



HOW FROZEN FOODS (READY TO COOK) ITEMS HAVE CHANGED THE LIFESTYLE OF WORKING CLASS WOMEN IN KARACHI

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

BY

**NOMAN SARWAR
REG: 13019
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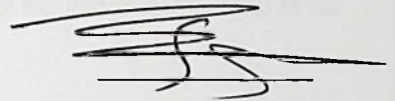
BAHRIA UNIVERSITY

INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCE, KARACHI

Recommendation for Oral Examination

This Project/thesis hereto attached, entitled, "How Frozen Food(ready to cook) items have changed the lifestyle of working class women in Karachi" prepared and submitted by NOMAN SARWAR, in partial fulfillment of the requirements for the degree MASTER IN BUSINESS ADMINISTRATION, is hereby recommended for appropriate action.

Date: 12/06/2013

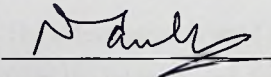


Advisor

Name: Essa Khan

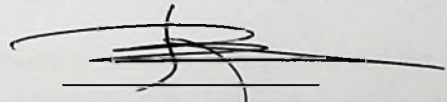
ORAL EXAMINATION

Approved by the advisor and Examiner on Oral Examination with a Grade of B+



Examiner

Name: Naveed M. Khan



Advisor

Name: Essa Khan

Date:

Date: 12/06/2013

Head of the department
Management Science

ABSTRACT

Frozen foods have provided a great relief for convenient oriented people, its time saving attribute and ability of sustaining for longer duration has made many lives easy and comfortable. Those who are very busy in their professional routine and hardly get time in engaging cooking in a traditional manner and hate to prepare food from the scratch so frozen foods have become a great help to these people as an alternative to traditional style of cooking.

The Purpose of presenting this research thesis is to identify the consumption level of frozen foods among working class ladies in Karachi and also to highlight the importance of time in the life of professional working class ladies in Karachi.

The aim of conducting this research is to identify how frozen foods have transformed a women's life style, and what status frozen foods hold in Karachi? And to find the answers to the questions like "are frozen foods items successful?" What is the consumption rate? What age group prefers the most? What are the expectations of the consumers? How much frozen foods have impact on lifestyle of women?

In order to achieve the target this research thesis is divided in to 5 parts and to provide wide and accurate results of this study extensive research has been done and finding of the research are presented in graphical manner to make this research thesis an effective reading material.

The information is used in this thesis is based on personal research by gathering informative date from the internet, and doing surveys , visiting working ladies in different organizations providing them questionnaires and conducting personal interviews as well.

In the end some recommendation are provided which may help frozen food industries in increasing sales and new product development.

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SIGNIFICANCE OF STUDY

SCOPE OF STUDY