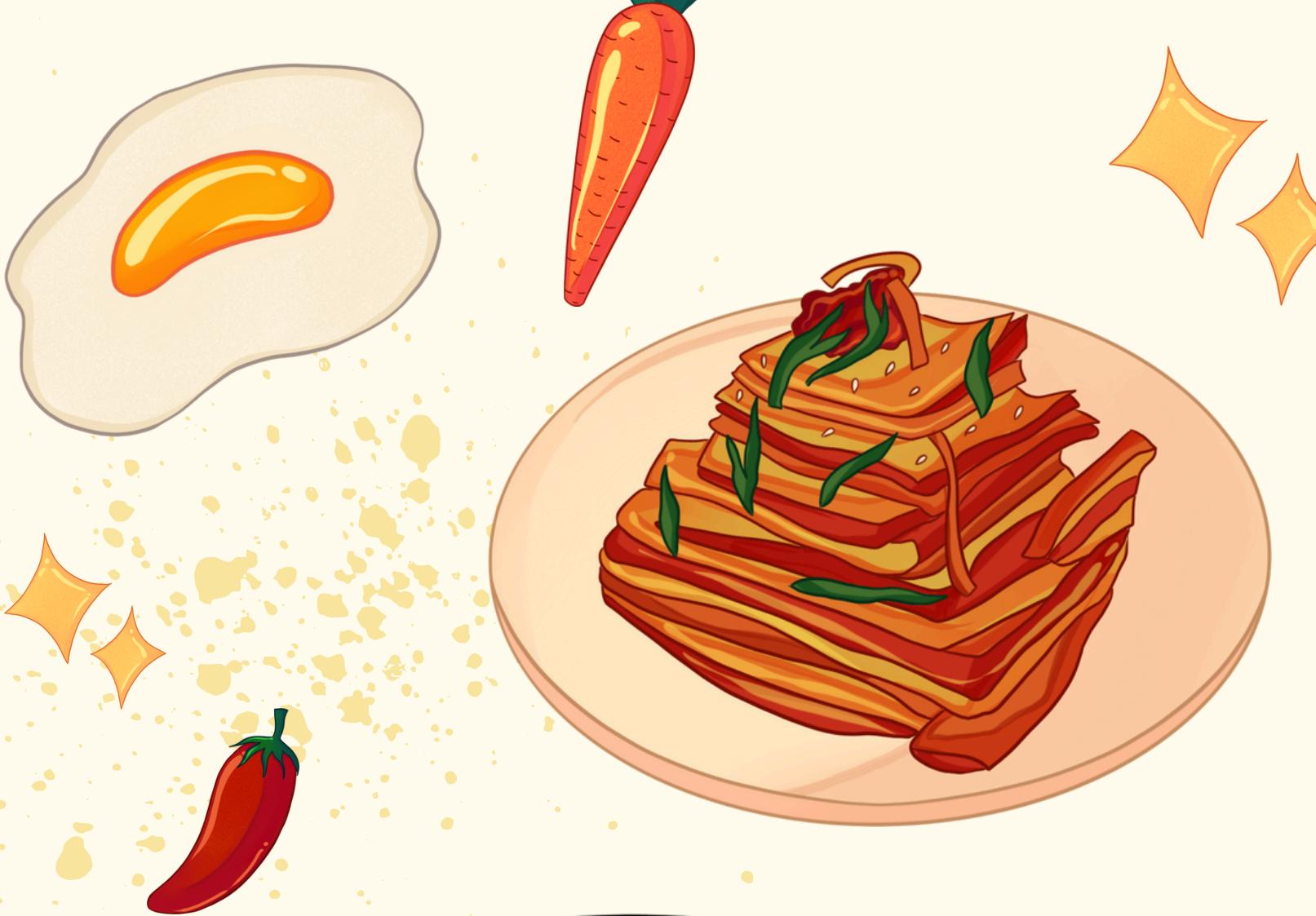
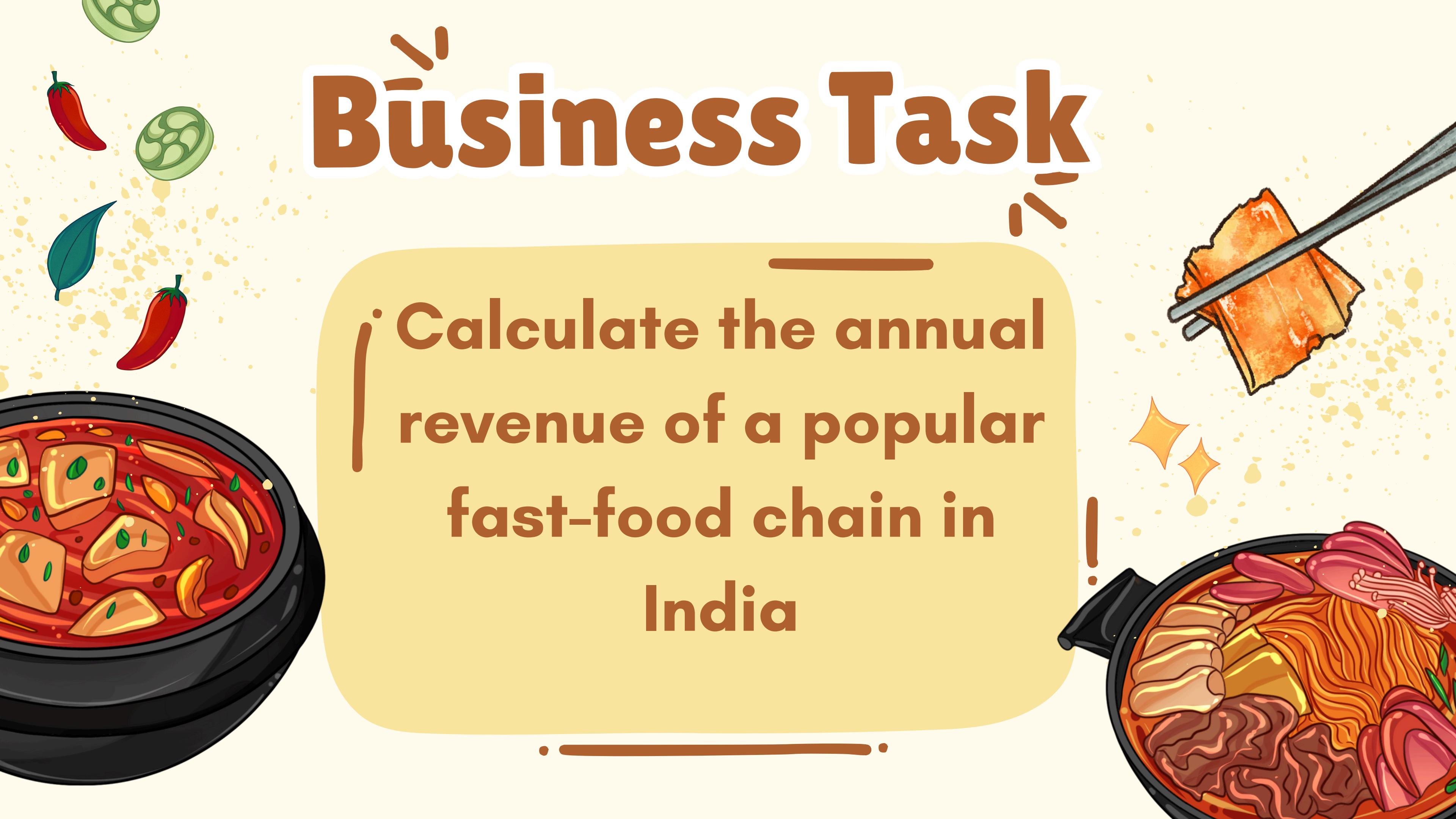


Fast Food Chain Revenue



Business Task

| Calculate the annual
revenue of a popular
fast-food chain in
India



General Information

Population of India = 1,500,000,000

Youth Population = 40% of Total = 60,000,000

Adult Population = 65% of Total = 9,75,000,000

During normal days

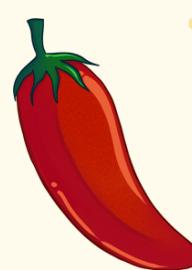
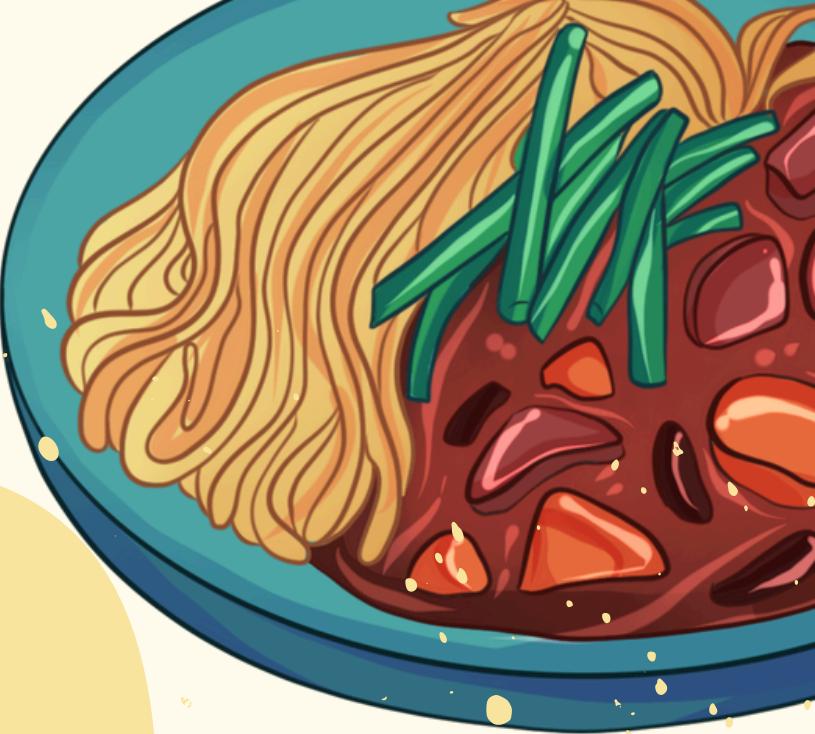
Youth Consumption- 4 times/month

Adult Consumption- 2 times/month

Cost of 1 item = Rs. 500/-

Total Revenue from Youth = $60,000,000 \times 4 \times 500 = \text{Rs. } 12\ 000\ 000\ 000$

Total Revenue from Adult = $9,75,000,000 \times 2 \times 500 = \text{Rs. } 9,75,000,000,000$



Birthday Parties

No. of parties/year = 50,000

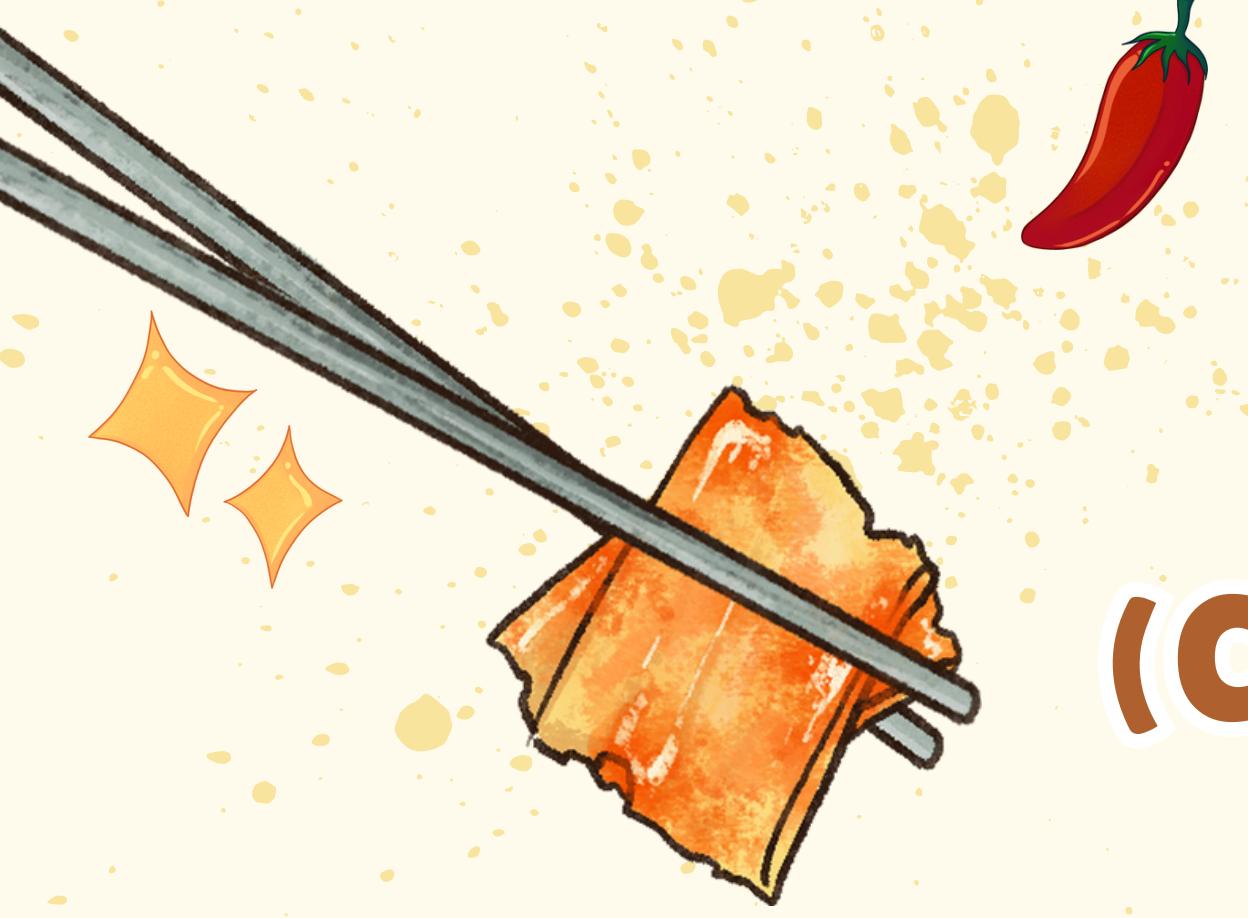
No. of items/party = 150

Cost/item = Rs. 300

Total Revenue from Bday parties =

$$50,000 \times 150 \times 300 = \text{Rs. } 2,250,000,000$$





Miscellaneous Celebrations

(Corporate parties, reunions, small house parties, dates)



No. of parties/year = 50,000

No. of orders/party = 60

Cost/ item = 500

Total Revenue = $50,000 \times 60 \times 500 = \text{Rs. } 1,50,00,00,000$

Total annual Revenue of the fast-food chain in India

1,2 0,000,000,000 +
9,75,000,000,000 + 2,250,000,000 +
7,50,000,000 + 1,50,00,00,000 = Rs.
10,99,50,00,00,000 = Rs. 134.15 Billion



**Thank you for
your attention**