

CHEAP INTERNAL MARKETING STRATEGIES FOR FOOD PROMOTION – A STUDY ON RESTAURANTS' FOOD' MARKETING AT KARACHI

By

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A thesis presented to the Department of Management Sciences, Bahria University
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of the MBA degree



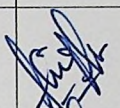
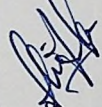

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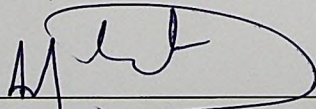
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	21-1-2015	Cubicle	Questionnaire Construction	
6	18-3-2015	Cubicle	Data Analysis	
7	12-6-2015	Cubicle	Conclusion and Recommendation	

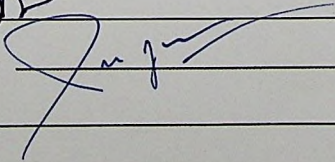
APPROVAL FOR EXAMINATION

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Abstract

Purpose: The purpose of this study is to evaluate the marketing tools being used by the food industry at Karachi. Although there are multiple tools to promote the products, but the purpose of this dissertation is to make critiques about the use of contemporary promotional tools by exploring how cheap marketing strategies are being exercised to market the food products. It is also the key purpose of this study to enlighten that whether the conventional marketing is undertaken or cotemporary cheap internal marketing is done for food brands promotion.

Methodology/ Sample: 300 respondents have been selected through the non-probability convenience method of sampling. Probability method of sampling could not be used owing various constraints. A well-structured questionnaire used for data collection. Hard copy of questionnaire has been used to acquire information from the respondents. The nature of data is qualitative. However using a well - structured questionnaire the qualitative data has been converted to quantitative data aiming at to integrate the acquired information while using SPSS software package.

Findings: The findings of study clearly suggest that there are various shortcomings in the use of cheap internal marketing tools. So far only conventional marketing tools are being considered for the promotion of food products in the local restaurants and food providers. Hence there is a decisive need to pay attention towards the cotemporary marketing tools highlighted by the literature.

Practical Implications: The outcomes of the research might help the management of food providing organizations/ restaurants at Karachi and across the country. The study explored valuable theory regarding the use of promotional tools by the food providers. Hence, there is room to further conduct the research study in this field. Food organizations may acquire & maintain competitive advantage if they follow the findings of this study in the true letter and spirit.

Key Words: Ceilings, Cheap, Displays, Floors, Marketing, Postures, Promotion, Strategies, and Tools.

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