

Design of a Digital Signage Advertising System for KFC Vietnam Co., Ltd.

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Abstract: In the context of the rapid development of digital technology in the service industry, this topic focuses on designing and building a Digital Signage system tailored to the specific requirements of KFC Vietnam Co., Ltd. The main objective is to optimize customer experience through diverse and flexible advertising content, while reducing operational costs compared to traditional solutions. The research method combines theoretical knowledge of digital system design with applied experimentation to ensure effective implementation. The expected results will contribute to enhancing the competitive position of KFC Vietnam in the modern market.

Keywords: Digital Signage, Digital Advertising, KFC Co., Ltd., System Design, Customer Experience Optimization