



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **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](http://thecasesolutions.com) for detailed analysis and more case studies**



shutterstock.com · 1832716423