Objectives

- To examine in details the role of supply chain management in the proper functioning of large fast food outlets in Mumbai.
- To study in detail the supply chain processes deployed by large fast food outlets.
- To establish customer satisfaction parameters in large fast food outlets in the city of Mumbai.
- To configure yard sticks for evaluating efficient supply chain functioning
- To find linkages between efficient supply chain functions and customer satisfaction at fast food outlets.
- To document separate ways of managing supply chains by different players.
Hypothesis

based on the above objectives the researcher proposes the following hypothesis:

**H1** Efficient supply chain management in large fast food outlets ensures enhanced customer satisfaction

**H2** Inefficient supply chain management in large fast foods outlets result in customer dissatisfaction