

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Chic-Chicken in India: Marketing Research Decisions

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Please contact the corresponding authors if you would like to access the full case

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ABSTRACT

All the heads of the departments wanted to improve the performance of Chick-
Chicken which was slowly declining by the Year 2010. However, as all of them
were putting forward contradictory arguments, and their suggestions ran
entirely in different directions, Gupta himself was very conflicted on the entire
situation. Other international food giants like Burger King had also started
establishing in Indian Markets. The situation was thus critical and required
immediate attention, Gupta thought. He is not reluctant to make additional
investment to improve the performance and to change the customer
perception, if required, but he first needed authentic customer information.
He knew that all the heads are sharing their own opinion, but who knows who
is right! But he was sure that he had to act fast.

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