based Pricing Strategy,	Possible Perception of Substandard Quality, Aggressive Growth Operational Risks.

	Retailer joint venture with Shoprite, Implementation of Productivity-Enhancing Technology, Time-Tested Rapid Growth Strategy.	Excess dependence on the Shoprite Partnership. Weak Premium Brand Image vs. Competitors,
	<b>Opportunities</b>	<b>Threats</b>
<b>External</b>	Increased Urban and Middle-Class Population, Angola has untapped geographic markets, Growth of Digital and Delivery Solutions,	Heavy Competition from both International and Domestic competitors. Macroeconomic and Currency Volatility. Sophisticated Regulatory Environment. Changing Consumer Trends to Health. Supply Chain and Infrastructure Problems.

**Source:** Author-developed

*Brief Explanation of SWOT Matrix:*

Hungry Lion can understand the African consumer, and this is core to its competencies. This, combined with high-value prices and a domestic menu further supported by the logistical benefits of its Shoprite deal, has enabled them to be close to one of the strongest powers in terms of competition. Its brand has an actual African feeling, and this culture is something its Western counterparts cannot replicate. Moreover, its investment in AI and data analytics is indicative of a forward-thinking approach and commitment to operational efficiencies that are an asset in a dynamic market.

However, the brand has its weaknesses in-house. Besides, the market demand for low prices can subconsciously build up the perception that it is not only low price, but also low quality in comparison to the high-quality imported brands such as KFC. The fact that it is

growing so fast is a testament to its success as a business; it also possesses relatively high operational costs, particularly in terms of quality control for an extensive network of services. Shoprite's symbiosis with the food corporation, which now has proved to be a relatively strong point, can also prove to be a disadvantageous factor where the latter to lose its position in the market.

Demographic and Cultural Factors: Angola is a nation to bet on. Furthermore, with the young population of the country, urbanization, and the increased need for convenience food in the modern-day way, there is also a promising market for these food service places. With the rise of the strong online economy, the methodologies of creating new online marketing and delivery processes, and the growth of geographic expansion outside of central metropolitan areas, can be expected to increase exponentially. The hungry lion may also attract new consumers by offering a diversified menu, including healthy options. Moreover, there is a growing trend of health consciousness that Hungry Lion should target and diversify menu towards healthier foods.

The threats all point towards the fact that the business environment in Angola is a challenging one. The presence of international rivals, such as KFC, which have high brand images and significant marketing presence, causes much pressure (Waithaka, 2020). Whilst the economic environment of the country in terms of currency exchange rates and high rates of inflation creates a constant risk to profitability and operational costs. Furthermore, the constraints of logistics, difficult regulatory environments, and the need for high managerial skills, as well as the general trend in the global community toward healthier lifestyles, will, in the end, moderate the demand for conventional fast foods.

## 7. SUMMAY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

In this section, the most important findings of the study are summarized, conclusions are made depending on the goals of the study, and recommendations are made on what Hungry Lion can do to operate in Angola.

### 7.1 Findings

The study was focused on a case study of the marketing strategies of Hungry Lion in the Angolan QSR market. Consideration was made of the significant findings of the primary information obtained in the form of summaries as reflected in marketing documents, as well as comprehensive interviews.

- **Finding 1: The "Bigger, better" Value Proposition is the Core of the Marketing Strategy.** During the research paper, it was found that the marketing and product development of Hungry Lion are based on their main slogan, which is bigger, better. This is not merely a maxim but an indication whereby it attempts to offer physically larger products, e.g., the Big Bite Burger, at the same price as competitors. This value-money message is always supported by the advertising texts in 2024 that stress the existence of combo offers (Dixie 2 Refeições, Big Bite 3 Festa) and gigantic portions of meals.
- **Finding 2: A Hyper-Localized and Adaptive Promotional Strategy.** The study shows that the general brand strategy is central in South Africa, but in Angola, the implementation is highly responsive. One such key discovery, which can be called the conscious turn towards a hybrid between outdoor billboards and a socially customized approach to the media. Considering the technological and economic environment of Angola, the strategy focuses more on textual communication on social media than content-rich posts, a tactical turnaround that has allegedly been the cause of higher store visits.
- **Finding 3: Price Competitiveness is a Key Pillar but Faces Macroeconomic Threats.** The evidence shows that affordability has formed the basis of the attractiveness of Hungry Lion to its target population, which consists of middle-income

families. The brand, on the other hand, is prone to economic instability in Angola. The posted price increment in March 2024 and the admission of the manager regarding the increased operational cost because of the import duties and the currency conversion underline the ongoing frustration between the value-based pricing model and profitable operation under inflationary conditions.

- **Finding 4: Significant Brand Identity Challenge Due to Historical Association.** The key discovery is that it has continued to have a hard time creating a unique brand name of Hungry Lion, outside of the previous parent organization, Shoprite. The co-location strategy, though helpful in entering, has, in terms of foot traffic, formed a brand association that the firm is currently attempting to break out of. Accomplishing the status of Hungry Lion in the Angolan market is one of its strategic goals.

## 7.2 Conclusions

Due to the findings, the following conclusions are made as far as the objectives of the research are concerned.

- **Regarding the Objective to Analyze Hungry Lion's Marketing Mix:** It is ascertained that the Marketing Mix of Hungry Lion to Angola is differentiated, whereby the Marketing Mix is heavily weighted on the Products and Price aspect. The product will be differentiated physically larger, and the price is going to be high-value. The promotion is localized to technological literacy, and the Place approach, which was an effective one to start the initial growth, is currently posing a strategic threat to standalone brand development. The marketing mix is unified, and the main value proposition of bigger, better is firmly supported all over.
- **Regarding the Objective to Evaluate the Effectiveness of Marketing Strategies:** It is evident that the marketing strategies of Hungry Lion are effective in sales in the short term and appeal to consumers who place a lot of value on the product and services. The effectiveness of the value-based offers is manifested by the success of specific promotions as reflected in sales rates, such as the 2,371 units of sales of the Bed and Breakfast Burger-de-Carne made in January. It is an indication of an effective learning-based promotional strategy when social media content is adjusted to the local user

behavior. The effectiveness in terms of development of a substantial independent brand equity with time is, however, a work in progress.

- **Regarding the Objective to Identify Key Challenges and Opportunities:** The study has established that macroeconomic volatility will threaten the price strategy and the strategic necessity to distance its brand image from that of Shoprite. The threats are rather serious and comprise the rising population of urban, young, and middle classes in Angola. Other opportunities are in the future, using its reputation of being a proudly African brand to leverage upon the element of emotional investment in its customers, and expanding its digital footprint once the technology infrastructure in Angola is enhanced.

### 7.3 Recommendations

According to the findings and conclusions, there will be the following suggestions to enhance the strategic positioning of Hungry Lion in Angola.

- **Recommendation 1: Diversify the Place Strategy to Foster Brand Independence (Relates to Objective 1 & 3).** In a bid to overcome the brand identity dilemma, Hungry Lion should consider introducing individual stores within busy locations, gradually outside of the Shoprite network. This will contribute to the popularization of the brand, creating customer experience, and fighting the image of a simple food counter in the supermarket directly. This must be supported through the opening of marketing campaigns to create excitement and to establish further identity for Hungry Lion as a standalone brand.
- **Recommendation 2: Launch a Brand-Building Campaign Focused on Emotional Connection (Relates to Objective 2 & 3).** Despite the fact that value promotion is effective in terms of selling, one needs a brand-building campaign. It is recommended that Hungry Lion develop a marketing initiative through its proud African restaurant and family-focused profile. It could be the presence of Angolan brand ambassadors ready to reside locally, sponsoring events in the city, or even making digital content that will tell the story of how the brand came to be founded in Africa. This would generate brand equity not tied to price and would create stronger customer loyalty.
- **Recommendation 3: Implement a Local Sourcing and Dynamic Pricing Analysis Program (Relates to Objective 1 & 3).** To address the risks of currency fluctuation

and the price of imports, it is suggested that Hungry Lion consider sourcing the major supplies, such as poultry and fresh produce, locally. This would lead to cost reduction and supply chain resiliency, and also a positive local economic impact story on the market side. At the same time, the company ought to leverage its data analytics to implement smaller, larger, and more frequent price changes on a dynamic basis instead of making bigger ones that may prove more shocking to price-sensitive consumers. This will enable good management of the margin in an unstable economy.

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## MATE Organizational and Operational Regulations

### III. Requirements for Students

#### III.1. Study and Examination Regulations

**Appendix 6.13: The MATE Uniform Thesis /thesis / final thesis / portfolio guidelines**

**Annex 4.2: Declaration of public access and authenticity of the thesis/thesis/dissertation/portfolio**

### DECLARATION

#### the public access and authenticity of the thesis/dissertation/portfolio<sup>1</sup>

Student's name: Flora Jamba Kachidele Jideão \_\_\_\_\_  
Student's Neptun code: \_\_\_WE1CLC\_\_\_\_\_

Title of thesis: The Rule and Practice of Marketing Activities in the  
Hungry Lion\_\_\_\_\_

Year of publication: \_\_\_08 November 2025\_\_\_\_\_

Name of the consultant's institute: \_ Institute of Agricultural and Food  
Economics\_\_\_\_\_

Name of consultant's department: Department of Agricultural Logistics, Trade and Marketing

I declare that the final thesis/thesis/dissertation/portfolio<sup>2</sup> submitted by me is an individual, original work of my own intellectual creation. I have clearly indicated the parts of my thesis or dissertation which I have taken from other authors' work and have included them in the bibliography. Furthermore, I declare that the artificial intelligence tools (e.g. text generation, linguistic correction, translation, data analysis) used during the preparation of the thesis did not substitute my own research and creative work; their use was indicated either in the list of sources or in the methodology section, and I acted in accordance with professional and ethical expectations.

If the above statement is untrue, I understand that I will be disqualified from the final examination by the final examination board and that I will have to take the final examination after writing a new thesis.

I do not allow editing of the submitted thesis, but I allow the viewing and printing, which is a PDF document.

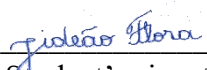
I acknowledge that the use and exploitation of my thesis as an intellectual work is governed by the intellectual property management regulations of the Hungarian University of Agricultural and Life Sciences.

I acknowledge that the electronic version of my thesis will be uploaded to the library repository of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the defended and

- not confidential thesis after the defence
- confidential thesis 5 years after the submission

will be available publicly and can be searched in the repository system of the University.

Date: \_\_\_\_\_2024\_\_\_\_\_ year \_\_\_November\_\_\_\_\_ month \_\_\_08\_\_\_\_\_ day

  
\_\_\_\_\_  
Student's signature

<sup>1</sup> While keeping the appropriate thesis type, all other types are to be removed.

<sup>2</sup> While keeping the appropriate thesis type, all other types are to be removed.0

## DECLARATION

**Flora Jamba K. Jideño** (student Neptun code: WE1CLC) as a consultant, I declare that I have reviewed the thesis and that I have informed the student of the requirements, legal and ethical rules for the correct handling of literary sources.

I recommend / **do not recommend**<sup>1</sup> the final thesis to be defended in the final examination.

The thesis contains a state or official secret:                      yes    no<sup>\*2</sup>

Date: 2025. 11. 10.



insider consultant

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<sup>1</sup> The appropriate one should be underlined.

<sup>2</sup> The appropriate one should be underlined.

## Declaration of Students and Doctoral Candidates on the Use of Artificial Intelligence (AI)”

### 1. general information:

<b>Name of the student:</b>	<b>Flora Jamba K. Jideão</b>
<b>Neptun ID:</b>	<b>WE1CLC</b>
<b>Level of program (mark with X):</b>	X BSc/BA <input type="checkbox"/> MSc/MA <input type="checkbox"/> Doctoral School (PhD) <input type="checkbox"/> Other: .....
<b>Name and code of the subject*:</b>	<b>Thesis</b>
<b>Title of the work:</b>	<b>THE ROLE AND PRACTICE OF MARKETING ACTIVITIES IN THE HUNGRY LION COMPANY</b>

\* Not required to be completed in the case of a doctoral dissertation.

### 2. Declaration on the Use of AI

I, the undersigned, fully aware of my ethical responsibility, make the following declaration:

*(Please choose one of the options below!)*

A) I have not used any artificial intelligence system or service.

(If you selected this option, completing the subsequent tables is not required.)

B) I have used an artificial intelligence system or service.

(Please fill in the relevant tables!)

### 3. Details of Artificial Intelligence Usage

**TABLE I: Assistant or Minor Usage (e.g., translation, language proofreading, brainstorming, etc.)**

*(For these uses, attaching the specific prompts and responses is not required.)*

<b>Purpose of Use</b>	<b>Name and Version of the AI Tool Used</b>	<b>Affected Section (if not applicable to the entire text)</b>
As a guide to polish style, grammar and punctuation as well as to offer new ideas.	ChatGPT	Entire text

**TABLE II: Significant Content Contribution (e.g., generating an entire figure or a longer text section)**

(In these cases, documenting the key prompts used and the raw responses provided by the AI, and attaching them as an appendix to the work, is required.)

Purpose of Use	Name, Version, and Access Information of the AI Tool Used	Exact Number of the Affected Chapter / Figure / Table	Entry Number of the Appendix Containing the Prompt Log
Draft creation help for the initial SWOT figure structure before full author evaluation and revision.	ChatGPT	Chapter 6.6.1	Appendix A- Entry 01

**3/A. Additional Rules Prescribed by the Lecturer (if any)**

If the instructor or supervisor of the course has established specific rules or expectations regarding the use of AI tools, please summarize them in the field below:

*For example: prohibition of AI use for certain types of tasks; only specific tools are permitted; different citation requirements; documentation format, etc.*

Rules Prescribed by the Lecturer or Supervisor

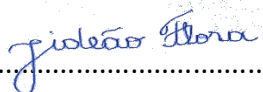
I should be mindful of the university regarding the use of AI.

.....  
 .....


**4. Declaration Applicable to All Students:**

I declare that I have critically reviewed, edited, and incorporated any content potentially generated by AI in all cases. I take full responsibility for every element of the submitted work, including its originality and scientific validity. I acknowledge that the Hungarian University of Agriculture and Life Sciences may check the submitted work with an artificial intelligence detector and may initiate proceedings if my declaration is found to be false or incomplete.

**Place and Date:** Gödöllő 2025. 11. 10.



Signature of the Student



Signature of the Advisor/Supervisor