

*"Analyzing consumer's trend in opening up a cost effective café cum fast food in Mangla."*



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## **Abstract**

This research will give us the review of café culture, how it was developed and what people actually drive from café culture. It tells us the consumer behaviors on traditional and fast food items and to what extent the current cafes are satisfying the consumer needs and their demands. The primary aim of this research is finding out that whether cost-effective café is a preference of consumers in Mangla region or not.

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