

# International expanding strategies: The cases of fast food foreign MNEs in Vietnam

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## **Abstract**

**T**he research investigates entry mode choices and the factors influencing MNEs' choices. The sample are the three fast food firms including KFC, Lotteria and Jollibee doing business in the Vietnamese market and a deductive approach is applied. The findings revealed several differences between Vietnamese fast food markets and the predictions of different theories; financial investment channel, brand building and market expanding without considering initial costs were purpose as these firms expand. The results demonstrated cultural dimensions and market saturation are the two main factors influencing the entry mode decision; distance, uncertainty level (on demand and competition) and long-term/short-term orientation can affect the choices in some ways.

**Keywords:** *Entry modes, entry mode decision, Vietnam, fast food industry.*