

Section-2

Q.1
Ans

Elements of marketing mix of a fast food restaurant are as follows:

- i) Product - Now in a fast food restaurant the product would be mainly high lighted as it focuses on the quality and well structured of it. It could include the taste and quality of the food and the brand and packaging of the food item. As well as the food that would be prepared.
- ii) Price - The food joints are mostly attracted by the customer if they give a particular discount or concession. Therefore there should be price defined at a good rate and also when on a special day a discount should be given and also credit terms should be accepted in it.

iii) Promotion - In the phase the fast food restaurant should be well organised to ~~to~~ promote its establishment as if there is any new recipe or dish that would be launched they must be ready to share and promote that dish to the public as well.

Now under promotion comes the advertisement sales forces, publicity sales promotion.

iv) Place - The place of the fast food restaurant should also be taken into consideration as to how would the customers come and it is nearby or not. And even if the restaurant has delivery service at door-step, then the distribution channel must be fixed and also, the inventory, logistics and all should be thoroughly checked.