**Root cause:**

*Internal Factors*:

* Change in the food menu. Stop selling vegetarian food after 1 month.
* The owner is not inclined towards hard work.
* Financial crisis.

*External Factors*:

* Location of fast food shop is not in the crowded area.
* There are other competitors in that particular who sells almost similar fast food.
* The choice of fast food that customer prefer might not be available.
* Food quality may have declined over the time.

**About:**

The fast food shop is located near BTM layout in Bangalore and has rent around 14000/- per month. It sells fast foods like biryani, maggie, egg bhujia, omelets, chicken kabab etc.,

**Driving Sales of the Fast Food Shop: Strategic Solutions for Survival and Growth**

**Case Study:**

Fast Food Shop,

BTM Layout, Bangalore

**Challenges:**

* Initially in the first 3 months of operation, the fast food shop gives the profit of around 1 lakh with the total sales of 3 lakhs which is a good start.
* The owner faced challenges in selling the vegetarian fast food so decided not to sell it anymore.
* After 4-5 months, a significant loss in the business such that the 2 months is also due.
* Due to the significant loss and abovementioned issues, owner is shutting down the shop.
* The owner of the fast food shop is not hard working and has no money to invest further.

**Strategy:**

* Take customer feedback about the food quality, pricing, service and their overall experience.
* Based on customer feedback optimize the fast food menu and revive vegetarian options if there is a potential demand.
* The menu can be diversified by adding new items and deals to tempt customers.
* Use effective marketing strategies such as social media, partnership with other business and local advertisements to attract customers.
* Maintain a positive dining experience of the customers by ensuring an excellent customer service.
* In the competitive food industry, investment of time and efforts are much needed.
* Decision making should be data driven rather than assumptions. Monitor the sales, expenses and customer preferences on daily basis.
* Manage the finances by conducting a thorough review of the finances including overspending, cost cutting areas and all other operating expenses.

**Results:**

* Improved sales and profitability by addressing the root causes.
* Improved customer service and the dining experience.
* Diversification of the food menu can lead to broader customer base and enhanced sales.
* Strategic marketing plan can lead to increased attention to customers.
* Increased dedication and hard work positively impact the performance of the business.
* Data driven decisions further accelerates the business performance.

**\*\* *The success of the fast food shop depends upon the combination of factors, including the competition, changing circumstances, economic trends and owner’s continuous commitment to the business.***