

ENTREPRENEURSHIP PROJECT

PROJECT REPORT AND MARKET SURVEY OF BASKIN ROBBINS



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INDEX

SL. NO.	TITLE	SOURCE OF THE PROJECT	PAGE NO.	SIGN OF THE TEACHER
1	Acknowledgement	-		
2	Fast Food Restaurant INTRODUCTION	www.wikipedia.org		
3	Baskin Robbins INTRODUCTION	www.wikipedia.org		
4	Corporate History Of Baskin Robbins	www.wikipedia.org www.baskinrobbins.com		
5	List Of Products	www.wikipedia.org www.baskinrobbins.com		
6	Marketing Mix	www.wikipedia.org		
7	Swot Analysis	www.freeswotanalysis.com		
8	Consolidated Balance Sheet	files.shareholders.com		
9	Questionnaire	www.slideshare.net www.scribd.com		
10	Graphical Representation	-		
11	Some Unknown Facts About Baskin Robbins	www.baskinrobbins.com		

Project Report And Market Survey Of Baskin Robbins

12	The Top Five Reasons Why Baskin Robbins Is So Popular	-		
13	Conclusion	<u>www.wikipedia.org</u>		
14	Bibliography	-		

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My thanks and appreciations also go to my classmates in developing the project and to the people who have willingly helped me out with their abilities.

FAST FOOD RESTAURANT AN INTRODUCTION

A fast food restaurant, also known as a quick service restaurant (QSR) within the industry itself, is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service.

Food served in fast food restaurants typically caters to a "meat-sweet diet" and is offered from a limited menu; is cooked in bulk in advance and kept hot; is finished and packaged to order; and is usually available ready to take away, though seating may be provided.

Fast food restaurants are usually part of a restaurant chain or franchise operation, which provisions standardized ingredients and/or partially prepared foods and supplies to each restaurant through controlled supply channels.

Arguably the first fast food restaurants originated in the United States with A&W in 1916 and White Castle in 1921. Today, American-founded fast food chains such as McDonald's and KFC are multinational corporations with outlets across the globe.

Variations on the fast food restaurant concept include fast casual restaurants and catering trucks. Fast casual restaurants have higher sit-in ratios, and customers can sit and have their orders brought to them. Catering trucks often park just outside worksites and are popular with factory workers.

Some trace the modern history of fast food in America to July 7, 1912, with the opening of a fast food restaurant called the Automat in New York. The Automat was a cafeteria with its prepared foods behind small glass windows and coin-operated slots. Joseph Horn and Frank Hardart had already opened the first Horn & Hardart Automat in Philadelphia in 1902, but their "Automat" at Broadway and 13th Street, in New York City, created a sensation. Numerous Automat restaurants were built around the country to deal with the demand. Automats remained extremely popular throughout the 1920s and 1930s. The company also popularized the notion of "take-out" food, with their slogan "Less work for Mother".

Project Report And Market Survey Of Baskin Robbins

Modern commercial fast food is highly processed and prepared on a large scale from bulk ingredients using standardized cooking and production methods and equipment. It is usually rapidly served in cartons or bags or in a plastic wrapping, in a fashion which reduces operating costs by allowing rapid product identification and counting, promoting longer holding time, avoiding transfer of bacteria, and facilitating order fulfilment. In most fast food operations, menu items are generally made from processed ingredients prepared at a central supply facilities and then shipped to individual outlets where they are cooked (usually by grill, microwave, or deep-frying) or assembled in a short amount of time either in anticipation of upcoming orders (i.e., "to stock") or in response to actual orders (i.e., "to order"). Following standard operating procedures, pre-cooked products are monitored for freshness and disposed of if holding times become excessive. This process ensures a consistent level of product quality, and is key to delivering the order quickly to the customer and avoiding labour and equipment costs in the individual stores.

To make quick service possible and to ensure accuracy and security, many fast food restaurants have incorporated hospitality point of sale systems. This makes it possible for kitchen crew people to view orders placed at the front counter or drive through in real time. Wireless systems allow orders placed at drive through speakers to be taken by cashiers and cooks. Drive through and walk through configurations will allow orders to be taken at one register and paid at another. Modern point of sale systems can operate on computer networks using a variety of software programs. Sales records can be generated and remote access to computer reports can be given to corporate offices, managers, trouble-shooters, and other authorized personnel.

The aim of this project is to conduct a market study on a thriving fast food & dessert chain, going deep into its formation, history and growth; then to analyse the reason that make it so popular.

In this project we will be conducting a market study on the global fast food & dessert chain **Baskin Robbins**.

BASKIN ROBBINS INTRODUCTION

Baskin-Robbins is a global chain of ice cream parlours founded by Burt Baskin and Irv Robbins in 1953, from the merging of their respective ice cream parlours, in Glendale, California.

It claims to be the world's largest chain of ice cream specialty stores, with more than 5,800 locations, 2,800 of which are located in the United States.

Baskin-Robbins sells ice cream in over 30 countries. The company is headquartered in Canton, Massachusetts.

The Baskin-Robbins ice cream parlours started as separate ventures from Burt Baskin and Irv Robbins, owning Burt's Ice Cream Shop and Snowbird Ice Cream respectively.

Snowbird Ice Cream featured 21 flavours, a novel concept for the time. When the separate companies merged in 1953, this concept grew to 31 flavours.

Baskin-Robbins is known for its "31 flavours" slogan (which is featured in logo, in pink). The idea for having so many came from the Carson-Roberts advertising agency (which later became Ogilvy & Mather) in 1953, along with the slogan "Count the Flavours. Where flavour counts."

It also was more than the 28 flavours then famously offered at Howard restaurants. In addition, the number 31 was chosen so a customer could have a different flavour every day of any month.

Burt and Irv also believed that people should be able to sample flavours until they found one they wanted to buy — hence the iconic small pink spoon.

Baskin-Robbins franchisee, Mitch Cohen of New York, currently holds the Guinness World Record for scooping 19 ice cream cones in one minute.

The Guinness World Record for the largest cup of ice cream is currently held by Baskin-Robbins. Created on September 13, 2005 in celebration of the company's 60th birthday, the enormous scoop of vanilla ice cream weighed in at 8,865 pounds!

CORPORATE HISTORY OF BASKIN ROBBINS

By 1948, Burt and Irv opened six stores, the first franchise covering the sale of ice cream was executed May 20, 1948, for the store at 1130 South Adams in Glendale (Store #1). Burt and Irv were brothers-in-law.

In 1949, the company's production facility opened in Burbank. They made the decision to sell the stores to the managers, thus becoming one of the first franchised food service businesses.

In 1953, Baskin-Robbins hired Carson-Roberts Advertising who recommended adoption of the 31 as well as the pink (cherry) and brown (chocolate) polka dots and typeface that were reminiscent of the circus.

The first store that adopted the new 31 look was 804 North Glendale Ave. in Glendale, California in March 1953. Between 1949 and 1962, the corporate firm was Huntington Ice Cream Company.

The name succeeded the Baskin-Robbins Partnership and was eventually changed back to Baskin-Robbins, Inc. on November 26, 1962. Baskin-Robbins also was the first to introduce ice cream cakes to the public.

Baskin Robbins often still incorporates 31 in its promotions despite offering more flavours. For example, in Malaysia this includes giving 31% off their hand-packed ice cream on the 31st of a month, which invariably causes queues at their outlets.

Baskin-Robbins was owned by the founders until purchased in 1967 (just prior to Burt Baskin's death) by the United (United Fruit).

In 1972, the company went public for the only time in its history when United Brands sold 17% in an IPO. A year later, British food company J. Lyons and Co. purchased Baskin-Robbins from United Brands and all public stock. J. Lyons then merged with Allied Breweries, becoming Allied-Lyons in 1978. Allied-Lyons then merged with Pedro Domecq S.A. in 1994, becoming Allied Domecq.

Baskin-Robbins, Togo's, and Dunkin' Donuts now comprise Dunkin' Brands, Inc. Dunkin' Brands was part of Allied Domecq until its purchase in 2006 by a group of private equity firms - Bain Capital, Thomas Lee, and The Carlyle Group.

In 1999, Baskin-Robbins terminated approximately 200 domestic franchisee agreements in Southern markets it deemed

Project Report And Market Survey Of Baskin Robbins

"nonstrategic." These shop owners were notified of the agreement cancellation via a conference call.

Over 40 former franchisees united to form a new company, KaleidoScoops, which operates as a cooperative, and is based in Austin, Texas. Other former Baskin-Robbins franchisees converted their stores to franchises of McConnell's (of Santa Barbara, California), and The Ice Cream Club.

Baskin-Robbins has maintained solid, controlled growth through development of stores that combine Dunkin' Donuts and Togo's. Recently the company announced plans to aggressively grow their standalone locations, actively seeking franchises.

Irv Robbins died at Eisenhower Medical Centre in Rancho Mirage, California on May 5, 2008, at age 90.

LIST OF PRODUCTS

Nutty Cream Cheese Brownie Ice Cream: It is the 2011 Favourite Flavour Contest Winner! Smooth chocolate fudge ice cream with moist brownies, crunchy walnuts and a cream cheese frosting ribbon and it contains Cream, Cream Cheese Frosting Ribbon Sugar, Non-fat Milk, Corn Syrup, Brownie Fudge Pieces [Powdered Sugar (Sugar, Corn Starch), Partially Hydrogenated Coconut Oil, Sweetened Condensed Skim Milk.

Baseball Nut Ice Cream: Here's the pitch: vanilla flavored ice cream and cashews with a black raspberry ribbon which contains Cream, Nonfat Milk, Black Raspberry Ribbon [Corn Syrup, Sugar, Black Raspberries, Water, Sodium Alginate, Citric Acid, Natural Berry Flavor (Blackberry, Raisin, Raspberry, Elderberry Concentrate and Other Fruit Juice Concentrates), Sodium Citrate, Ascorbic Acid], Sugar, Roasted Cashew Pieces [Cashews, Partially Hydrogenated Soybean Oil and Salt.

Chocolate Chip Ice Cream: It's the eternal debate: vanilla or chocolate. But this vanilla flavored ice cream loaded with semi-sweet chocolate chips lets you stay happily undecided. It contains Cream, Non-fat Milk, Sugar, Corn Syrup, Semi-Sweet Chocolate Chips [Sugar, Chocolate Liquor, Chocolate Liquor Processed with Alkali, Milk fat, Cocoa Butter, Soya Lecithin (added as an Emulsifier)], Whey Powder, Emulsifier/Stabilizer Blend (Cellulose Gum, Mono and Diglycerides, Guar Gum, Carrageenan, Polysorbate 80), Natural and Artificial Vanilla Flavour, Annatto Colour.

Gold Medal Ribbon Ice Cream: Go for the Gold with this combo of vanilla flavoured and chocolate ice creams swirled with a caramel ribbon. It contains Cream, Non-fat Milk, Sugar, Corn Syrup, Caramel Ribbon [Corn Syrup, Sweetened Condensed Whole Milk (Milk, Sugar), Water, High Fructose Corn Syrup, Butter (Cream, Salt), Propylene Glycol, Sodium Alginate, Salt, Natural and Artificial Vanilla Flavours, Potassium Sorbate (Preservative), Soy Lecithin (Emulsifier), Sodium Bicarbonate, Annatto Color, Propyl Paraben & Whey.

Lunar Cheesecake Ice Cream: Green and white cheesecake flavoured ice cream packed with cheesecake bits and wrapped up in a crunchy graham cracker ribbon. It contains Cream, Non-fat Milk, Graham Cracker Ribbon {Graham Cracker [Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, and Folic Acid), Whole Wheat Flour, Sugar, Hydrogenated Soybean and/or Cottonseed Oils, High Fructose Corn Syrup, Molasses, Honey, Salt, Sodium Bicarbonate], Soybean Oil, Powdered Sugar (Sugar, Cornstarch) and Coconut Oil.

Peppermint Ice Cream: Minty fresh and irresistible, this pink peppermint flavored ice cream is loaded with pieces of peppermint candy which contain Cream, Nonfat Milk, Peppermint Candy (Sugar, Partially Hydrogenated Coconut Oil, Corn Syrup, Invert Sugar, Soy Lecithin, Propylene Glycol, Oil of Peppermint, Red 3, Red 40, Blue 1) Sugar, Corn Syrup, Whey, Red 3, Red 40, Blue 1 Natural Flavour, Cellulose Gum, Mono and Diglycerides, Guar Gum, Carrageenan, Polysorbate 80.

Raspberry Cheese Louise: This delicious cheesecake flavoured frozen yogurt is sprinkled with raspberry cheesecake pieces and graham crackers with a sweet raspberry ribbon. It contains Yogurt Base (Cream, Non-fat Milk, Yogurt Culture), Non-fat Milk, Raspberry Ribbon [Sugar, Seedless Raspberry Puree, Water, Pectin, Citric Acid, Red Berry Colour (Derived from any combination of the following fruits: Black Currant Berries, Elderberries, Blackberries) and Natural Raspberry Flavour].

Strawberry Shortcake Ice Cream: With vanilla flavoured ice cream, shortcake pieces and a strawberry ribbon, this old-fashioned favourite is anything but short on flavour. It contains Cream, Non-fat Milk, Strawberry Ribbon (Corn Syrup, Strawberries, Strawberry Puree, Modified Food Starch, Sugar, Plum Puree, Glycerine, Citric Acid, Cellulose Gum, Red 40, Sodium Benzoate And Potassium Sorbate As Preservatives, Artificial Flavours), Coated Golden Flake (Wheat Flour, Sugar, Coconut Oil, Whole Eggs, Margarine (palm oil, water, soybean oil, salt, vegetable mono and diglycerides.

MARKETING MIX

The marketing mix of a company consists of the various elements as follows which form the core of a company's marketing system and hence helps to achieve marketing objectives. The marketing mix of MacDonald's is as follows:-

Product: - Baskin Robbins places considerable emphasis on developing a menu which customers want. Market research establishes exactly what this is. However, customers' requirements change over time. In order to meet these changes, Baskin Robbins has introduced new products and phased out old ones, and will continue to do so.

Baskin Robbins has unique range of flavours and they have variety of products like Ice cream, candy, sundaes shakes etc. They have more than thousand flavours in library & thirty one different flavours in every store.

Price: - The customer's perception of value is an important determinant of the price charged. Customers draw their own mental picture of what a product is worth. A product is more than a physical item; it also has psychological connotations for the customer. The danger of using low price as a marketing tool is that the customer may feel that quality is being compromised. It is important when deciding on price to be fully aware of the brand and its integrity.

Baskin Robbins' way of pricing is premium pricing which means taking high price when there is uniqueness of the product. The pricing starts at ₹ 45 to a maximum of ₹ 99.

Promotion :- The promotions aspect of the marketing mix covers all types of marketing communications .One of the methods employed is advertising, Advertising is conducted on TV, radio, in cinema, online, using poster sites and in the press for example in newspapers and magazines. Other promotional methods include sales promotions, point of sale display, merchandising, direct mail, loyalty schemes, door drops, etc.

The skill in marketing communications is to develop a campaign which uses several of these methods in a way that provides the most

Project Report And Market Survey Of Baskin Robbins

effective results. For example, TV advertising makes people aware of a food item and press advertising provides more detail.

Baskin Robbins mainly do in store promotion campaign and all sort of promotional activities like grand opening activities & direct mailing campaigns.

Place: - Place, as an element of the marketing mix, is not just about the physical location or distribution points for products. It encompasses the management of a range of processes involved in bringing products to the end consumer.

Baskin Robbins usually targets their place where there is heavy foot traffic, malls & in most important locations.

Other than the main four elements mentioned above there are a few other elements too in the marketing mix, which are as follows:-

People:-The employees in Baskin Robbins have a standard uniform and Baskin Robbins specially focuses on friendly and prompt service to its customers from their employees.

Process:-The manufacturing process at Baskin Robbins is completely transparent i.e. the whole process is visible to the customers. In fact, the fast food joint allows its customers to view and judge the hygienic standards at Baskin Robbins by allowing them to enter the area where the process takes place. The customers are invited to check the ingredients used in food.

Physical evidence:- Baskin Robbins focuses on clean and hygienic interiors of its outlets and at the same time the interiors are attractive and the fast food & dessert chain maintains a proper decorum at its joints.

SWOT ANALYSIS

STRENGTHS

Baskin Robbins is a global chain of ice cream selling company. The company has a strong network and has presence in more than thirty countries with six thousand retail shops and franchises. Baskin-Robbins USA Co is today, the largest chain of ice cream supplier in the world.

The company has the famous offering of 31 flavours which is its slogan and great attraction for the customers. The ice cream is known for its great taste, quality and flavours all over the world. The company in combination have more than one thousand flavours and even have low calorie and no fat ice creams. Providing the customer a large variety to choose from and offering quality ice cream at affordable prices is the key success factor of the company.

Strength of the company is the ever-growing network and branches of the company which is growing at a much faster rate than its competitors like Haagen-Dazs.

The services of Baskin-Robbins are differentiated according to different ages as well. For example for children they have a birthday club which is very popular.

The brand value of the company, awareness and easy availability has proved to be great strength for the company.

WEAKNESS

Different branches of Burton Baskin do not offer all the products or similar products. For example at some branches, they do not offer cakes while at some branches thousand ice cream flavours are not available.

The company is said to have a poor marketing strategy. They use in house promotional operations like discounts on the birthdays of its customers and clients and a few in shop promotional offers. Also they do not have any media partners to promote or market their ice cream.

OPPORTUNITIES

The increasing demand for fast food and ice creams among the young people is an opportunity for the company. Also the people like eating outside more these days. The expanding demand of such foods and more ice cream flavours is an opportunity for the company.

THREATS

Due to increasing number of food outlets and restaurants in different countries, the customers of Baskin-Robbins can shift to other high quality affordable products from Singapore, Italy, Greece, Malaysia and China etc.

The dairy products related diseases like mad cow is a threat for the company, especially for its ice cream products. In some countries the consumption of ice cream is very less. For example the minimum per capita consumption of the company's ice cream is 6 while in Australia it is much greater.

The change in culture and lifestyles as well as changing trends of healthier food can affect the sales of the company.

There are many competitors in the ice cream industry that pose threat for the company.

The Ben & Jerry's is market leader in many European counties as well as Haagen-Dazs and other ice cream brands. Besides this international ice cream supplier the local ice cream suppliers are also a threat for the company.

The economic recession is another threat as it has affected the sales of the company badly. People in the current economic situation do not have much spending power.

Project Report And Market Survey Of Baskin Robbins

Attn: Replace this page with the 11th page (as displayed on the pdf reader and pg no.F-2 as displayed in the doc) of the Consolidated Balance Sheet of Baskin Robbins, which you can find on the link below.

<http://files.shareholder.com/downloads/abea-68scr9/0x0xs1193125-12-137664/1357204/filing>

QUESTIONNAIRE (Attn: Attach minimum 5 copies)

NAME: _____

AGE: _____

GENDER: _____

OCCUPATION: _____

Please spare a few minutes of your valuable time to answer this simple Questionnaire.

1. How often do you visit fast food restaurants?

Everyday Alternate days Weekends Once in a month Once every three months

2. Which of the following ice cream brand do you like the most?

Baskin Robbins London Dairy Igloo Kwality Uncle John

3. Are you satisfied with the services provided by the fast food restaurants?

Yes Sometimes Not at all satisfied

4. How often do you have Baskin Robbins?

Everyday Alternate days Weekends Once in a month Once every three months

5. Which among the following is your favourite Ice cream at Baskin Robbins?

Nutty Cream Cheese Brownie Base Chocolate Gold Medal

6. Is the product line of Baskin Robbins adequate?

Yes No Haven't Thought About That

7. What time of the day do you prefer to eat at Baskin Robbins?

Morning Noon Evening Night

8. What is the main problem you have faced at Baskin Robbins?

Long queues Wrong orders Hygienic problems Other problems No problems

9. What are the unique selling prepositions of Baskin Robbins?

Product variety Hygiene Ambience Quick service Location Other

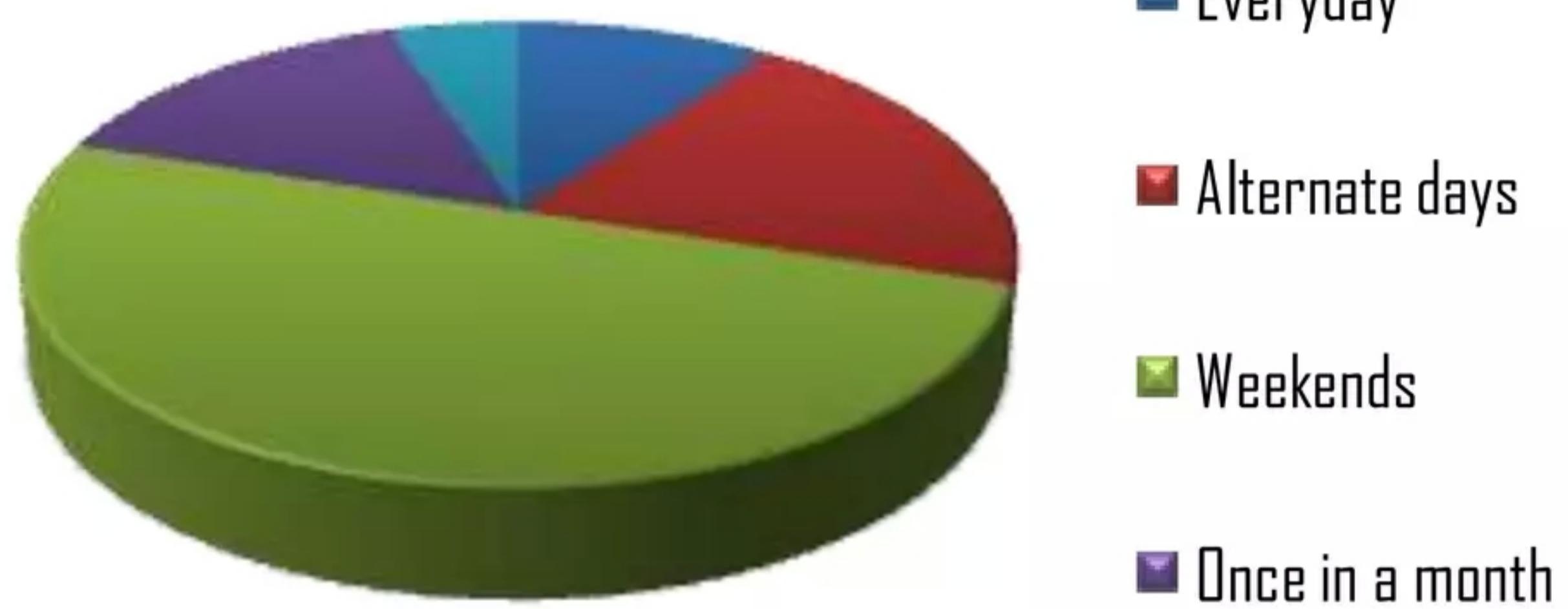
10. Do you think Baskin Robbins will be triumphant over all its competitors?

Yes Maybe Haven't Thought About That Never

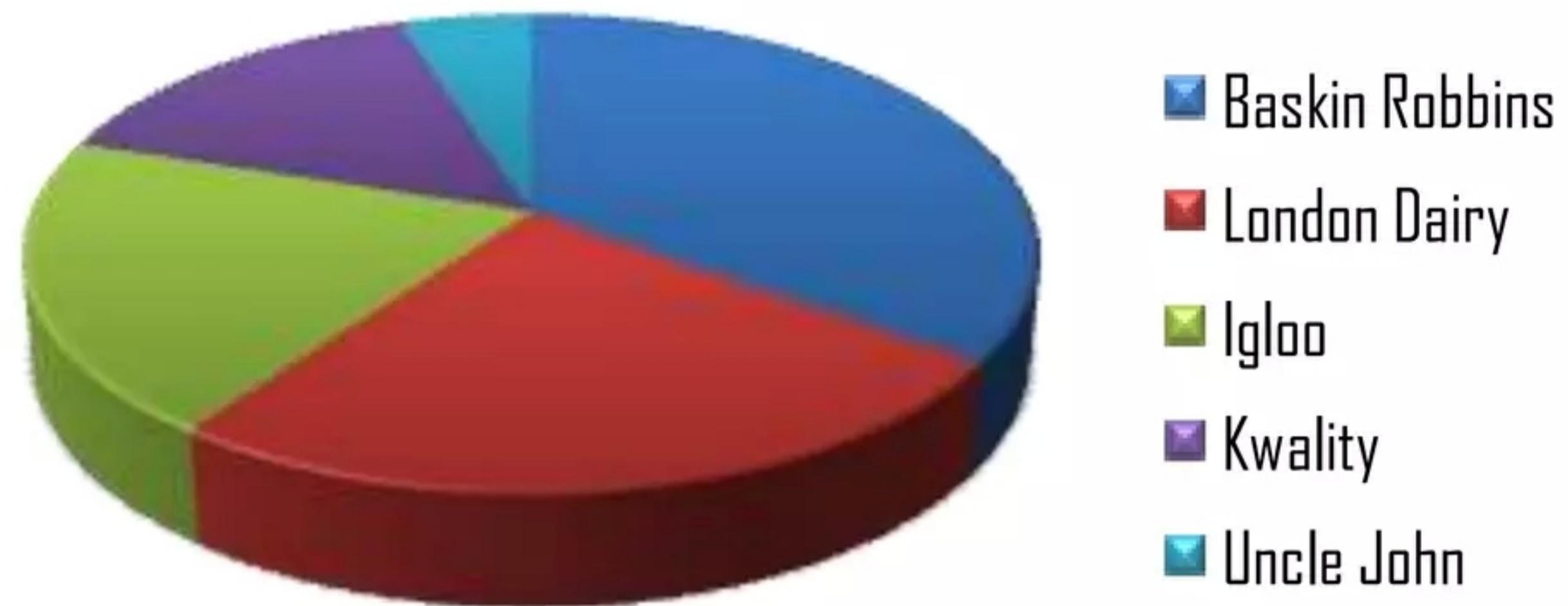
THANK YOU!!

SURVEY RESPONSE ANALYSIS

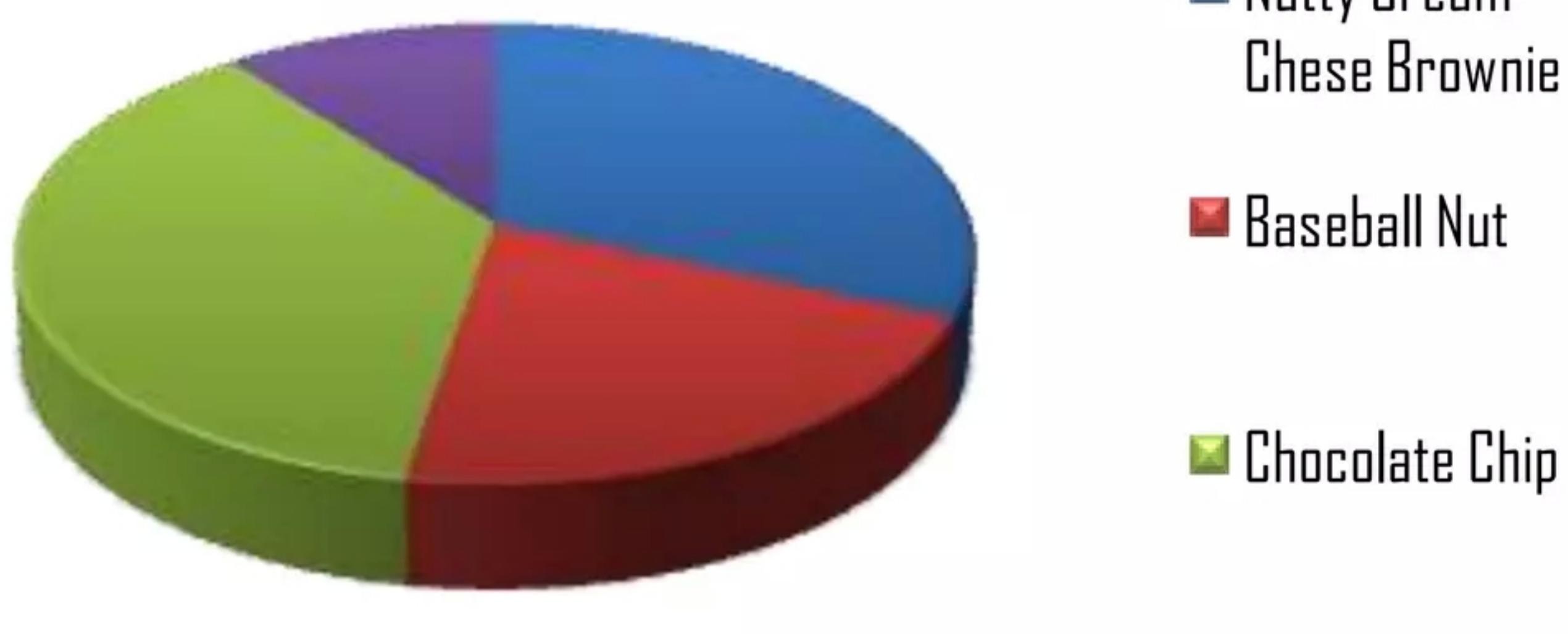
Frequency of visits made to fast food centers



Ice cream brand liked the most



Favourite product at Baskin Robbins

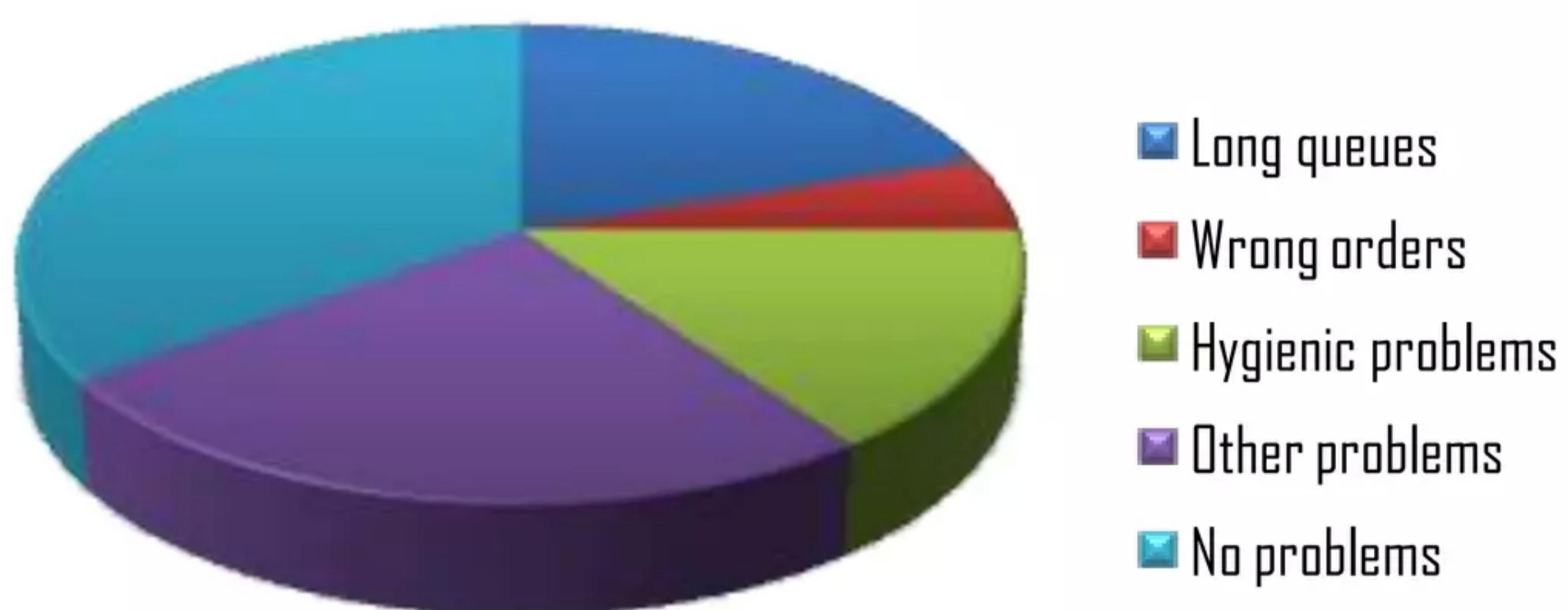


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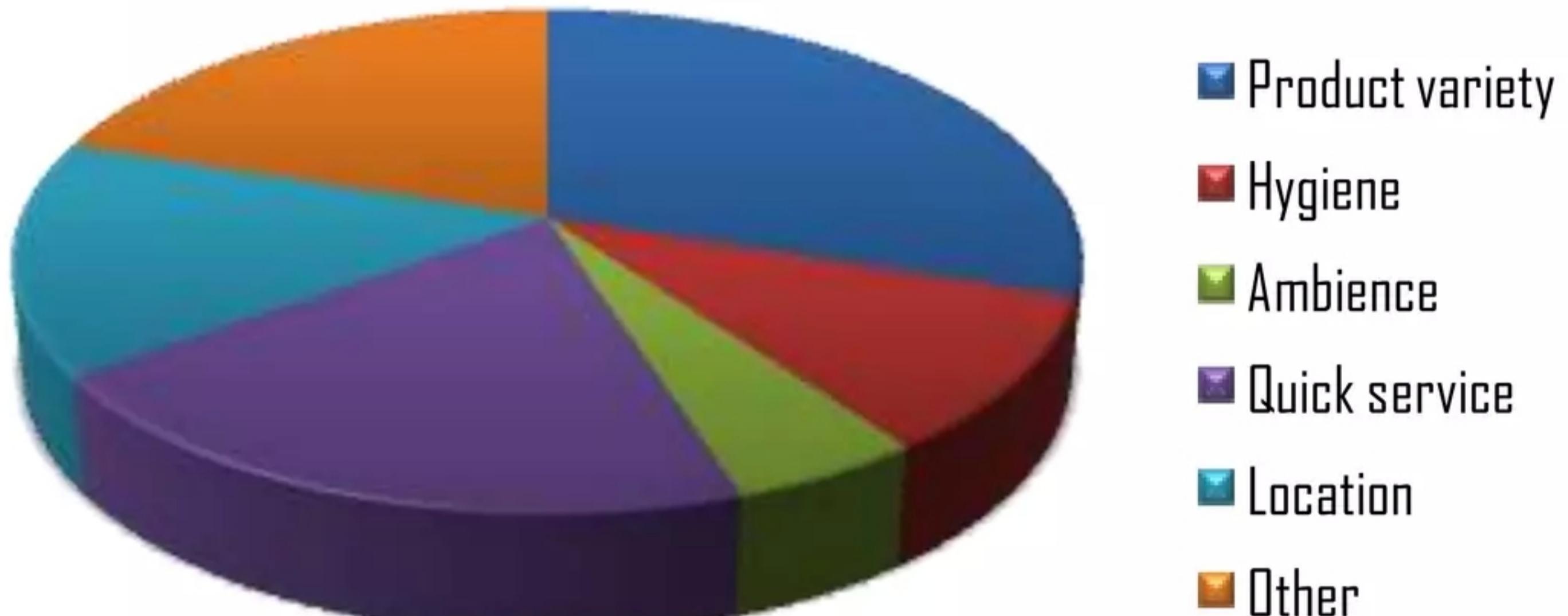
Time of the day prefered to eat Baskin Robbins



Main problem faced at Baskin Robbins



The unique selling prepositions of Baskin Robbins



SOME UNKNOWN FACTS ABOUT BASKIN ROBBINS

- There are more than 6,700 Baskin-Robbins locations around the world, with more than 2,500 nationwide.
- Baskin-Robbins international locations feature flavours of ice cream popular to the tastes of each country, such as Red Bean and Green Tea.
- Baskin-Robbins "31" was created to represent a different ice cream flavour for each day of the month. The "31 Flavours" concept was introduced into marketing efforts in 1953.
- Today Baskin-Robbins colours are pink and blue, but the original colours were brown (representing chocolate) and pink (representing cherry), and our famous polka dots represented circus balloons.
- The company founders, Burt Baskin and Irv Robbins, were brothers-in-law.
- Both Burt and Irv served during World War II. Burt was a Lieutenant in the U.S. Navy serving in the South Pacific. Irv was a Staff Sergeant in the Army, stationed in California.
- Burt owned a 1931 Rolls Royce Phantom II, the world's first 100 mph passenger car.
- Burt Baskin once met a man who told him, "Whoever thinks of all these flavours must be plumb nuts!" "Congratulations," said Mr. Baskin. "You just invented a new flavour: Plum Nuts."
- At the height of Beatle mania, just before the Beatles' first U.S. tour, a reporter from The Washington Post called Irv Robbins and asked what new flavour would honour the Beatles. The truth was, Baskin-Robbins had not invented a Beatles flavour. Caught unprepared, Mr. Robbins replied, "Uh, Beatle Nut, of course." It was created, manufactured and delivered in just five days.
- Irv originally wanted to open his first Snowbird store in the San Francisco Bay Area. On a trip to Los Angeles to talk with suppliers, he noticed a "For Rent" sign in a store window down the street from

Project Report And Market Survey Of Baskin Robbins

the Forest Lawn Cemetery. That store became the first Snowbird store, and then the first Baskin-Robbins store.

- Ernie Robbins, Irv's father, convinced Burt and Irv to first open separate stores rather than go into partnership together, so they could each experience what it was like to make their own decisions. That decision lead to Irv opening Snowbird and Burt opening Burton's.
- The top 5 selling Baskin-Robbins ice cream flavours are Vanilla, Chocolate, Mint Chocolate Chip, Pralines 'n Cream and Chocolate Chip.
- All Baskin-Robbins chocolate ice creams originally were comprised of an exclusive blend of three cocoas.
- The creation of Very Berry Strawberry ice cream was initially created with a special strawberry created and grown exclusively for Baskin-Robbins.
- Since 1945, we've created more than 1,000 unique and delicious ice cream flavours.
- In 1976, during America's 200th Birthday Celebration (and Baskin-Robbins' 31st birthday), President Ford enjoyed a quart of Valley Forge Fudge created just for the occasion.
- "Here Comes the Fudge" ice cream was named after a popular segment on Rowan and Martin's Laugh-In TV show.
- Baseball Nut commemorated the Dodgers move from Brooklyn to Los Angeles in 1958.
- "Astronaut" and "Lunar Cheesecake" were named in honour of the NASA space missions that took place in the 1960s, but were only introduced after the astronauts came home safely.
- Baskin-Robbins franchisee, Mitch Cohen of New York, currently holds the Guinness World Record for scooping 19 ice cream cones in one minute.

Project Report And Market Survey Of Baskin Robbins

- On May 18, 2000, Baskin-Robbins achieved the Guinness World Record for the "World's Largest Ice Cream Scoop Pyramid" by using 3,100 scoops of ice cream.
- The Guinness World Record for the largest cup of ice cream is currently held by Baskin-Robbins. Created on September 13, 2005 in celebration of the company's 60th birthday, the enormous scoop of vanilla ice cream weighed in at 8,865 pounds!
- The favourite Baskin-Robbins flavour of Bing Crosby and Justin Timberlake was, and is, Daiquiri Ice.
- Famous former Baskin-Robbins scoopers include U.S. President Barack Obama, TV hosts Leeza Gibbons and Rosie O'Donnell, Chef Bobby Flay, actresses Julia Roberts, Taryn Manning and Chandra Wilson, actors Eric Dane and Randy Quaid and New York Yankees pitcher Phil Hughes.
- Sean “Diddy” Combs got his first break by starring in a Baskin-Robbins commercial at the age of two.

THE TOP FIVE REASONS WHY BASKIN ROBBINS IS SO POPULAR

1. The System

This is the first thing that makes Baskin Robbins so successful, by having an effective and efficient system in place, which exploits the minimum wage labour available, in the form of young teenagers who are just looking to make some cash or pick up fundamental job skills.

2. Convenience

The second reason why Baskin Robbins is so popular is because it's everywhere. There is a Baskin Robbins at every corner of the map, at every major shopping centre, district, highway, freeway, every place which attracts even, remotely more than 10 people, will have a Baskin Robbins outlet not too far from them. Baskin Robbins is having the best Real Estate locations around the world which makes it so popular around the globe.

3. Likability and Familiarity

The pretty logo, the happiness and fun; all these are the associations with Baskin Robbins which makes it so familiar, by being so familiar to all age groups and to everybody.

4. The Menu

Baskin Robbins has one of the most diverse flavours, targeting all ages from little kids to old pensioners, and everyone else in between. The menu's versatility is accentuated when they introduced a particular concept, which target those people who wants to watch what they eat.

5. Consistency

The last reason is that, Baskin Robbins is so successful because of its consistency. The expectations that we have about everything surrounding the store are fulfilled in almost every store nationwide, worldwide. So everybody knows what they're getting into before they come to Baskin Robbins, and by being so consistent, it has a solid reputation to uphold.

CONCLUSION

What started as a mere ice cream parlours founded by Burt Baskin and Irv Robbins in 1953, from the merging of their respective ice cream parlours, in Glendale, California has now become the world's largest chain of ice cream specialty stores, with more than 5,800 locations, 2,800 of which are located in the United States.

Through this project report and market survey we saw the how Baskin Robbins was formed, its history and the present position. We also its list of various products offered.

Through the marketing mix, we saw how they make use of their product, price, place, promotion mixes.

SWOT analysis showed us the strengths and weakness of Baskin Robbins as well as the opportunities and threats they have got.

The consolidated financial statement showed us the financial position of the dessert giant as of 2011.

The questionnaire survey provided us with a clear picture of the needs, want and expectations of the consumers of the fast food market in general and Baskin Robbins in particular.

The respondents also rated the services provided by the dessert giants.

At last we also saw some of the unknown facts about Baskin Robbins.

I hope that this project has met its aim.

THANK YOU!!

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Attn: Pictures on the next page!!

Pictures to be attached

Attn: Attach these pictures on the backside of the page which is adjacent to the relevant page.

**FAST FOOD RESTAURANT
INTRODUCTION**



BASKIN ROBBINS
INTRODUCTION

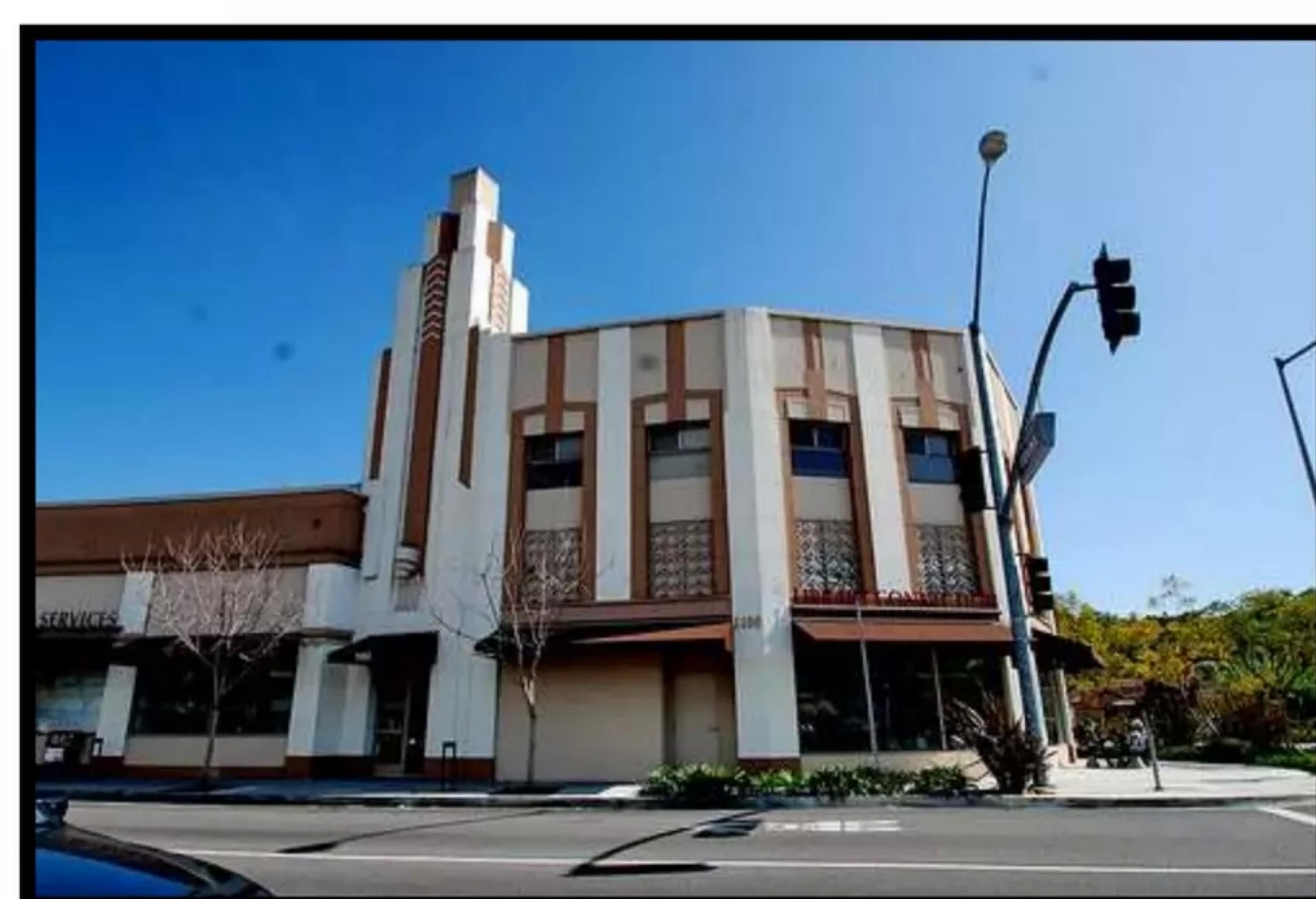


Logo of Baskin Robbins

CORPORATE HISTORY OF BASKIN ROBBINS



Burt Baskin & Irv Robbins- the founders of Baskin Robbins



Project Report And Market Survey Of Baskin Robbins

The first Baskin Robbins store opened in 1948

LIST OF PRODUCTS



Nutty Cream Cheese Brownie Ice Cream



Chocolate Chip Ice Cream



Lunar Cheesecake Ice Cream

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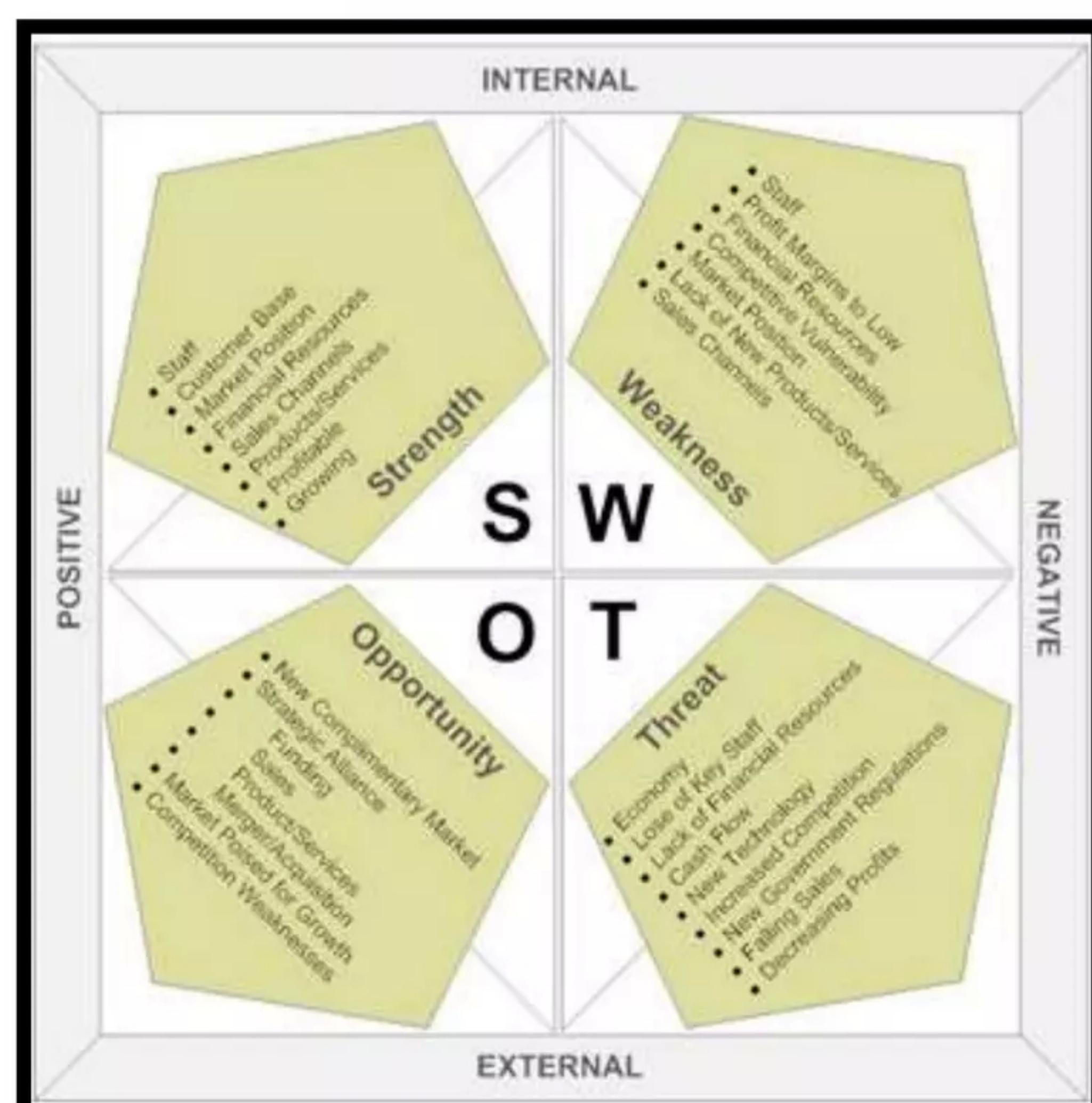


Strawberry Shortcake Ice Cream

MARKETING MIX



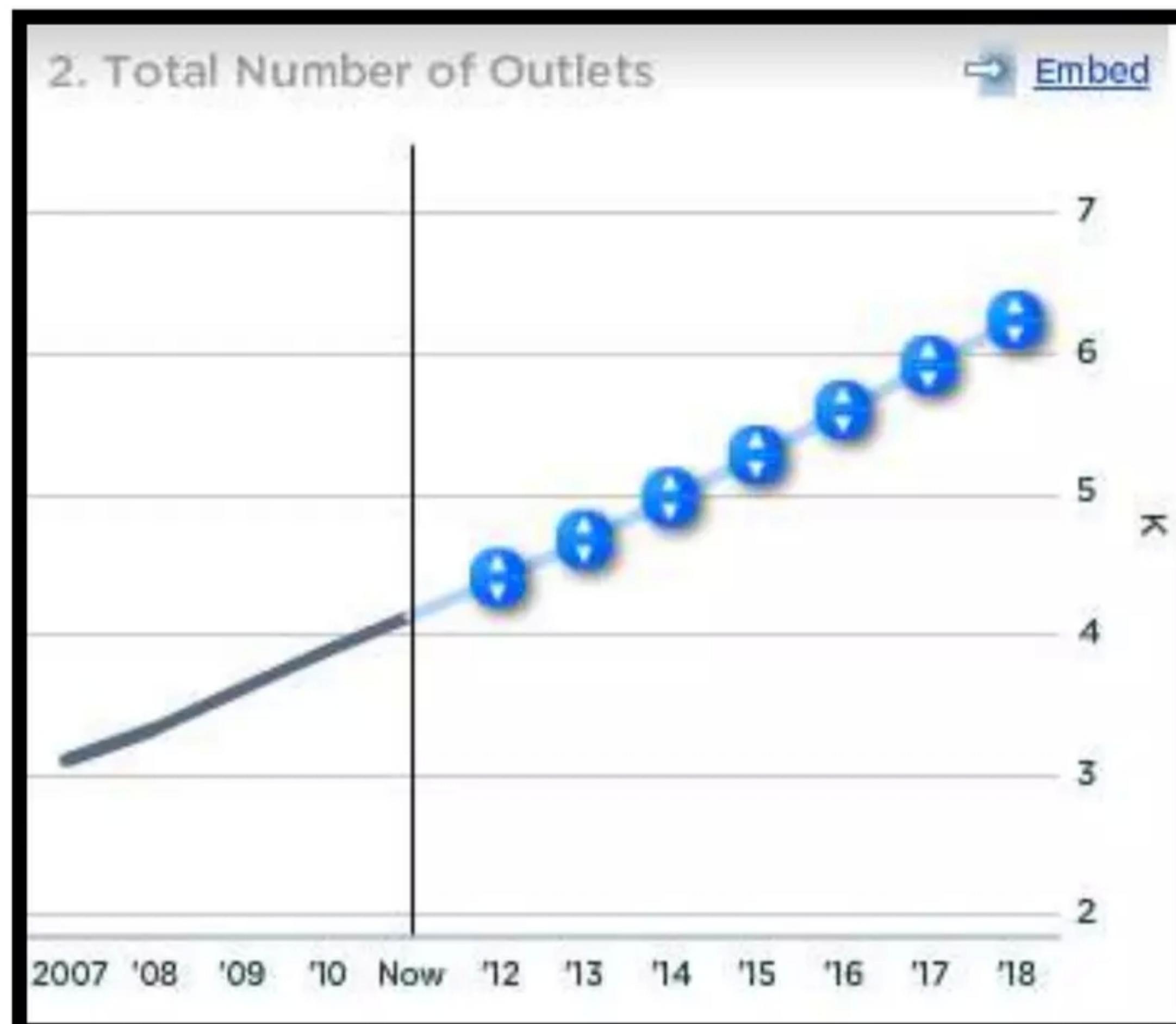
SWOT ANALYSIS



Project Report And Market Survey Of Baskin Robbins

CONSOLIDATED BALANCE SHEET

Segment	Q3 2012 Comparable Store Sales Growth	Q3 2012 Systemwide Sales Growth
Dunkin' Donuts U.S.	2.8%	5.6%
Dunkin' Donuts International	2.1%	1.2%
Baskin Robbins U.S.	1.1%	-2.2%
Baskin Robbins International	3.0%	5.2%



Graph showing the growth in the number of Baskin Robbins outlets (in 1000s)