



Summer Internship Project Report

On

**COMPARATIVE ANALYSIS OF MAJOR FAST FOOD JOINTS  
IN INDIA**

By

**MANU SHUKLA**

**MSC STATISTICS Class of 2014-16  
ENROLLMENT NO-A4454714031**

Under the Supervision of

EXTERNAL GUIDE

Ashwani Sengar

PROFESSIONALS LAB

FACULTY GUIDE

Dr. Jitendra Kumar

Department of Statistics

AIAS, Amity University, Noida

In Partial Fulfillment of the Requirements for the Degree of

Masters of Science in Statistics

at

**AMITY INSTITUTE OF APPLIED SCIENCES  
AMITY UNIVERSITY, UTTAR PRADESH  
SECTOR 125, NOIDA - 201303, UTTAR PRADESH, INDIA  
2015**

## **Declaration**

Title of Project Report

“Comparative Analysis of Major Fast Food Joints in India”

I declare

(a) That the work presented for assessment in this Summer Internship Report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged

(b) That the work conforms to the guidelines for presentation and style set out in the relevant documentation.

Date .....

MANU SHUKLA  
ENROLLMENT: A4454714031  
MSC STATISTICS

## **Certificate**

I Dr Jitendra hereby certify that Manu Shukla student of MASTER OF SCIENCE (STATISTICS) at Amity Institute of Applied Sciences, Amity University, Uttar Pradesh has completed the Project Report on — “Comparative Analysis of Major Fast Food Chains in India”, under my guidance.

---

Faculty Guide

Amity Institute of Applied Sciences

## **Acknowledgement**

**“It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception.”**

On the very outset of this report, I would like to extend my sincere & heart felt obligation towards all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

I am ineffably indebted to Ashwani Sengar for conscientious guidance and encouragement to accomplish this assignment.

I am extremely thankful and pay my gratitude to my faculty guide Dr. Jitendra Kumar for his valuable guidance and support on completion of this project in its presently.

I extend my gratitude to **Amity Institute of Applied Sciences, Amity University**, Uttar Pradesh for giving me this opportunity.

I also acknowledge with a deep sense of reverence, my gratitude towards my parents and member of my family, who has always supported me morally as well as economically.

At last but not least gratitude goes to all of my friends who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of gratitude.

**Manu Shukla**

**MSC STATISTICS**

## Index

<b>Chapter No.</b>	<b>Topic</b>	<b>Page No.</b>
	<b>Executive Summary</b>	<b>6</b>
<b>Chapter 1</b>	Company Profile	8
<b>Chapter 2</b>	Review of Literature	19
<b>Chapter 3</b>	Objective and Scope of the Study	33
<b>Chapter 4</b>	Research Methodology	34
<b>Chapter 5</b>	Data Analysis	36
<b>Chapter 6</b>	Findings	58
<b>Chapter 7</b>	Limitations of the Study	60
<b>Chapter 8</b>	Recommendation and Suggestions	61
<b>Chapter 9</b>	Conclusion	63
	<b>Bibliography</b>	<b>65</b>

## **Executive Summary**

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.

With rapidly growing middle class population and changing lifestyle, India is blessed with one of the fastest growing fast food markets of the world. The Indian fast food market is growing at the rate of 30-35% per annum. Almost all big fast food brands of the world have succeeded in making their presence felt in the country and most of them are posting appreciable growth. Consequently, all the popular fast food chains have chalked out massive plans for expanding their business and presence throughout the country. Moreover, foreign fast food chains are aggressively increasing their presence in the country.

According to "Indian Fast Food Market Analysis", although the market has witnessed a robust growth in the past couple of years, it remains largely underpenetrated and concentrated into metropolitan cities. However, there is large room for growth in tier-II cities and tier-III cities, which are mostly untapped. Therefore, the future of Indian fast food industry lies in masses that live in tier-II and tier-III cities. This research is based on comparative

analysis of fast food joints in India mainly McDonalds, KFC, Subway and Burger King. Total sales for the 50 fast food restaurants with the most sales reached \$157 billion in 2014 – on average, \$1,335 annually per household. McDonald's remained number one with \$35.6 billion in sales, almost one-quarter of all sales by the top-50 restaurants and almost three times the sales of Subway, its closest competitor.

# Company Profile

## McDonald's Corporation

McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving more than 58 million customers daily. In addition to its signature restaurant chain, McDonald's Corporation held a minority interest in Pret A Manger until 2008, was a major investor in the Chipotle Mexican Grill until 2006, and owned the restaurant chain Boston Market until 2007.



A McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. The corporation's revenues come from the rent, royalties and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's revenues grew 27% over the three years ending in 2007 to \$22.8 billion, and 9% growth in operating income to \$3.9 billion.



McDonald's primarily sells hamburgers, cheeseburgers, chicken products, French fries, breakfast items, soft drinks, shakes, and desserts. In response to obesity trends in Western nations and in the face of criticism over the healthiness of its products, the company has modified its menu to include alternatives considered healthier such as salads, wraps and fruit.

### **History:**

The business began in 1940, with a restaurant opened by brothers Richard and Maurice McDonald in San Bernardino, California. Their introduction of the "Speedee Service System" in 1948 established the principles of the modern fast-food restaurant. The original mascot of McDonald's was a man with a chef's hat on top of a hamburger shaped head whose name was "Speedee." Speedee was eventually replaced with Ronald McDonald by 1967 when the company first filed a U.S. trademark on a clown shaped man having puffed out costume legs.

McDonald's first filed for a U.S. trademark on the name McDonald's on May 4, 1961, with the description "Drive-In Restaurant Services," which continues to be renewed through the end of December 2009. In the same year, on September 13, 1961, the company filed a logo trademark on an overlapping, double arched "M" symbol. The overlapping double arched "M" symbol logo was temporarily disfavored by September 6, 1962, when a trademark was filed for a single arch, shaped over many of the early McDonald's restaurants in the early years. The famous double arched "M" symbol in use today did not appear until November 18, 1968, when the company filed a U.S. trademark.

The first McDonald's restaurants opened in the United States, Canada, Costa Rica, Panama, Japan, the Netherlands, Germany, Australia, France, El Salvador and Sweden, in order of openings.

The present corporation dates its founding to the opening of a franchised restaurant by Ray Kroc, in Des Plaines, Illinois, on April 15, 1955, the ninth McDonald's restaurant overall. Kroc later purchased the McDonald brothers' equity in the company and led its worldwide expansion, and the company became listed on the public stock markets in 1965. Kroc was also noted for aggressive business practices, compelling the McDonald brothers to leave the fast food industry. The McDonald brothers and Kroc feuded over control of the business, as documented in both Kroc's autobiography and in the McDonald brothers' autobiography. The site of the McDonald brothers' original restaurant is now a monument.

With the expansion of McDonald's into many international markets, the company has become a symbol of globalization and the spread of the American way of life. Its prominence has also made it a frequent topic of public debates about obesity, corporate ethics and consumer responsibility.

### **Corporate Overview:**

### **Facts and Figures:**

McDonald's restaurants are found in 119 countries and territories around the world and serve 58 million customers each day. McDonald's operates over 31,000 restaurants worldwide, employing more than 1.5 million people. The company also operates other restaurant brands, such as Piles Café.

Focusing on its core brand, McDonald's began divesting itself of other chains it had acquired during the 1990s. The company owned a majority stake in Chipotle Mexican Grill until October 2006, when McDonald's fully divested from Chipotle through a stock exchange. Until December 2003, it also owned Donatos Pizza. On August 27, 2007, McDonald's sold Boston Market to Sun Capital Partners.

### **Types of restaurants:**

Most standalone McDonald's restaurants offer both counter service and drive-through service, with indoor and sometimes outdoor seating. Drive-Thru, Auto-Mac, Pay and Drive, or "McDrive" as it is known in many countries, often has separate stations for placing, paying for, and picking up orders, though the latter two steps are frequently combined; it was first introduced in Arizona in 1975, following the lead of other fast-food chains. The first such restaurant in Britain opened at the Merry Hill Shopping Centre in the West Midlands in November 1986.

In some countries, "McDrive" locations near highways offer no counter service or seating. In contrast, locations in high-density city neighborhoods often omit drive-through service. There are also a few locations, located mostly in downtown districts, that offer Walk-Thru service in place of Drive-Thru.

Specially themed restaurants also exist, such as the "Solid Gold McDonald's," a 1950s rock-and-roll-themed restaurant. In Victoria, British Columbia, there is also a McDonald's with a 24-carat (100%) gold chandelier and similar light fixtures.

To accommodate the current trend for high quality coffee and the popularity of coffee shops in general, McDonald's introduced **McCafé**, a café-style accompaniment to McDonald's restaurants in the style of Starbucks. McCafé is a concept created by McDonald's Australia, starting with Melbourne in 1993. Today, most McDonald's in Australia have McCafés located within the existing McDonald's restaurant. In Tasmania, there are McCafés in every store, with the rest of the states quickly following suit. After upgrading to the new McCafé look and feel, some Australian stores have noticed up to a 60% increase in sales. As of the end of 2003 there were over 600 McCafés worldwide.

Some locations are connected to gas stations/convenience stores, while others called **McExpress** have limited seating and/or menu or may be located in a shopping mall. Other McDonald's are located in Wal-Mart stores. **McStop** is a location targeted at truckers and travelers which may have services found at truck stops.

### **Playgrounds:**

Some McDonald's in suburban areas and certain cities feature large indoor or outdoor playgrounds. The first PlayPlace with the familiar crawl-tube design with ball pits and slides was introduced in 1987 in the USA, with many more being constructed soon after. Some PlayPlace playgrounds have been renovated into "R Gym" areas.

### **Redesign:**

In 2006, McDonald's introduced its "Forever Young" brand by redesigning all of their restaurants, the first major redesign since the 1970s. The design

includes the traditional McDonald's yellow and red colors, but the red is muted to terra cotta, the yellow was turned golden for a more "sunny" look, and olive and sage green were also added. To warm up their look, the restaurants have less plastic and more brick and wood, with modern hanging lights to produce a softer glow. Contemporary art or framed photographs hang on the walls.

### **Business Model:**

McDonald's Corporation earns revenue as an investor in properties, a franchiser of restaurants, and an operator of restaurants. Approximately 15% of McDonald's restaurants are owned and operated by McDonald's Corporation directly. The remainder are operated by others through a variety of franchise agreements and joint ventures. The McDonald's Corporation's business model is slightly different from that of most other fast-food chains. In addition to ordinary franchise fees and marketing fees, which are calculated as a percentage of sales, McDonald's may also collect rent, which may also be calculated on the basis of sales. As a condition of many franchise agreements, which vary by contract, age, country, and location, the Corporation may own or lease the properties on which McDonald's franchises are located. In most, if not all cases, the franchisee does not own the location of its restaurants.

The UK business model is different, in that fewer than 30% of restaurants are franchised, with the majority under the ownership of the company. McDonald's trains its franchisees and others at Hamburger University in Oak Brook, Illinois. In other countries, McDonald's restaurants are operated by joint ventures of McDonald's Corporation and other, local entities or

governments. As a matter of policy, McDonald's does not make direct sales of food or materials to franchisees, instead organizing the supply of food and materials to restaurants through approved third party logistics operators.

According to *Fast Food Nation* by Eric Schlosser (2001), nearly one in eight workers in the U.S. have at some time been employed by McDonald's. (According to a news piece on Fox News this figure is one in ten.) The book also states that McDonald's is the largest private operator of playgrounds in the U.S., as well as the single largest purchaser of beef, pork, potatoes, and apples. The selection of meats McDonald's uses varies with the culture of the host country.



**KFC** (short for **Kentucky Fried Chicken**) is a fast food restaurant chain that specializes in fried chicken and is headquartered in Louisville, Kentucky, in the United States. It is the world's second largest restaurant chain (as measured by sales) after McDonald's, with 18,875 outlets in 118 countries and territories as of December 2013. The company is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut and Taco Bell chains

KFC was founded by Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of the restaurant franchising concept, and the first "Kentucky Fried Chicken"

franchise opened in Utah in 1952. KFC popularized chicken in the fast food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders," Harland became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. However, the company's rapid expansion saw it overwhelm the ageing Sanders, and in 1964 he sold the company to a group of investors led by John Y. Brown, Jr. and Jack C. Massey.

KFC was one of the first fast food chains to expand internationally, opening outlets in Canada, the United Kingdom, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 1980s, KFC experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor Heublein, who were taken over by the R.J. Reynolds food and tobacco conglomerate, who sold the chain to PepsiCo. The chain continued to expand overseas however, and in 1987 KFC became the first Western restaurant chain to open in China. The chain has since expanded rapidly in China, which is now the company's single largest market. PepsiCo spun off its restaurants division as Tricon Global Restaurants, which later changed its name to Yum! Brands.

KFC's original product is pressure fried chicken pieces, seasoned with Sanders' recipe of 11 herbs and spices. The constituents of the recipe represent a notable trade secret. Larger portions of fried chicken are served in a cardboard "bucket", which has become a well known feature of the chain since it was first introduced by franchisee Pete Harman in 1957. Since the

early 1990s, KFC has expanded its menu to offer other chicken products such as chicken fillet burgers and wraps, as well as salads and side dishes, such as French fries and coleslaw, desserts, and soft drinks, the latter often supplied by PepsiCo. KFC is known for its former and current slogan "Finger Lickin' Good", which was replaced by "Nobody does chicken like KFC" and "So good" in the interim



In 1965, Fred Deluca had just graduated from high school in Bridgeport, Connecticut, USA. Like many young adults his age, he had dreams of attending college. Although he was a hard-working, competent and dependable young man, the \$1.25-per-hour he earned working at the local hardware store wouldn't be enough to finance his education.

Discouraged, Fred decided to ask Dr. Peter Buck, an old family friend, for some advice. The two had known each other for years and Fred half expected Dr. Buck to loan him the money for college after telling him of his plans to study to become a medical doctor. Instead, Dr. Buck gave Fred an idea that would change his life and the lives of people around the world.

"I think you should open a submarine sandwich shop," said Dr. Buck.

At first Fred was skeptical, but after Dr. Buck explained how the sandwich shop could finance Fred's future education, he was on board. That night, Fred and Dr. Buck formed a partnership that would lead to the first SUBWAY® restaurant.



By lunchtime on the first day Fred and Pete's submarine shop was open, customers were pouring in. From that day on the company continued to grow. Fred and Pete had a goal of opening 32 submarine sandwich shops within 10 years. By 1974, eight years after they opened their first sandwich shop, Fred and Pete owned and operated sixteen shops throughout the state of Connecticut, only halfway to their goal.

As Fred and Pete looked to grow the business, talk turned to franchising, an idea they had previously dismissed as something only for "the big guys." Determined to succeed, Fred and Pete decided franchising was the key to achieving their goal. So Fred met with his friend Brian Dixon and made him an offer he couldn't refuse. He offered Brian a loan to buy one of their restaurants, but to sweeten the deal, Fred told Brian that if he didn't like the business, he could return it and owe nothing.

Brian is known as the very first SUBWAY® franchisee – setting the new standard for the SUBWAY® business model. This enabled Pete and Fred to not only reach their goal, but surpass it. Today, entering their 46th year of operation, SUBWAY® restaurants is the world's largest submarine sandwich chain operates more units in the US, Canada and Australia than McDonald's® does. Countless awards and accolades have been bestowed upon Fred DeLuca and the SUBWAY® chain - the SUBWAY® name and its products have even appeared in numerous television and motion picture productions. The SUBWAY® franchise has come a long way from the modest sandwich shop in Bridgeport, CT.



Every day, more than 11 million guests visit BURGER KING® restaurants around the world. And they do so because our restaurants are known for serving high-quality, great-tasting, and affordable food. Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years.

In 2010, 3G Capital, a global multi-million dollar investment firm focused on long term value creation, purchased Burger King Corporation, making it a privately-held company

## **Literature Review**

**Richel Marell, Competitors Analysis – McDonalds Vs Burger King, 2014,** McDonald's has thousands of competitors, each seeking a share of the market. McDonald's recognizes that it is up against not only other large burger and chicken chains but also independently owned fish and chips shops and other eat-in or take-out establishments. Therefore, a company like McDonald's has to develop competitive strategies to differentiate themselves from their rivals. Actually, any organizations need to be in touch with their business environment in order to make sure that what they do fits with customer expectations. Especially, that expectations change over time and countries. Indeed, even huge corporation like them have to watch their back in order to remain in the top of their game. Moreover, the market segment in which McDonald's operates is becoming increasingly competitive. But how this firm stills the number one in the global market scale? In this purpose we will look together how and why the American multinational remain on the top of his game in three crucial regions of the world.

First of all, if McDonald is the world's largest chain of fast food restaurants is because the corporation serves around 68 million customers daily in 119 countries. But the secret of such success lies on a strong strategic competitive advantage that the company still building until now. Indeed, the impressive supply chain of the corporation is pretty well known. And it plays a key role since it permits them to offer the lowest meal. Furthermore, McDonald does not hesitate to go to new markets with an extremely clever distribution channel.

Regarding Burger King, the majority of their fast-food restaurants is located internationally and is privately owned franchises. Whereas the majority of those franchisees are smaller operations, several have grown into major corporations in their own. At the end of the company's fiscal quarter in September 2014, Burger King reported it had 12,667 outlets in 73 countries of these 66% are in the United States and 95% are privately owned and operated. The company locations employ more than 37,000 people who serve approximately 11.4 million customers daily.

Besides, Burger King is also redesigning its restaurants, changing its packaging, cleaning up its cooking process and changing uniforms to reflect a more modern approach to food services. Finally, these factors will contribute to a more desirable experience for customers. But Burger King does look rather old school and "out of touch" by not having the premium chicken wraps, salads and coffee drinks that have become the "most-have" in a fast food in 2014. Not having those items certainly has not helped in the battle to stay relevant. As far as improvement goes, Burger King's core question should be: how to better present the value proposition? And how to better underscore what makes Burger King the ideal destination for fast food customers? In fact, there must be something McDonald's and Wendy's are not doing and something that can be tied back to Burger King's specific promise to their customers. That would present a competitive advantage if introduced into the market. That is how Burger King will truly stand out.

**Anuj Chauhan, Mc-Donald Vs Domino's - Comparative Analysis, 2013,**  
In this comparative analysis of two fast food restaurants regarding their service quality, in this, there is pair of determinant factors of Domino's pizza

and Mc-Donald which identifies the service quality regarding their customers and how they affect customer satisfaction. Both are famous for their services as it explained in the abstract, it includes the service delivered to their customers and what they perceived before getting these services in terms of their service quality. There are two stages are forms, one of them related to their perception and another are totally related to expectations, which is observed by these fast food restaurants after service delivered to their customers, and related too their satisfaction level of customers. In general, restaurants can be divided into five categories; quick service, family dining, casual dining, dinner house and fine dining. Quick service restaurants are restaurants where the food and drink are paid for before being served. The critical points for this type of restaurant are to have staff and food ready to serve the maximum number of customers in the least amount of time. The menus offered are usually limited and include burgers, sandwiches, hot dogs, tacos, burritos, fried chicken and so on. Family restaurants developed from coffee shop-style restaurants, offering simple menus and providing service for the family market segment. Due to their market type, most family restaurants do not serve alcoholic drinks. Casual restaurants or casual dining offers a relaxing lifestyle, signature food items, wine service, bar and comfortable décor. Fine dining is a type of restaurant that offers expensive cuisine and beverages such as wine, elegant service and luxurious ambiance. The table turnover is usually only once an evening.

The fast food industry is on in an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers. With the changing lifestyle of Malaysian consumers, more educated people and affluent, people tend to eating-out especially in fast

food restaurants. Along with the heavily promote through media and information technology exposure, customers has variety choice of fast food pattern and restaurants. Therefore, local fast foods restaurants have to be sensitive to these changing trends and to be innovative and get prepare to change accordingly to avoid from losing their existing and future potential customers. The aim of this study is to examine how the respondent's perception will be influenced by factors of customer loyalty towards preferred fast food restaurants. Malaysia is a multiracial and multicultural country that made up by several dominant groups such as Malay, Chinese and Indians.

**Ravindra Murti, Competitive Marketing in Fast food business in India, 2014,** McDonald's takes into account cultural factors in serving the Malaysian consumers. The food serve is halal and servers local taste as well. They have wide range choice of menu similar with burger king. Seasonally they serve the 'prosperity burger' for Chinese New Year. McDonald's also serves healthy food but this will effect on the taste and consumers eating experience. For instance, saturated oil that now is replaces with Trans fat oils have change the taste of the McDonald's famous fries.

McDonald's have more price reduction compared to KFC and Burger King. They offer a very competitive food prices. They have the "Value Mc Savers" and the "Mc Value Meal". KFC do have their value meal called "Jom Jimat Everyday" and Burger King but in term of their price, McDonald offers the best price for fast Food. However, McDonalds, they offered only during certain period of time there-for rise the question of its availability. In terms of distribution, McDonalds have 185 restaurants nationwide. They are built

or open in retail areas like shopping malls due to a trend of all Malaysian who loves to shop in malls. They also open in some rural areas however KFC has more restaurants in the rural area. In some strategic places, McDonalds also opens in several local gas stations such as PETRONAS Mesra. They open an express café that serve some popular products. This can satisfy the hunger of consumers such as, working executive's on-the-go and motorist.

Events and sponsorship by McDonalds is mainly to coordinate with their social responsibility. They usually organize events for their Ronald McDonald Charity House. However, KFC doesn't focus on charity however more related to increase their position in the market. Recently, "they organize campaign, entitled 'Good things come together with KFC', aims to differentiate KFC from its rivals and highlights the fast food chain's presence and role in everyday Malaysian life. Burger King has no known. McDonald's in Malaysia primarily focus of it marketing campaign by sending flyers to houses and attach coupon in newspapers. KFC also gives discount coupons as well as Burger King. However Burger King Coupons are purchased from the store not given for free like KFC and McDonald's.

McDonald's also advertise their product using billboard. They place their latest advertisement on "McDonald's Mc Value Meal" at major roads that indeed attract attention. KFC and Burger King do not use this advertisement tool to promote their brand.

McDonald's have more price reduction compared to KFC and Burger King. They have the "Value Mc Savers" and the "Mc Value Meal". KFC do have

their value meal called "Jom Jimat Everyday" and Burger King but in term of their price, McDonald offers the best price for fast Food.

Therefore we can conclude that McDonalds spends heavily in promotion especially their advertisement to gain their market position. This is aligning with the global McDonald advertising strategy of retaining customers.

**Dr.Lalita Mishra, Subway Customer Loyalty and Evaluating Marketing Strategies, 2013,** The major consideration of this research was the chain restaurant industry, and its underlying principle was to (1) establishing which factors manipulate relationship excellence and customer loyalty development. (2) Observe the relations between relationship quality and loyalty. Based on the literature review, five proportions influence restaurant consumer's behavior: service quality, food quality, price, location, and environment. Speculative relationships between attributes influencing consumer's behavior, relationship quality, and loyalty were consequential from the literature review. Data analysis identifies that the following 5 characteristics influence loyalty building, with impact intervene by relationship quality. These also leverage customer satisfaction by building loyalty and enhancing their trust level. Moreover, service quality is such an aspect that directly or indirectly affects the trust level, and its impact is also stronger as compared to other attributes. Managerial suggestions are discussed. In US, there is a lot of competition in fast food industries this is going to increases day by day. So we are examining here the competitive situations with Subway by comparing three of big name in fast food industries which are KFC, McDonalds Burger King. These companies target to find where is the fast food seekers and how can we find them? Therefore



Subway provides their customers, high quality and fresh fast food. Basically concentrating only target customers and group as well as, Subway is the only competitor which can defeat their competitors by providing high quality food. The basis of investigating competitors is to try and ask what they will do. This will make easy the organization to respond consequently. Sometime as a point of reference competitors is regarding to the competitive position; competitors are sometimes used as point of reference (CIM, 2005). Subway is not without competitive difficulties, major competitors including KFC, McDonalds, Pizza hut. KFC and Pizza hut are the world largest with 33,068 restaurants in over 98 countries. Subway offers 15 products that are in its basic offerings. According to the marketing theory, Subways also applied the services marketing concepts in the form of different elements of promotion mix with a specific reason to supplement the level of brand awareness as well as awareness about product offerings so concern. The overall objective of the organization is to enhance brand awareness among customers and also to establish its name in the market it serves so that the total sales can be raised significantly (Rust, 2000). It also adopted the advertisement plan which is distinctive so that it can easily avail the benefits from the market so concerned and thus creating opportunities to expand its business. The promotion techniques to be adopted should carry a differentiated and a unique message. Thus it is recommended for the subway that it should concentrate on its message which is to be carried with regard to its taste, food, affordability and quality to be delivered to the customers. It should also focus on the target groups such as teenagers and students as these target groups spend lot of time on social networking sites or other sites. So subway can add banners on such networking sites which are

regularly visited by the target groups so concerned. The publications such as newspapers can also be used for this purpose. It should also concentrate on the differentiated ideas and also the potentialities so that more of the benefits can be achieved.

**Dr. Essam Ibrahim, Indian Fast Food Industry Analysis, 2012,** This report provides an analysis of the international marketing environment of the global fast food industry and evaluates the international marketing activities of McDonald's, which is considered a key player. Based on the industry analysis, McDonald's was identified as the market leader and an examination of their market entry modes was carried out. Their international marketing mix was evaluated to identify success factors, drawing focus upon international branding, international distribution, international communications and standardization vs. adaptation of the service offering. An internal analysis identified the firm's strengths and weaknesses whilst an external analysis considered the opportunities and threats posed to McDonald's as market leader. Finally, short and long term strategic and tactical recommendations were outlined in order to enhance McDonald's competitive position within the global fast-food industry. These recommendations are both realistic and well supported, based upon the evaluation of their current strategy and activities. The fast-food industry was identified as a low-cost, high-turnover industry with strong competitive rivalry. After a thorough industry analysis, McDonald's was identified as the market leader and was selected as a key player on which to carry out an evaluation regarding their international marketing activities. Upon recognition of both internal and external factors, supported

recommendations were formed to enhance McDonald's' competitive position in the international market.

**Jing Han, The Business Strategy of Mcdonald's, 2013,** As one of the most successful fast food chain in the world, throughout the development of McDonald's, we could easily identify many successful business strategy implementations. In this paper, I will discuss some critical business strategies, which linked to the company's structure and external environment. This paper is organized as follows: In the first section, I will give brief introduction to the success of McDonald's. In the second section, I will analyze some particular strategies used by McDonald's and how these strategies are suitable to their business structure. I will then analyze why McDonald's choose these strategies in response to the changing external environment. Finally, I will summarize the approaches used by McDonald's to achieve their strategic goals. To sum up, there is a strong possibility that if the company fails to recognize the new competitions, shifting of consumer interests, and the social trends or innovative technologies, it will loose its market share. Previously, McDonald's emphasis on adding new restaurants for near 5 years, more than 50% of increase in new restaurants opened. Unfortunately, there was only 2% of increase in the sale of the food. So, in the year 2003 McDonald's decided to change its focus on increasing sales at existing restaurant and reduced capital spending which allows for a sizeable amount of cash be returned to shareholder. For achieving their objectives, the McDonald's strategy should be attract more new customers, encourage existing customers to visit McDonald's more often, build brand loyalty and, ultimately, create enduring profitable growth for the company.

**Henrik Antonsson, Competition within Fast Food Restaurants in terms of Innovation, 2014,** Innovation is an important aspect of business today. It is important for companies to be innovative in order to stay competitive with their competitors. During the last couple of decades, technology has become more and more common both in our daily life, as well as in businesses. This has lead to an increase in technology implementation, especially within the service industry, where customers now can use self-service technologies in order to receive the service on their own. However, a lack of self-service technologies was discovered within the fast food industry. Since these types of innovations increased the service efficiency and decreased the waitingtime for customers, the authors believed that this would be very interesting for local managers within the fast food industry. Therefore, the authors began to investigate how much power local management has over these types of new innovations.

The effect of the innovation process has a positive relationship with the amount of power distributed to the local management. However, these areas differ depending on the organizational structure, with franchisees achieving their highest amount of power within medium-sized innovations and managers in company-owned outlets maintain their highest amount of power within minor innovations. Even though the overall communication was perceived as satisfying and efficient, large opportunities for improvements occur. By implementing more horizontal communication within the local management, it is in the belief of the authors that the entire internal communication will benefit. Especially this would benefit the franchise system where an increased local communication and collaboration would lead to more efficient communication throughout the entire organization.

**Mounia Belkoura, Market Analysis of McDonalds, Burger King and KFC, 2014,** This research paper is a business analysis on the two publicly traded corporations, McDonalds and Burger King. Both of them are competing in fast food industry. Fast food industry is one of the largest food services sectors around the world. This industry focuses on the lower prices strategy in order to attract customers worldwide. Therefore, S&P Industry surveys suggests that “Our view is that restaurants will be largely unable or unwilling to raise prices much, if at all, for fear of losing customers to the competition” (Restaurant Industry Survey, Standard and Poor’s). On the other hand, the fast food industry is facing great criticisms from different health organizations and most people blame the fast food for causing health problems such as obesity and diabetes to the teenagers and adults nowadays. Recently, the San Francisco Board of Supervisors “passed a ban on restaurant toy giveaways unless the aforementioned meals meet certain healthy nutritional standards for calories, sodium and fat”. The authority urged the fast food industry to balance the nutrition needs for kids.

With the economic downturn, fast food industry is still making money because “During a recession, the spike in unemployment generally leads to declines in consumption levels. When personal consumption expenditure is high, consumers will be more likely to spend money on eating out at fast food restaurants.

Hence, most fast food restaurants start to provide healthier food like yogurt, salads and fruits in order to minimize the impacts of these criticisms. Fast food industry is still generating significant amount of profits in the US market even though people have realized the importance of health. Right

now, the fast food industry is trying to sell more healthy food which will enhance the corporation image and provide more choices to the public. McDonalds and Burger King are not only competing against each other, they also need to face the challenges from other types of restaurants. For instance, most dine-in restaurant such as TGI Friday and Chilies offered low price menus last year which greatly affected the attractiveness of McDonald and Burger King's food to the customers. Furthermore, other fast food restaurants such as Kentucky Fried Chicken, Wendy's and KFC has launched various marketing campaigns and provided more choices of food to suit the customers' needs. There is rapid competition in the fast food industry when the economy is bad because people are spending less on food and often pick up the cheapest one with the most values. Consumers will spend more in affordable restaurants as the Economist reports, "Fast food was once thought to be recession-proof. When consumers need to cut spending, the logic goes, cheap meals like Big Macs and Whoppers become even more attractive. Furthermore, it is more difficult to further expanding the fast food industry in the European countries. People around the world think of fast food as American culture and tradition. As far as we know, most Europeans love their traditional food and hesitate to try the American fast food. For instance, most Europeans rather spend money in the local stores than eating hamburgers in McDonald. They always criticize about the monopoly behaviors of McDonalds and the unfair labor contracts provided by McDonalds to the employees. Moreover, some Europeans just value the time of cooking and eating and they do not prefer eating a 5 minutes wrap up meal with excessive amount of calories in fast food stores

**Roman Mura, An Analysis of Consumer Attitudes towards Fast Food Restaurants, 2011,** At first, the author completed a literary exploration of the fast food industry, marketing research and Porter's Five Forces Analysis. The findings were incorporated into the theoretical part of the thesis which was divided into three sections. The first section concerned the fast food industry and was dedicated to its history, development and trends. Moreover, it covered the Czech fast food market and customer. Acquired information served as a theoretical foundation for the research executed in the practical part. Similarly the marketing research and Porter's analysis parts of the theory provided us with a theoretical knowledge necessary for the practical application of the research. The practical part of the thesis began with the research methodology which described the whole process of the analysis. The analysis as such was performed by means of the Porter's five forces analysis and marketing research. The Porter's analysis explored Opava region fast food market and its competitive rivalry. Subsequently, the marketing research executed by questionnaire survey discovered whether there is customers demand for a new Fast Food restaurant in Opava region. Both results of the Porter's Analysis and questionnaire survey revealed that there is a viable possibility of the establishment of a new fast food restaurant in Opava region. The results of the Porter's Analysis determined that a fast food chain unit should be established rather than an independent fast food restaurant. The following questionnaire survey analysis ascertained that it is advisable to establish a chicken fast food type, preferably a new KFC unit. Finally, the results pinpointed an ideal location of the new KFC unit to Opava city centre.

In the end of the thesis the author proposed the recommendations to a possible business plan for an establishment of a new fast food restaurant in Opava region. The recommendations were base on the analytical findings and provided a reader with the type of the fast food restaurant to be established including favorable fast food chain brand and its location. Moreover, it was proposed a marketing strategy which should ensure an advantageous position in the market and maximize profit potential. Finally, there is need to say that the thesis has a potential to be extended into a Master's theses which would cover a complete business plan. In other words the thesis would be the marketing part of the future business plan.



## **Objective and Scope of the Study**

### **Objectives**

- To identify the current trends in Indian Fast food market
- To perform the comparative analysis among McDonalds, KFC, Subway and Burger King
- To analyze the customers' perception towards McDonalds, KFC, Subway and Burger King
- To measure the opportunities and challenges for fast food businesses in India

### **Scope**

This research identifies the current trends in Indian Fast food market. This research performs the comparative analysis among McDonalds, KFC, Subway and Burger King. This research analyzes the customers' perception towards McDonalds, KFC, Subway and Burger King. This research measures the opportunities and challenges for fast food businesses in India

# **Research Methodology**

## **Research Design**

This research is descriptive in nature as the study carried out the survey questioning, which is an attributes of descriptive research.

## **Data Collection**

A research can use either secondary or primary or both the research methods to collect the information depending on the research need and depth of information & coverage needed. In this particular research, researcher has used both the primary and secondary research methods to collect the information.

## **Primary data**

To collect the primary data researcher has made a questionnaire.

**Sample Size:** 100

**Target Respondents:** Customers

## **Secondary data**

Secondary data was collected from the following sources:-

- Website
- Newspaper

- Magazines
- Online Journals
- Project Material
- Books

### **Research Instrument**

A structured Questionnaire is used

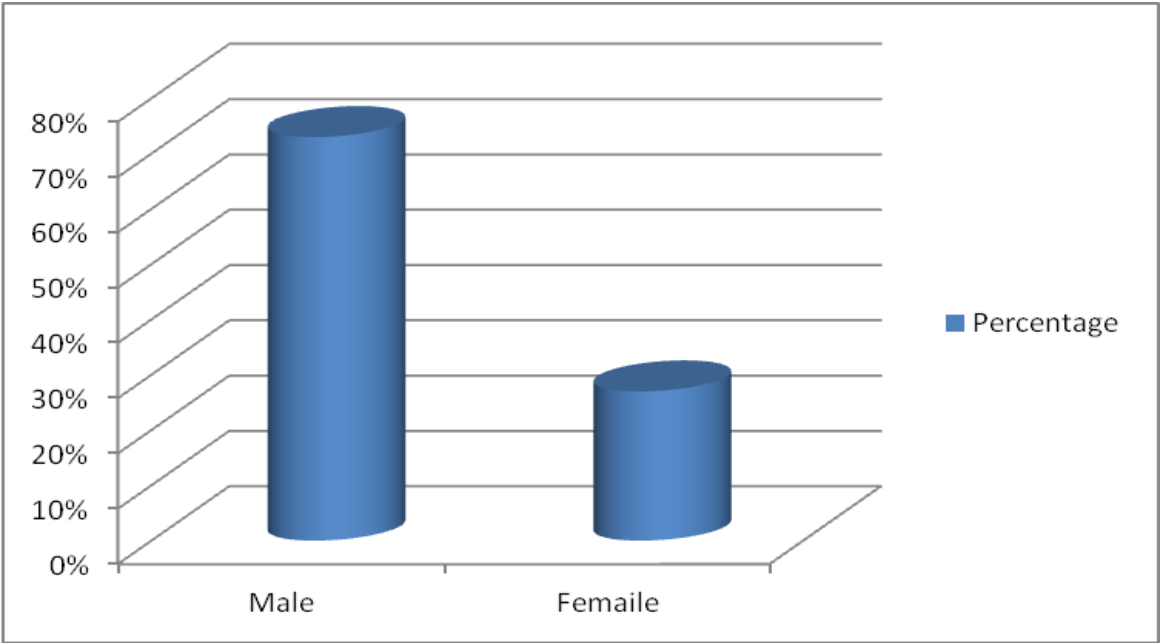
### **Data Analysis**

Researcher has presented the collected primary data with the help of descriptive statistics and graphs. Interpretation has also done for each graph.

# Data Analysis

## Gender

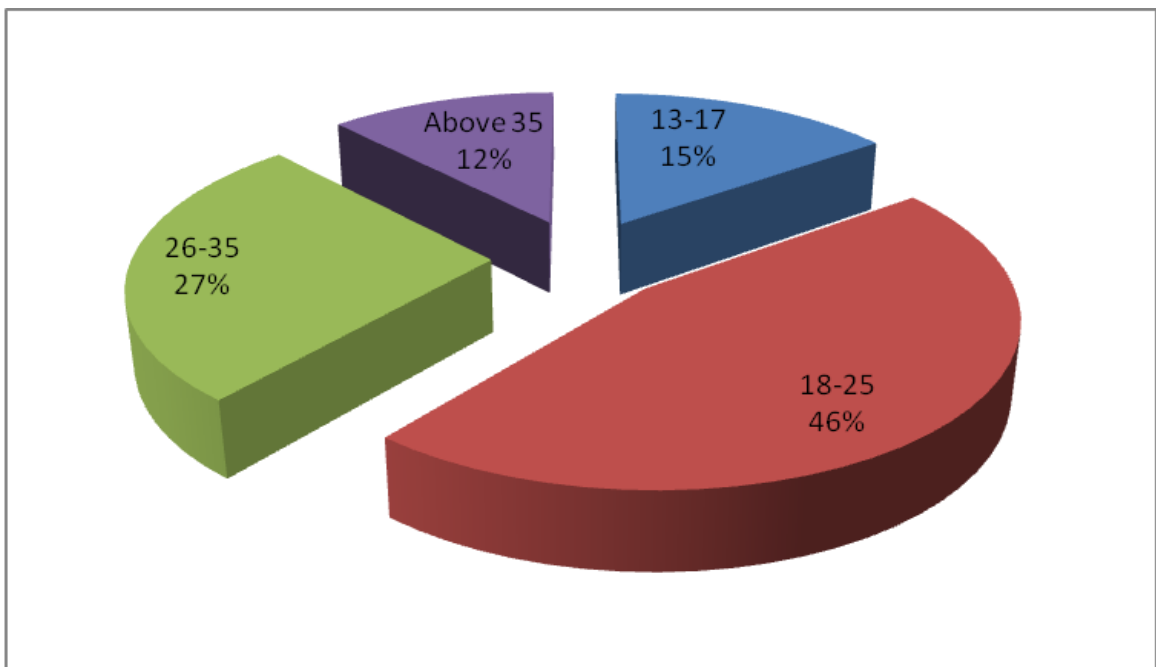
Respondents	Percentage
Male	73%
Female	27%



73% respondents were male and 27% respondents were female

## Age

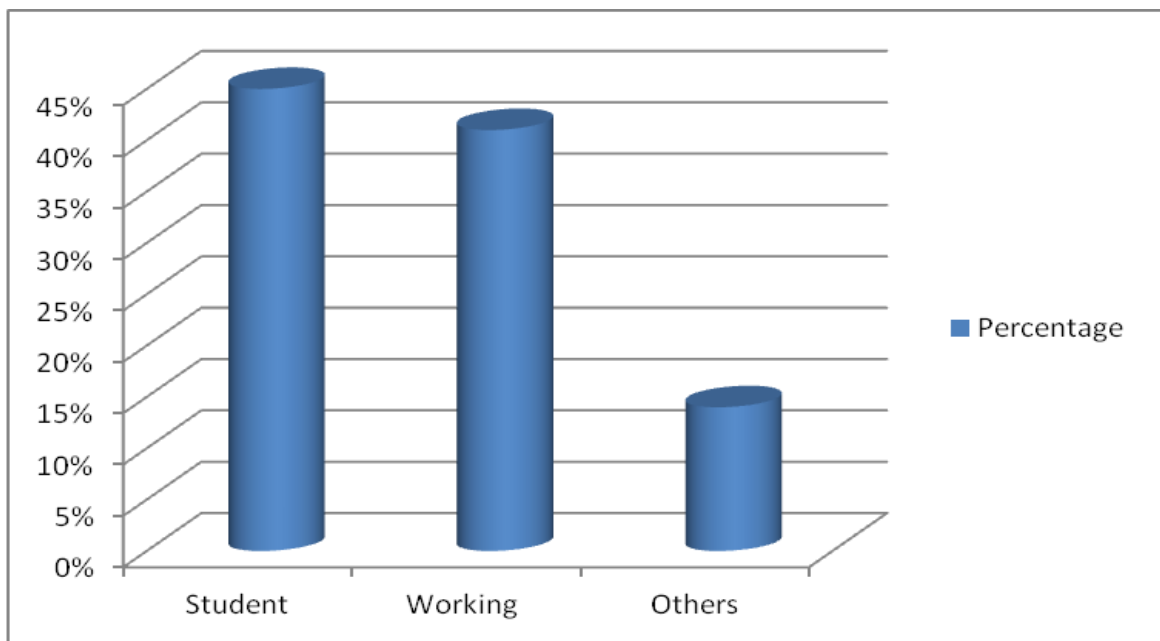
Respondents	Percentage
13-17	15%
18-25	46%
26-35	27%
Above 35	12%



46% respondents were from 18-25 yrs age group however 27% respondents were from 26-35 yrs age group

## Profession

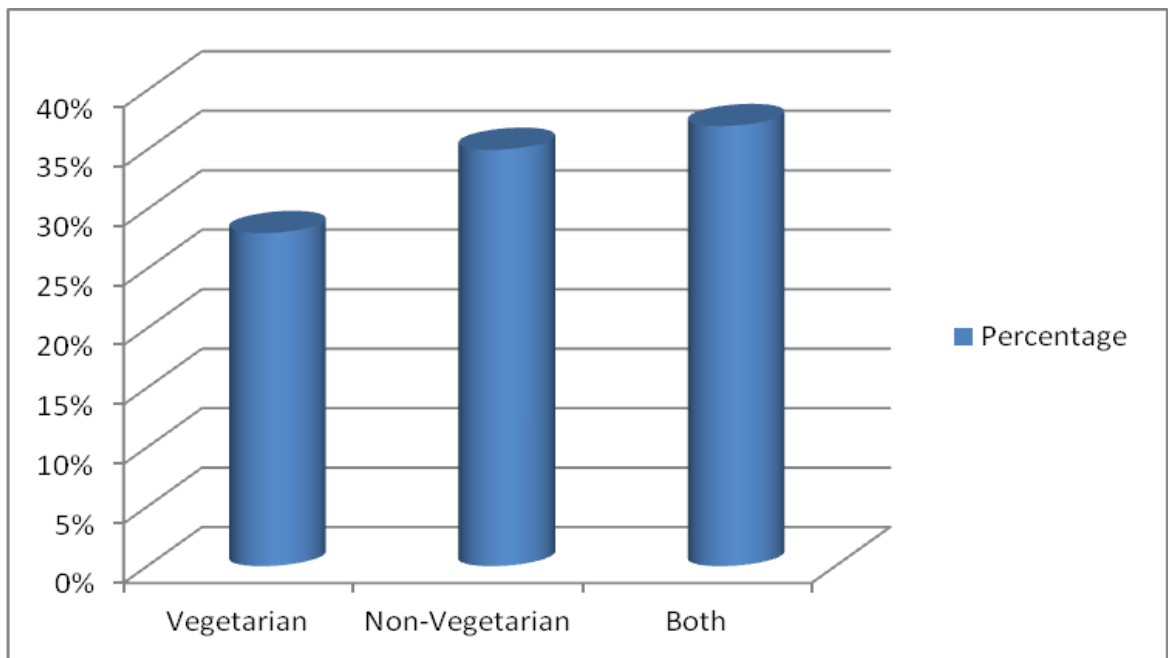
Respondents	Percentage
Student	45%
Working	41%
Others	14%



45% respondents were students however 41% respondents were working

### Which food type you prefer?

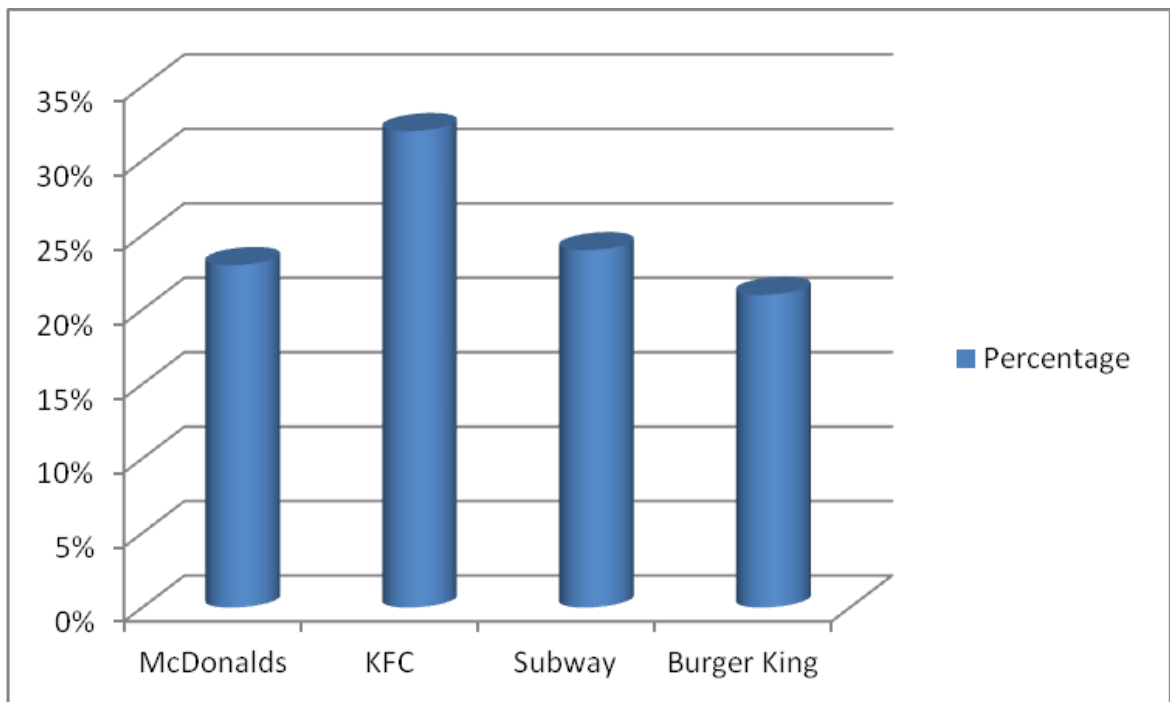
Respondents	Percentage
Vegetarian	28%
Non-Vegetarian	35%
Both	37%



28% respondents were vegetarian however 35% respondents were non-vegetarian

### Most Preferred Food Joint

Respondents	Percentage
McDonalds	23%
KFC	32%
Subway	24%
Burger King	21%

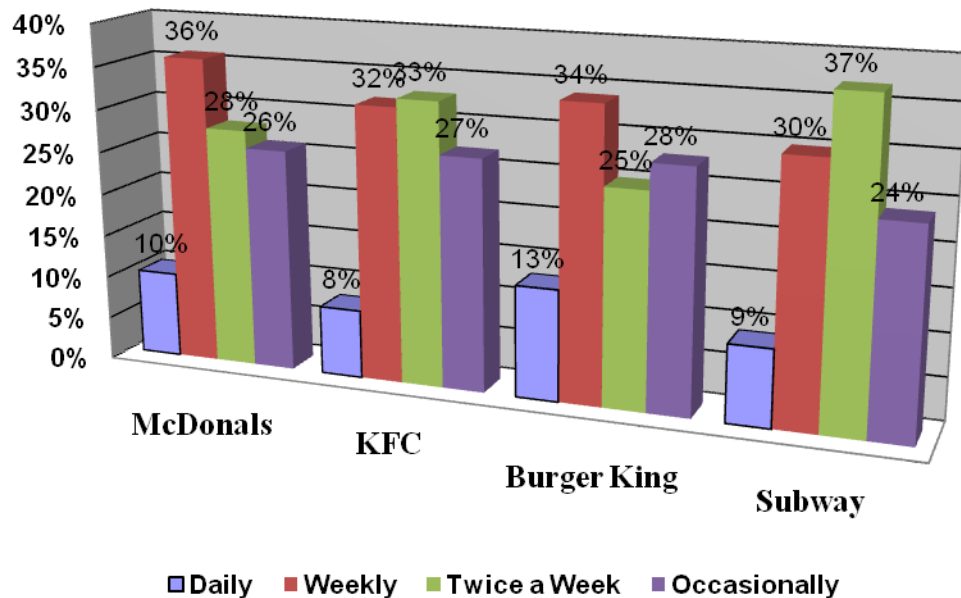


23% respondents prefer McDonalds however 32% respondents prefer KFC



### How Often do you visit a fast food joint?

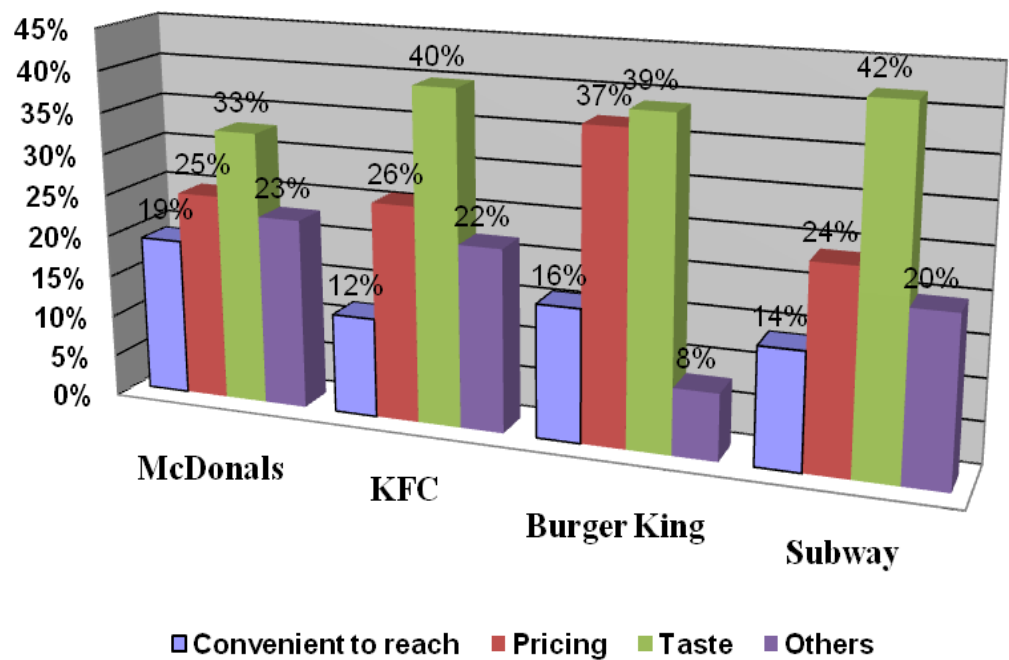
	Daily	Weekly	Twice a Week	Occasionally
<b>McDonals</b>	10%	36%	28%	26%
<b>KFC</b>	8%	32%	23%	27%
<b>Burger King</b>	13%	34%	25%	28%
<b>Subway</b>	9%	30%	37%	24%



36% respondents replied that they visit Mcdonalds weekly however 26% respondents replied that they visit Mcdonalds occasionally. 32% respondents replied that they visit KFC weekly however 27% respondents replied that they visit KFC occasionally. 34% respondents replied that they visit Burger King weekly however 28% respondents replied that they visit Burger King occasionally. 30% respondents replied that they visit Subway weekly however 24% respondents replied that they visit Subway occasionally.

### Reason to visit the food joint

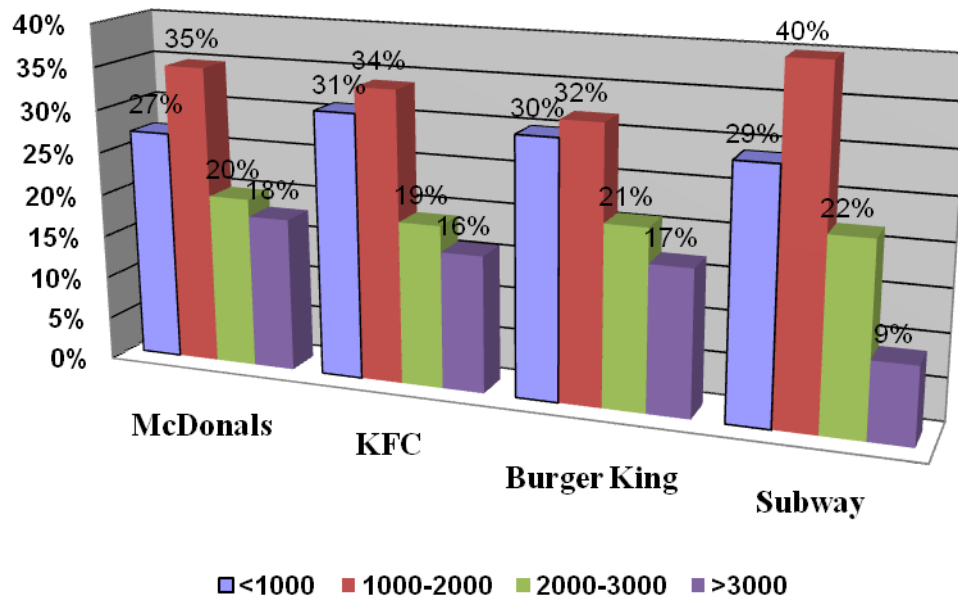
	Convenient to reach	Pricing	Taste	Others
<b>McDonals</b>	19%	25%	33%	23%
<b>KFC</b>	12%	26%	40%	22%
<b>Burger King</b>	16%	37%	39%	8%
<b>Subway</b>	14%	24%	42%	20%



25% respondents replied that they visit Mcdonalds because of pricing however 23% respondents replied that they visit Mcdonalds because of other reason. 26% respondents replied that they visit KFC because of pricing however 22% respondents replied that they visit KFC because of other reason. 37% respondents replied that they visit Burger King because of pricing however 8% respondents replied that they visit Burger King because of other reason. 24% respondents replied that they visit Subway because of pricing however 20% respondents replied that they visit Subway because of other reason.

### **Monthly Expenditure on Food Joints**

	<b>&lt;1000</b>	<b>1000-2000</b>	<b>2000-3000</b>	<b>&gt;3000</b>
<b>McDonals</b>	27%	35%	20%	18%
<b>KFC</b>	31%	34%	19%	16%
<b>Burger King</b>	30%	32%	21%	17%
<b>Subway</b>	29%	40%	22%	9%



35% respondents replied that their monthly expenditure is 1000-2000 on McDonalds however 18% respondents replied their monthly expenditure is >3000 on McDonalds. 34% respondents replied that their monthly expenditure is 1000-2000 on KFC however 16% respondents replied that their monthly expenditure is >3000 on KFC. 32% respondents replied that their monthly expenditure is 1000-2000 on Burger King however 17% respondents replied that their monthly expenditure is >3000 on Burger King. 40% respondents replied that their monthly expenditure is 1000-2000 on Subway however 9% respondents replied that their monthly expenditure is >3000 on Subway.

## Chi-square test for testing Indipendence

- Profession and Expenditure on food joints

### Hypothesis

H0: Profession and Expenditure on food joints are independent

H1: Profession and Expenditure on food joints are not independent

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.776 <sup>a</sup>	4	.437
Likelihood Ratio	4.287	4	.369
Linear-by-Linear Association	.069	1	.793

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

➤ Food Quality and Expenditure on food joints

Hypothesis

H0: Food Quality and Expenditure on food joints are independent

H1: Food Quality and Expenditure on food joints are not independent

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.082 <sup>a</sup>	6	.232
Likelihood Ratio	6.560	6	.363
Linear-by-Linear Association	.003	1	.958

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .06.

➤ Food Quality and Frequency to Visit a Food Joint

Hypothesis

H0: Food Quality and frequency to visit a Food Joint are independent

H1: Food Quality and Frequency to visit a food joint are not independent

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.188 <sup>a</sup>	6	.304
Likelihood Ratio	7.049	6	.316
Linear-by-Linear Association	2.818	1	.093

a. 11 cells (91.7%) have expected count less than 5. The minimum expected count is .18.

- Profession and Reason to visit a food joint.

### Hypothesis

H0: Profession and Reason to visit a food joint are independent

H1: Profession and Reason to visit a food joints are not independent

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.089 <sup>a</sup>	6	.232
Likelihood Ratio	8.125	6	.229
Linear-by-Linear Association	.504	1	.478

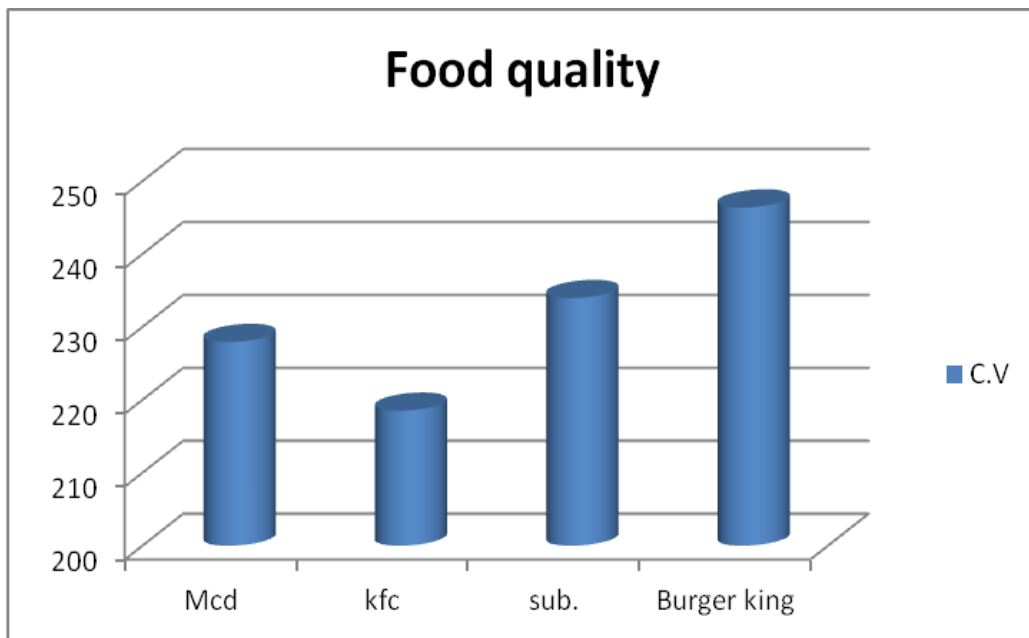
a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .53.



## Preception Based Ranking

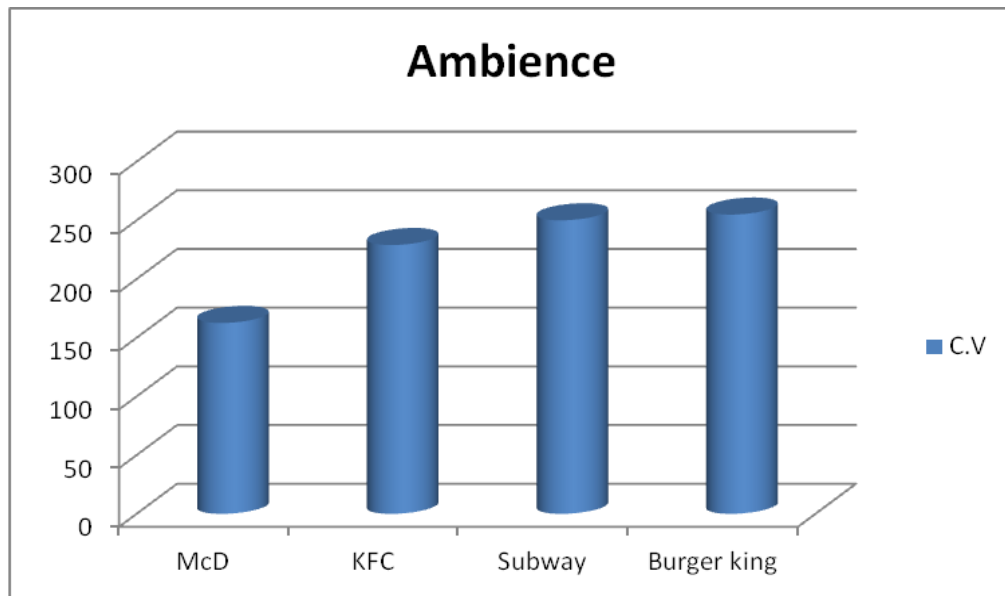
### Food Quality

Joints	Very good	good	avg.	poor	Total weights	Mean weights	ST. dev	C.V
McD.	72	152	34	12	270	27	61.5440	227.940
KFC	160	91	44	7	302	30.2	65.9924	218.518
Sub.	105	164	28	9	306	30.6	71.5937	233.966
Burger king	99	180	30	7	316	31.6	77.8588	246.388



## Ambience

Joints	Very good	Good	Avg	Poor	Total weights	Mean weights	ST. dev	C.V
McD	81	46	120	20	267	26.7	43.415	162.605
KFC	75	156	44	14	289	26.7	61.135	228.973
Sub	42	96	160	7	305	26.7	66.765	250.056
Burger king	30	108	156	10	304	26.7	68.058	254.901

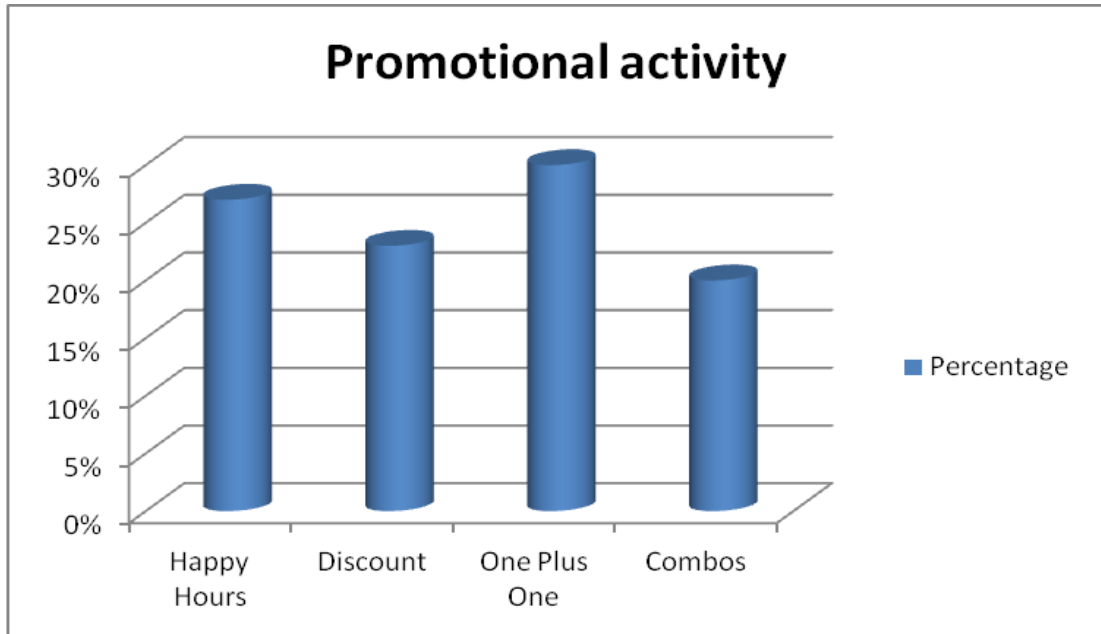


## Services

Joints	Very Good	Good	Avg.	Poor	Total weights	mean weights	ST. dev	C.V
McD	78	132	46	18	274	27.4	48.918	178.533
KFC	87	140	44	14	285	27.4	54.756	199.840
Burger King	72	152	46	15	285	27.4	58.659	214.085
Sub.	44	140	87	14	285	27.4	54.756	199.840

## Effective Promotional Activity that attracts you

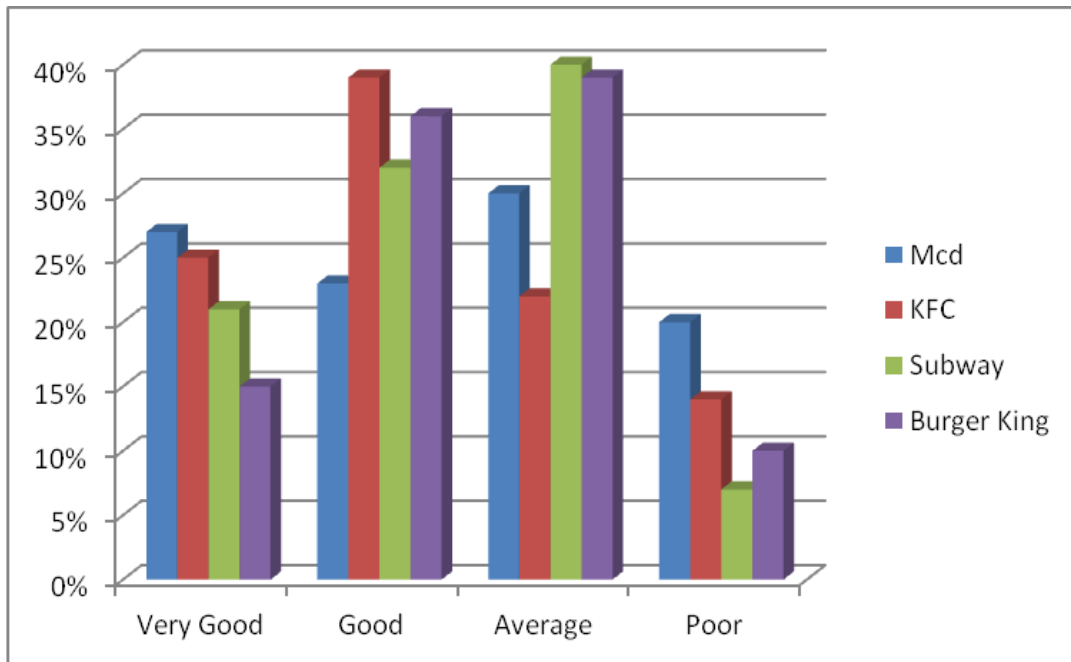
Respondents	Percentage
Happy Hours	27%
Discount	23%
One Plus One	30%
Combos	20%



27% respondents replied that happy hours is most effective promotional activity however 30% respondents replied that one plus one is most effective promotional activity

#### How would you rate the abience of the food joints?

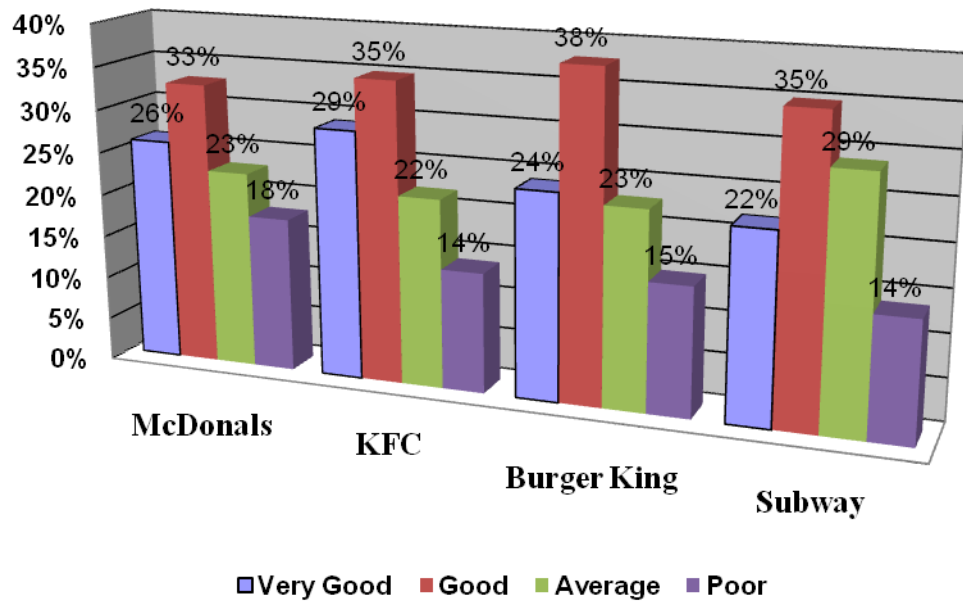
Respondents	McDonalds	KFC	Subway	Burger King
Very Good	27%	25%	21%	15%
Good	23%	39%	32%	36%
Average	30%	22%	40%	39%
Poor	20%	14%	7%	10%



27% respondents replied that service provided in McDonalds was very good however 20% respondents replied that service provided in McDonalds was poor. 25% respondents replied that service provided in KFC was very good however 14% respondents replied that service provided in KFC was poor. 15% respondents replied that service provided in Burger King was very good however 10% respondents replied that service provided in Burger King was poor. 21% respondents replied that service provided in Subway was very good however 7% respondents replied that service provided in Subway was poor

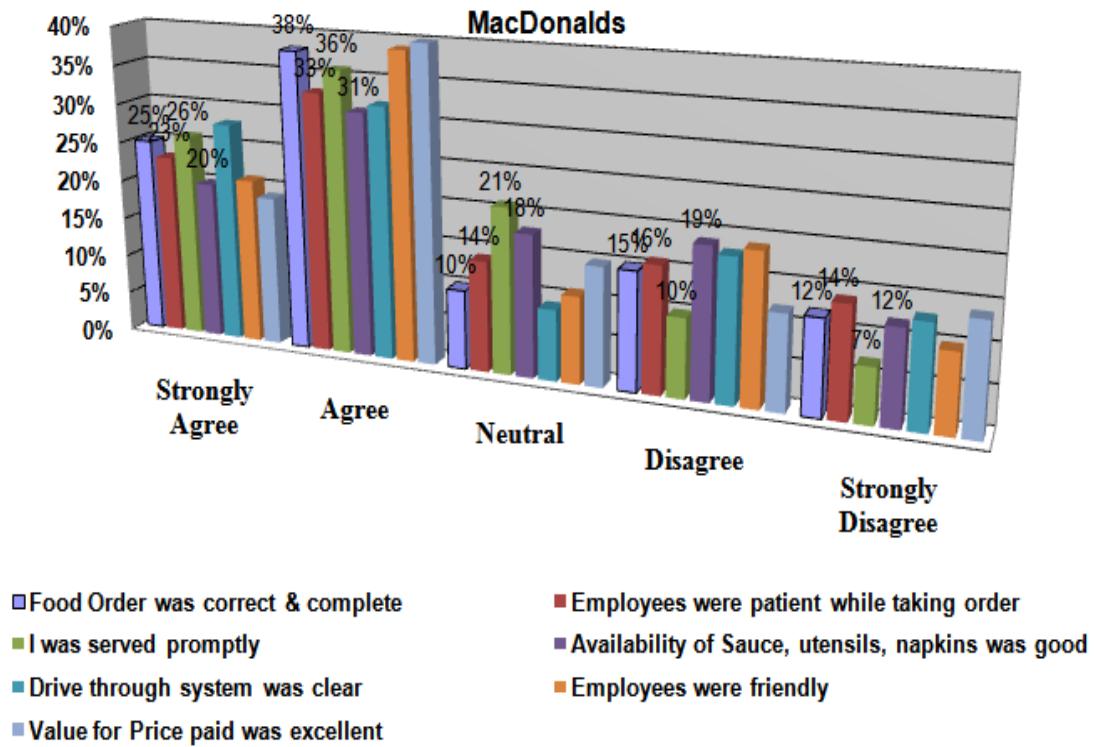
### **How would you rate the service provided in the food joints?**

	<b>Very Good</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>
<b>McDonals</b>	26%	33%	23%	18%
<b>KFC</b>	29%	35%	22%	14%
<b>Burger King</b>	24%	38%	23%	15%
<b>Subway</b>	22%	35%	29%	14%



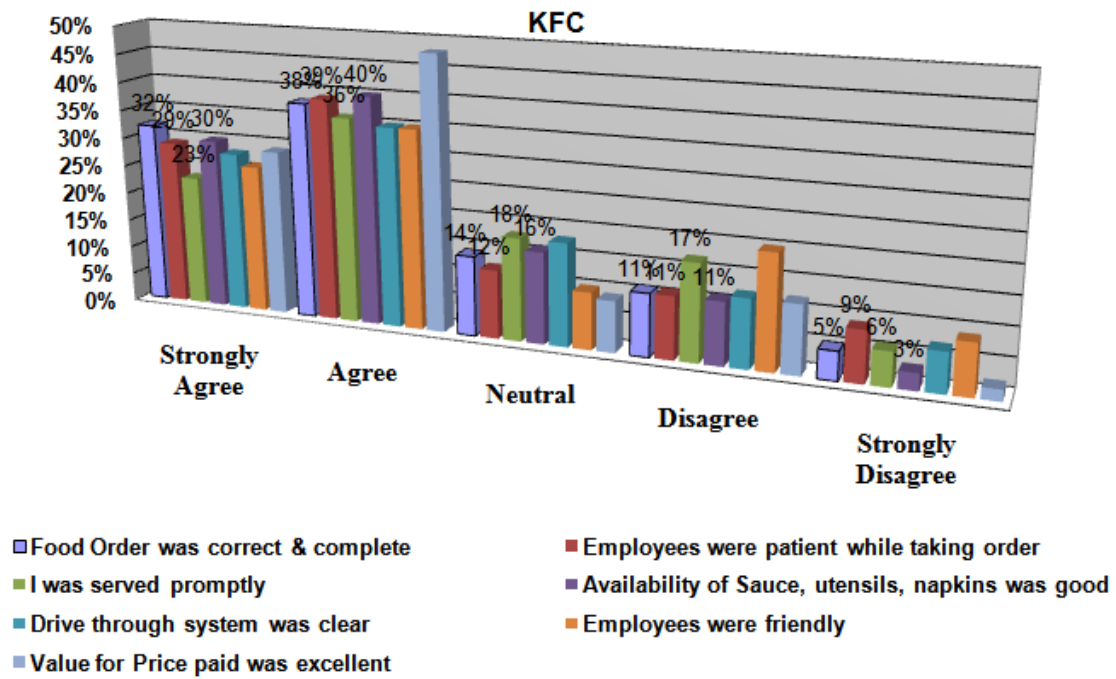
33% respondents replied that service provided in McDonalds was very good however 18% respondents replied that service provided in McDonalds was poor. 35% respondents replied that service provided in KFC was very good however 14% respondents replied that service provided in KFC was poor. 38% respondents replied that service provided in Burger King was very good however 15% respondents replied that service provided in Burger King was poor. 35% respondents replied that service provided in Subway was very good however 14% respondents replied that service provided in Subway was poor

Rate it as per you experience

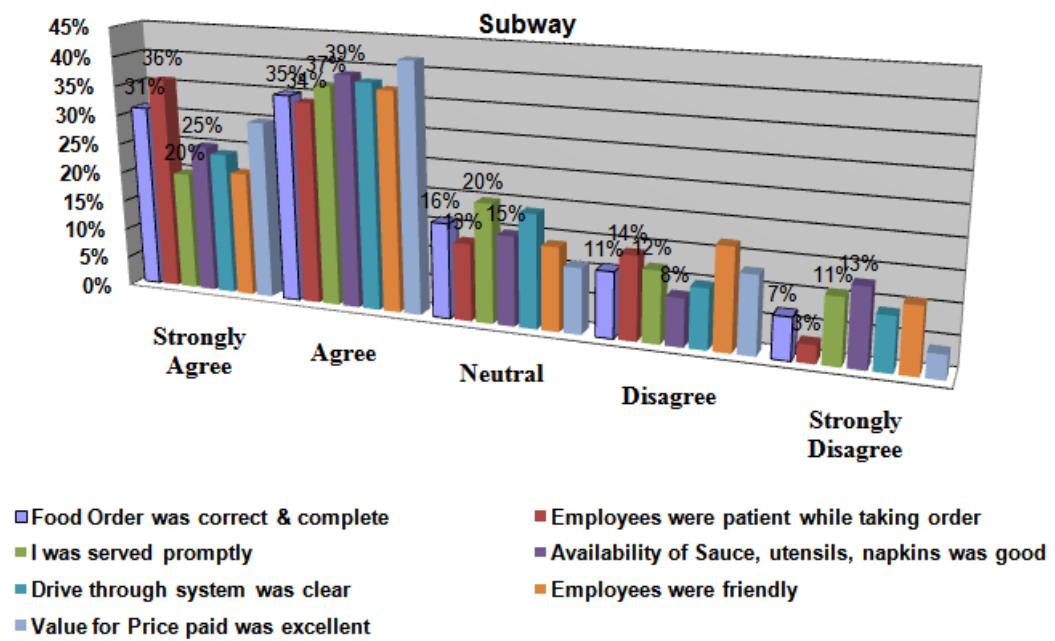




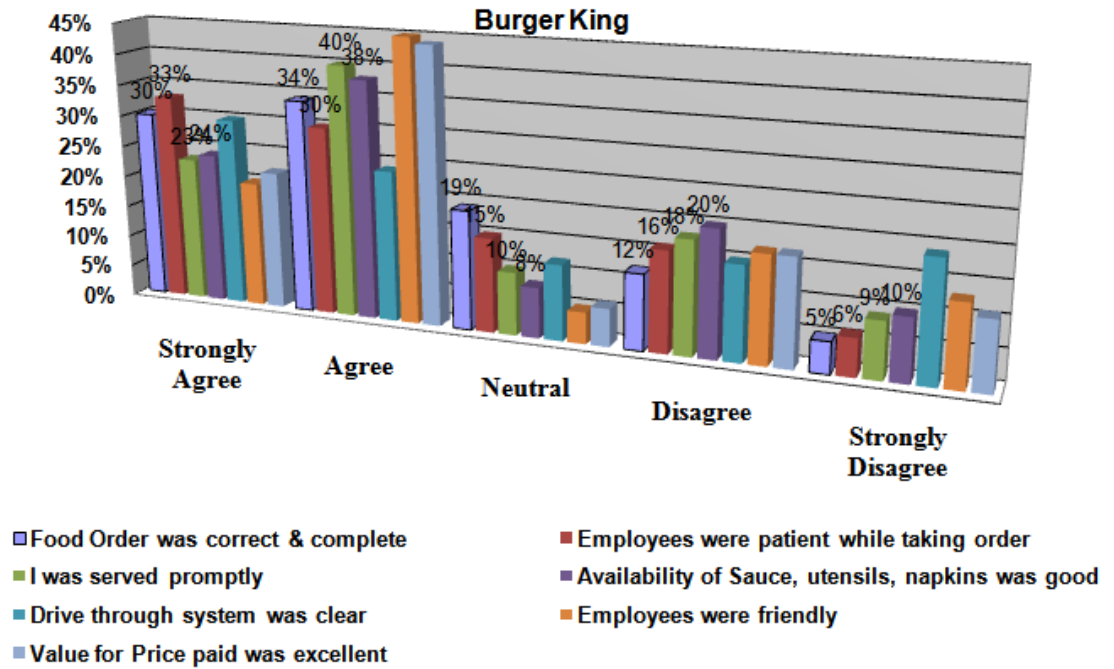
Rate it as per you experience



## Rate it as per you experience

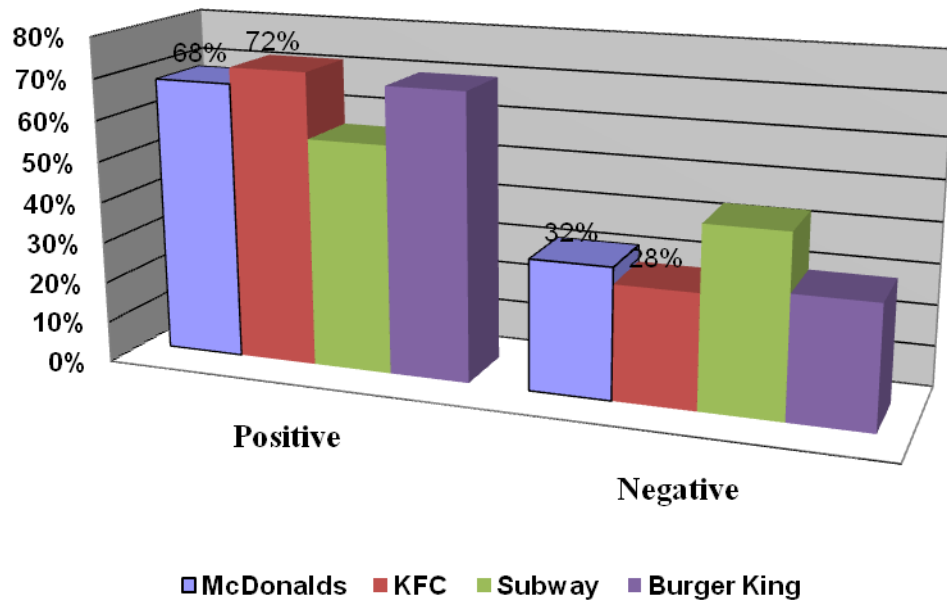


Rate it as per you experience



### What Kind of Image does these joints have on you?

	Positive	Negative
<b>McDonals</b>	66%	32%
<b>KFC</b>	72%	28%
<b>Burger King</b>	56%	44%
<b>Subway</b>	52%	48%



72% respondents replied that KFC has put positive image on them however 68% respondents replied that McDonalds has put positive image on them

## Findings

In India, there is a lot of competition in fast food industries this is going to increase day by day. So we are examining here the competitive situations with Subway by comparing three of the big names in fast food industries which are KFC, McDonalds, Burger King. These companies target to find where the fast food seekers are and how can we find them? Therefore Subway provides their customers, high quality and fresh fast food. Basically concentrating only target customers and group as well as, Subway is the only competitor which can defeat their competitors by providing high quality food. Within a given market there are many things that are to be discovered about the competition as it serves as a marker as to how difficult or easy it is to work inside that market. Relentless competition will undeniably affect the marketing working outflow; as a result it is useful to know what kind of struggle is going to occur to face inside that market. It is important to know the market is operating the company and knowing the potential for entering the market and the possible customers is essential. Moreover, it's a good idea to look at the macroenvironmental factors that are influencing the market.

Customer service is a union to provide their customers' requirements and desires. A businessman can present promotions and discount in prices to get as many new customers, but if a businessman wants his customers visit again, the business won't be beneficial for long. Superior consumer service is basically to get customers back again and if businessman sends their

customer pleased. It is the sign of positive feedback to business beside to others, who might be trying the product or service a businessman. Constructing a customer loyalty will be easier if the businessman have loyal employees. The trade people are very important for the manufacturer to safeguard those workforces who interacts with clients. The rising development nowadays is to drive customerservice and technical hold up calls to next obtainable person.

Subway's sales rising per anum more than \$6.9 billion, as same as immeasurable awards and honors has been granted its chain over the past 42 years. Subway has more than 35,582 units globally and its rapid growth attracting many investors and now it is able to compete with KFC and McDonalds. Being a part of this international market where these big companies competing with each other, Subway taking a challenge to face the market by giving their customers beneficial advantage and making a profitability and sales growth. In fast food market, Subway can compete with burger chains and others are big name in international market. Subway changes in it by making casual and attractive menu and adding some new meals in its menu item which are the customer's choice.

In the above discussion we reach to this point that by using different marketing strategy in Subway food chain market we can establish customer loyalty to our customers. The reason behind this research is also express about the market status of Subway with comparing to McDonalds, KFC and Burger King. This research also gives that how you need to behave to retain your customer and make them your long term customer

## **Limitations**

The main three limitations of this research are time, finance and access. The research is time crucial due to the deadline placed on the submission of the final research findings. Therefore starting from sampling till data collection everything needs to be done as quickly as possible thus leaves researcher with limited amount of time.

Access to Companies data may be an issue because the researcher will not be able to reach customers due to limited time.

## **Recommendation and Suggestions**

According to the evaluation so concerned and undertaken it is revealed that the most important objective of the Subway chain is to be ranked as the number one restaurant as per consumers and also in each market segment in which Subway serves.

In addition to this, Subway does not purposely select the new countries to enter. It is also found from the evaluation of the secondary data that the product policy so undertaken is global in nature by using the such techniques that can assist in branding and also to establish the name worldwide. Subway offers 15 products that are in its basic offerings.

According to the marketing theory, Subways also applied the services marketing concepts in the form of different elements of promotion mix with a specific reason to supplement the level of brand awareness as well as awareness about product offerings so concern.

The overall objective of the organization is to enhance brand awareness among customers and also to establish its name in the market it serves so that the total sales can be raised significantly (Rust, 2000).

It also adopted the advertisement plan which is distinctive so that it can easily avail the benefits from the market so concerned and thus creating opportunities to expand its business. The promotion techniques to be adopted should carry a differentiated and a unique message.



Thus it is recommended for the subway that it should concentrate on its message which is to be carried with regard to its taste, food, affordability and quality to be delivered to the customers.

It should also focus on the target groups such as teenagers and students as these target groups spend lot of time on social networking sites or other sites. So subway can add banners on such networking sites which are regularly visited by the target groups so concerned.

The publications such as newspapers can also be used for this purpose. It should also concentrate on the differentiated ideas and also the potentialities so that more of the benefits can be achieved.

Innovation in retailing, diverse skills and potentialities should also be recognized. In order to enhance the skills and potentialities and working on the innovation proper and effective training programs should be provided for rendering cross sector technical training capability, integrated support structure and others as mentioned in the concerned case.

## Conclusion

In today's world one of the major problems is unbalanced growth in customer loyalty program. This paper exemplifies the environment and the ways loyalty managers can meet this exacting challenge. This can only be achieved by making business plan and optimized business process design to compute those strategies which is maintained by highly technology persons. Overall coverage at each level is required for business processes which are fully covered up by business strategies. Technology fully covers the needs of the business processes which are fully covered by the technology requirements.

Stages:

Stage 1: Increase awareness of health The layout basically in two types: printed advertisements and advertorials. In these advertisements the important theme contained the slogan eat healthy. Furthermore, online channel would also be shown these advertisements. The other group is also which are target group present by media. In this phase, softer techniques, like advertorials and articles, will be applied to educate the customers.

Stage 2: cooperate with potential customers to arouse their interests In the second stage, we are using more interactive and direct ways in promotion, and the online method for taking more information which may be city based or would be helpful to locate the Subway store. Getting information online for these store the one who maintaining these sites providing a graphical view of store to help the customers find them.

Stage 3: Induce purchase intention of consumers Sale The third phase to induce purchase purpose of consumers. Voucher is a time tested way in the

fast food industry, which we will use, too. Online period downloadable voucher will be enabled and offline coupon and menu allotment in office buildings will be carried out. They are long term customers in term high profitable as known as true friends. They communicate consistently but not too often. They build attitudinal and behavior loyalty As also they are known as low profitable customers in terms of short term customers if they are strangers, little bit fit between company's offerings and lowest profitable potential, because their actions in this low profitable. They do not investment in these relationships.

The fast-food industry was identified as a low-cost, high-turnover industry with strong competitive rivalry. After a thorough industry analysis, McDonald's was identified as the market leader and was selected as a key player on which to carry out an evaluation regarding their international marketing activities. Upon recognition of both internal and external factors, supported recommendations were formed to enhance McDonald's' competitive position in the international market.

Burger fast food from the two big chains McDonald's and Burger King remained very popular in 2014. So did traditional sausage fast food such as hot dogs and grilled sausages, which used to be sold mostly by the large number of independent grill bars, as well as at various fixed and mobile street stalls. Sales of traditional sausage fast food have been declining for a number of years at these traditional outlets, but at the same time they have been growing at the convenience stores. Chicken fast food of the KFC type continued to have only a marginal presence in 2014.

## Bibliography

- Kubendran, V. and Vanniarajan, T., 2005, Comparative analysis of rural and urban consumers on milk consumption. *Ind. J. Mktg*, 35 (12) : 27-30.
- Kulkarni, M.S. and Murali, D., 1996, Study on purchasing practices of consumers of Parbhani Town. *Ind. J. Mktg*, 26 : 3-7.
- Kumar, K., Ambarish, Jordan, B.B. and Barker Tansu, A., 1987, Made in India, what it means to Indian consumers ? *Ind. J. Mktg*, 17 (9) : 26-34.
- Low, G. and Lamb, J., 2000, The measurement and dimensionality of the brand associations. *J. Product and Brand Management*, 9 (6) : 350-368.
- Nagaraja, B., 2004, Consumer behaviour in rural areas : A micro level study on consumer behaviour in Kavi mandal. *Ind. J. Mktg*, 34 (11) : 30-36.
- Nandagopal, R. and Chinnaiyan, P., 2003, Brand preference of soft drinks in rural Tamil Nadu. *Ind. J. Mktg*, 33 (1) : 14-17.
- Narang, R., 2006, A study on branded foods. *Ind. J. Mtking*, 36 (11) : 3-9.
- Padmanaban, N.R. and Sankaranarayanan, K., 1999, Business experience, product lines of dealers and farmers loyalty to dealer for pesticides in southern Tamil Nadu. *Ind. J. Agric. Mktg*, 13 (3) : 69-74.
- Prell, H., Berg, C. and Jonsson, L., 2002, Why don't adolescents eat fish ? Factors influencing fish consumption in school. *Scandinavian J. Nutr.*, 46 (4) : 189-191.

- Puri, R. and Sanghera, J., 1989, Nutritive value and consumption pattern of some processed foods. *Ind. J. Mktg*, 46 (6) : 24-27.
- Ragavan, R., 1994, A study on the consumer response towards franchise vegetable outlets – A case of just picked. *M.Sc. (Agri.) Thesis*, Tamil Nadu Agric. Univ., Coimbatore.
- Raj Reddy, D. and Pruthviraju, 1999, Rural consumer behaviour for seeds – A case study. *Ind. J. Agric. Mktg.*, 29 (7-10) : 28-33.
- Rajarashmi, P.S. and Sudarsana, G., 2004, Buyer behaviour of home appliances with special reference to microwave products in Bangalore city. *Ind. J. Mktg*, 34 (1) : 19-24.
- Ramasamy, K., Kalaivanan, G. and Sukumar, S., 2005, Consumer behaviour towards instant food products. *Ind. J. Mktg.*, 24 (2-3) : 55-59.
- Rees, A.M., 1992, Factors influencing consumer choice. *J. Soc. of Dairy Tech.*, 45 (4) : 112-116.
- Sabeson, R., 1992, Consumer preference towards processed fruits and vegetable products –a case study in Coimbatore city. *M.Sc. (Agri.) Thesis*, Tamil Nadu Agric. Univ., Coimbatore.
- Sampathkumar, 2003, Brand preferences acidity of soft drink market. *J. Agric. Mktg*, 23 (2) : 64-67.
- Sanjaya, S. Gaur and Abdul K. Waheed, 2002, Study of buying behaviour of branded fine rice. *Ind. J. Mktg*, 32 (7) : 3-8.