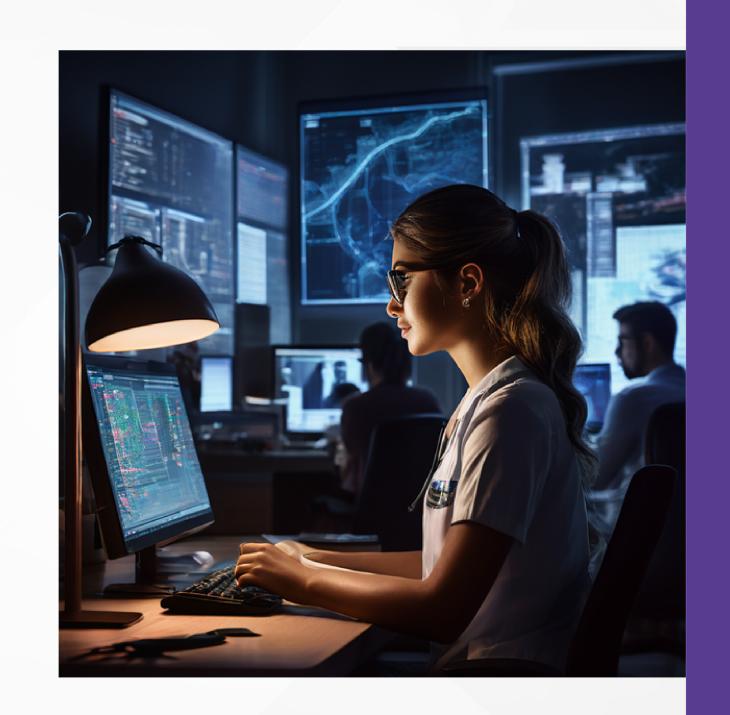


# MARKETING RESEARCH DECISIONS ANALYSIS ON CHIC-CHICKEN CASE

#### INFORMATION

Marketing research has always been an important tool for formulating the strategy of any company, the Chic-Chicken case is no different in this respect.



## UNDERSTANDING MARKET TRENDS

Therefore, correct market analysis is essential with the following goals: In the fast-food industry, the trends are constantly changing due to global changes in the eaters' habits.





## CONSUMER BEHAVIOR ANALYSIS

Secondly, there is a need for an exhaustive analysis of its consumers' actions and habits.

including what they purchase and to what extent they are satisfied, Chic-Chicken is poised to fine tune its product to align with the customer's requirements.



### CONCLUSION

In conclusion, choices for the marketing research matters significantly in the Chic-Chicken case to the potential success of the business.



#### RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution

Resource: Visit

thecasesolutions.com for

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case studies



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