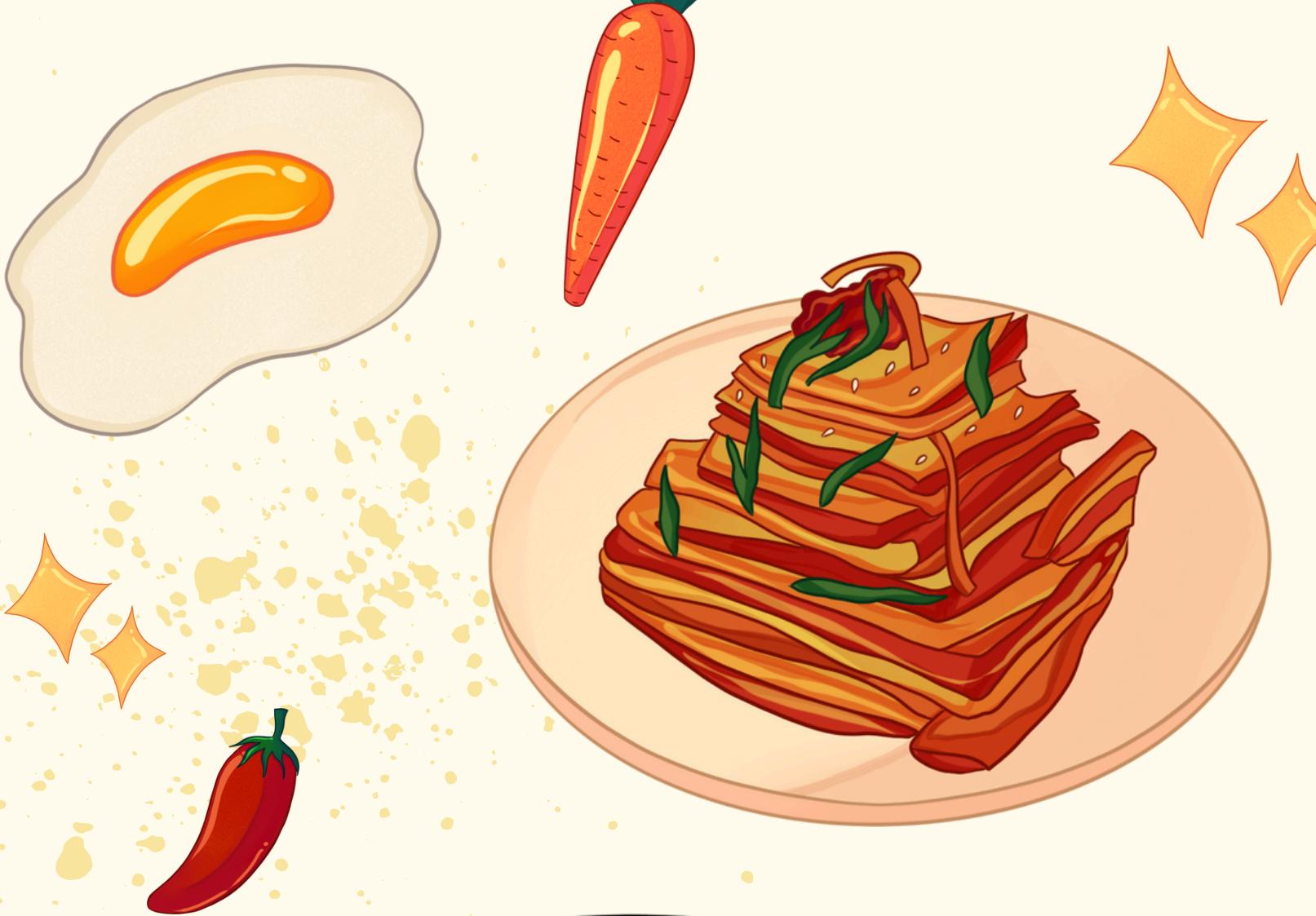
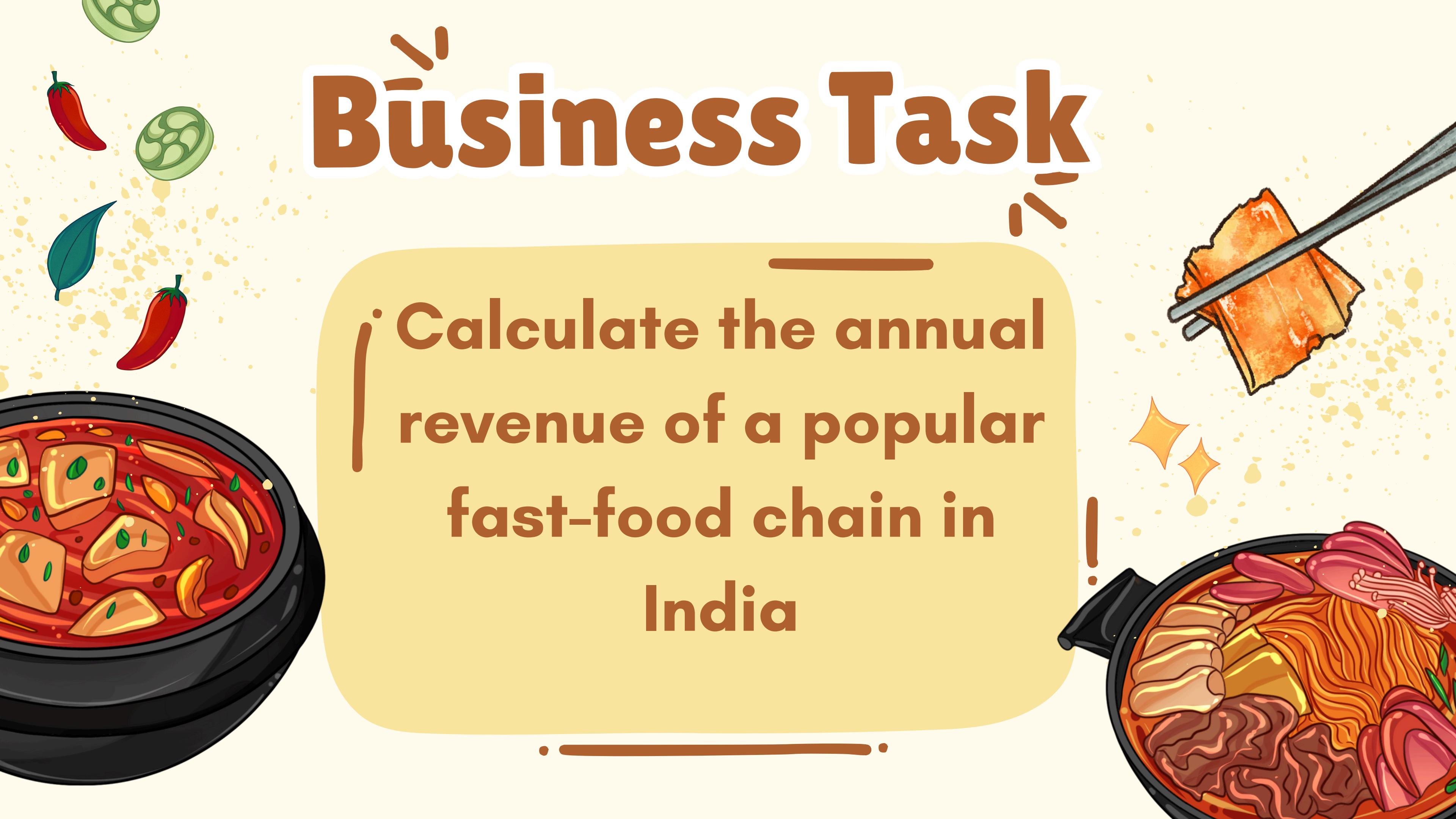


# Fast Food Chain Revenue



# 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

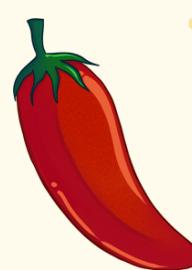
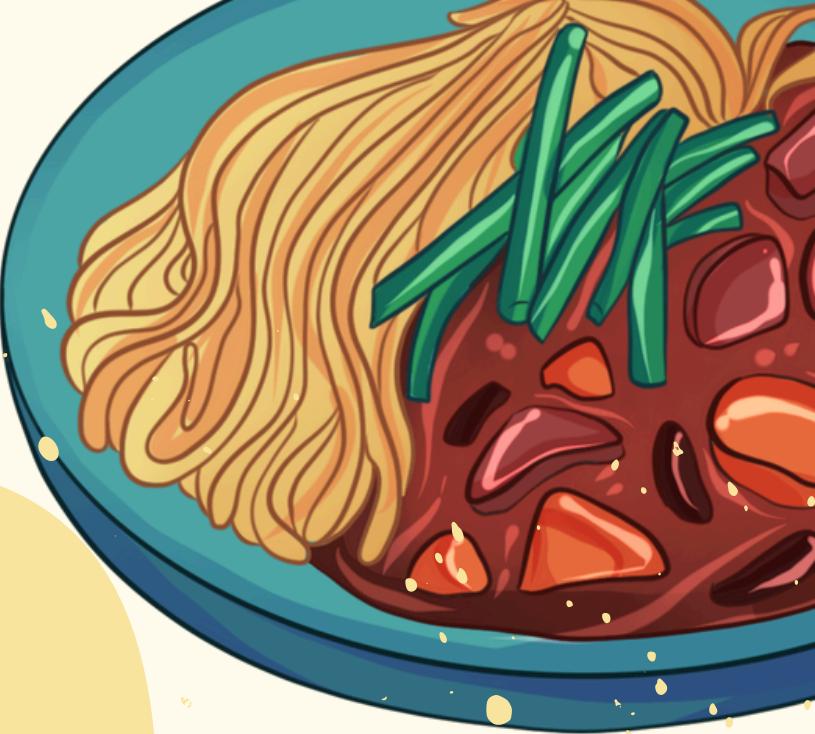
**Youth Consumption- 4 times/month**

**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 =

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





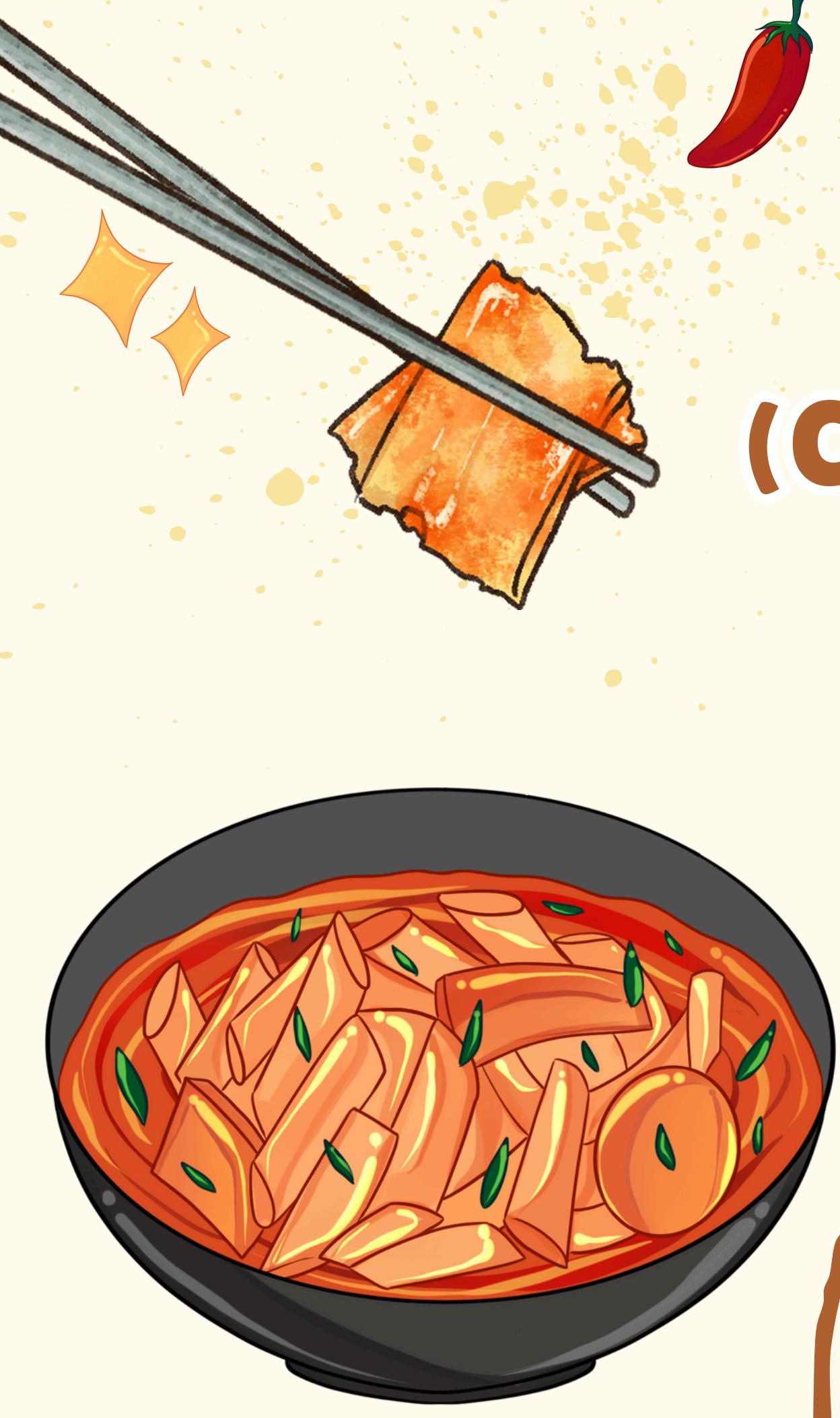
# Year End Parties & Picnics

No. of events = 5000/year

Orders/event = 300

Cost/item = 500

Total Cost =  $5000 \times 300 \times 500 = 750,000,000$



# **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**