



**"BENCHMARKING MENU AGAINST K&N'S TO
INCREASE CONSUMER PREFERENCE IN TERMS
OF PERCEIVED QUALITY"**

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MBA-Final Year Project 2010

Bahria Institute of Management and Computer Sciences

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FALL 2009-2010

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date / /

Topic of Research: "BENCHMARKING MENU AGAINST K&N'S TO INCREASE
CONSUMER PREFERENCE IN TERMS OF PERCEIVED QUALITY"

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ABSTRACT

The research focuses on benchmarking menu against k&N's to increase consumer preference in terms of perceived quality. This research has been carried out in the twin cities, Rawalpindi and Islamabad, Pakistan. The aim of the research was to identify the percentage of customer preference for K&N over MENU, analyzing the main reasons affecting the consumer preference in frozen foods industry and the main shortcomings of MENU with respect to gaining customer base. Researchers carried out a descriptive study for the study. The research was conducted on menu which was taken as a less preferred brand. K&N's was for comparison to evaluate the results. To carry out the research, researchers took a sample of 150 people of different income groups who use frozen food products. A questionnaire was developed. SPSS tool was used for data analysis. The reliability of data analysis is 0.733. The analysis revealed that most preference is given to availability, price and quality for making a purchase decision. Hence, it was concluded that MENU can gain a high market share if it focuses on these key factors to compete with the market leader - K&N's.

ACKNOWLEDGEMENT

Thanks to Almighty Allah for His guidance and for enabling us to do our work in excellent manner. We are grateful to our parents who remained a source of support and inspiration for us. There are other people who have supported us on this research. We start with our supervisor Mr. Muhammad Naveed for his valuable guidance, suggestions and supervision. We would also like to thank Mr. Kashif for his help and support.

Friends, family members and colleagues have been a great source of assistance, support and prayers throughout the period of our study. We acknowledge them for their love and support throughout the completion of our degree.

We also thank to all the respondents for their extreme corporation in filling up the questionnaires.

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