**Research Methodology :-**

**Region of Research**

The geographical location for the study is the city of Mumbai, India. The city has a large percentage of population who habitually eat out of home and the city life is so fast, that Fast foods outlets have come to play a very critical role in their lives. Under such circumstances a study of how supply chain management can play a critical role in customer satisfaction of fast foods outlets becomes very important. So for the study the city of Mumbai can become a very appropriate location choice.

**Research Design**

The research conducted shall be Explorative, Descriptive and Analytical in nature.

The research design and the steps to be adopted in the research methodology would keep in focus the objectives set for the study and the general hypothesis of the study.

**Population and Sampling**

- The population for the study consists both the fast foods service providers at one end and consuming public at the other end.

- There are around 1000 fast foods outlets under several known brands besides another 5000 fast food joints which are under the unorganized sector. Since the unorganized outlets are operating on a local procurement basis their supply chain is not that very significant in terms of criticality. So they would not be included under the study. Of the thousand odd organized outlets a sample of 20 which would be 2% of the population would be studied in
detail. There being around 10 very famous chains 2 of each chain would be studied for the research.

- On a basis of 10 customer per each of these 20 outlets a total of 200 customers would be covered in the survey.

- The sampling method incorporated is Convenience Sampling method for the fast foods outlets and Simple Random Sampling Method for the customers of such outlets for measuring satisfaction levels.

**Collection of Data**

The collection of data will consist of both primary data and secondary data.

The primary data shall be collected by

(i) Interviewing fast food outlet owners or managers depending upon the structure of the organization regarding their current supply chain methods and practices. This interview will give indications regarding their strengths as well as vulnerability. By cross tracking the different outlets indications will come about further studies that may be necessary to get at supply chain criticality in delivering customer values.

(ii) Using a structured questionnaire among fast foods outlet users to get their opinion about what may constitute satisfying services in the fast foods scenario. Before finalizing the structured questionnaire, the questionnaire shall be subjected to pilot testing.

Primary data shall also be collected through following:
Interviewing some of the service providers like logistics, raw materials, ingredients for the fast foods outlets and also taking stock of the situation from their viewpoint.

The secondary data shall be collected from the following sources:

a. Literature available on the subject
b. Literature available on similar subject
c. Literature available on consumer insights and behavior
d. The websites of organized fast foods chains.
e. Economic data indicative of future trends in the business of fast foods
f. Economic indicators in the fields of transportations and warehousing particularly cold storages.

**Processing of Data**

Quantitative and qualitative methods will be used to analyse the data collected to draw inferences and make conclusions. Depending upon the response and amount of information gathered the processing will be fine tuned.

**Statistical Methods**

Excel based correlation and multiple regression tools will be used. To test the hypothesis tests for significance of validity will be used. The data will be analysed for dispersion of opinions and also for errors in inferences.

**Method of reporting**

Apart from texts charts and diagrams (excel based) to illustrate and support the findings will be used.