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A STUDY ON IMPROVING THE BUSINESS PROCESS OF QUICKSERVICE RESTAURANTS (QSR) USING VALUE CHAIN MODEL

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ABSTRACT

The paper tries to understand the business process of Quick Service Restaurants and find strategies to improve them. The QSR is a booming business in India due to increased customer demand for fast food. There are various external and internal factors affecting the business of the QSRs. This paper finds the possible areas of improvement in the QSR business process using Porters Value chain model. This can help improve the functioning of the QSRs in different process areas and then lead to more value creation for the customers.

Keywords: Value Chain Model, QSR, Green Logistics, Shared Transportation.