



KARACHI HOUSE WIVES' PERCEPTION TOWARD PRECOOKED MEAL FOOD QUALITY AS AN ALTERNATIVE TO HOUSE COOKED MEAL

A thesis
Presented to
The faculty of
Management Sciences
Bahria Institute of Management & Computer Science, Karachi

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

BY

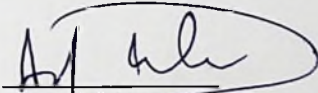
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RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "**Karachi house wife perception toward precooked meal food quality as an alternative to house cooked meal**", prepared and submitted by **Tahira Anjum**, in partial fulfillment of the requirements for the degree **MASTER IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

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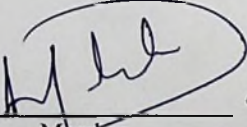
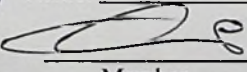
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ABSTRACT

Life style of people changes, living standard raises, and people adopts west culture especially in food such as Thai, Italian, Indian, Chinese etc food are liked by people. No doubt, these foods have changed two habits of consumers, one is buying behavior, and other is eating habits.

People are enthusiastically investing huge share of income in ready, junk food. Pakistani people love oily, tasty, spicy, and hot food. They burn necessary nutritious from food and have taste in food.

Now people are getting aware about healthy and nutritious food, and food companies are enlightening people about nutritious food. It is all possible through electrical and paper media. Various ready meal companies are building such foods, which do not contain any chemical preservation.

The concept of pre-cooked food is merely to entertain the people with delicious, tasty, luscious, and appetizing food. The growing trend of Pre-cooked meal makes easiness the life of people. Actually, Consumers demand for cosmopolitan feast, they understand, these types of food makes a day of their family, friends and business clients. Not only has that it saved time, and energy use in preparing the food.

Women role is very primitive in the family, it plays lead role from the dawn to dusk. Because she is one who looks after children, husband, and other family members' health, growth and happiness. As well, she also financially supports to her family, either doing job or business. Then her responsibilities grow to be double, she may feel hardship in managing dual side. She understands proper diet problems and its effect. No any homemakers bear to cook unhygienic, improper nutritious food for family and children in short time. What will be the solution, to come out from such dragging efforts?

Pre-cooked changes the lifestyle and culture, buying behavior of consumer need. The British food ways has found an opportunity in ready food and changes ingredients, taste, and packing for microwave frozen food. The pre-cooked food saves the drudgery of homemaker and family members. It easily prepared in little time.