



## STUDY ON FUNCTIONALITIES AND OPERATION WITH SPECIAL REFERENCE TO MARRY BROWN – CHENNAI

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### ABSTRACT

In this I got to know real time franchising restaurant chain, how product is developed in restaurant, promotion of the product, resource allocation, recruitment of employees, logistics and warehousing techniques, framing and maintain quality standards, efforts that should be made to achieve target sales and various auditing methods to improve the standard of the organization.

### KEYWORDS :

#### INTRODUCTION

**MARRYBROWN** chain of Family restaurants, founded in 1981 in Malaysia, Marrybrown is fastest growing restaurant chain with over above 400 restaurants in Malaysia, Singapore, China, India, Dubai, Qatar, Iran, Srilanka.

Marry brown is among the nation's leading fast-food chains, with more than 130 quick-serving restaurants in Malaysia and more than 350 international restaurants.

Marrybrown, as the First major fast-food chain to develop and expand the concept of "Something Different "experiences. Marrybrown has always emphasized on halal products serving millions of guests world-wide.

The marketing strategies followed by Marrybrown are

- ONLINE MARKETING
- PRINTED MEDIA
- PROMOTIONS

When the sales are less compared to actual sales, marketing manager provides discounts and offers to achieve the targeted sales.

"BOOSTING POST" is the unique technique that used on online marketing. In Facebook and Twitter this option is majorly used in order to attract the targeted customer.

In order to improve the sales TV ADS are recommended, Television Ads are the another form of marketing. Most of the fast food organization use television ads as major marketing strategy. By this television ad they can attract family member and targeting new audience

Marrybrown pioneered a number of firsts in the quick-serve industry. It was the first major fast-food chain that introduced menu items that are now staples on most fast-food menu boards, including Rice based products, Chicken Porridge, Sate burger and Curry.

Today, Marrybrown offers a broad selection of distinctive, innovative products targeted at the fast-food consumer. Chicken represents the core of the menu.

Revenue for the company is only by making sales in the various outlets in and around Chennai and expenses are compensation for employees, raw material procurement, training for employees and advertising and promoting expenses.

The approximate percentages for the sources and categories of expenditures.

Pricing a product considers following percentage allocation

- 38%- food cost.

- 5%- wrappers and tissue papers.
- 57%- labors, EB, rent, logistics, promotion, advertisement, other expenses and profit. The area where the company have to improve the financial statement

The Master Franchiser of India is MGM group of companies headed by **Mr.MGM Anand**. Marrybrown operations started in India in the year 1999. Marrybrown India is well known fast chain in south India. Today there are about 45 family restaurant operating around India respectively.

The legal issue faced by the organization Jallikattu issue, health and safety, price inflation, competition, fair price to producers and affordability, all contributing to the difficult economic conditions we are currently experiencing. We are also seeing new legislation and tougher regulations being implemented on the environment, packaging, branding and waste

In this competitive level, the company has to maintain good relationship among the employees in the organization. The good employee relation should be maintained by friendly relationship with the employees and by proper communication with them. It includes

- Labour law
- Employee's health and safety labour

Initially the salary was decided based upon the qualification and experience of the employee and increment in terms of yearly basis. The increment will be 10 % (per year)

Bonus will be allotted to the employee during the festival period respectively.

ERP software is the software that is used only by Marrybrown, that include support service option respectively. "ERP SOFTWARE" is created and outsourced by **WONDER SOFTWARES PVT LTD**. This software was reassigned software which cannot be edited or modified. This software is available in both online and offline respectively.

**Audits that are performed on the instruction of operation manager.**

- Sudden audit
- Inventory audit
- Petti cash audit
- QSCV audit
- Direct management audit
- Midnight audit in individual outlet
- Mistry audit

The cost reduction strategies followed by the company is "something is better than nothing".

#### REVIEW OF LITERATURE:

1.Mark M. Davis, Thomas E. Vollmann, (1990) "A Framework

for Relating Waiting Time and Customer Satisfaction in a Service Operation. Introduces a framework for integrating the operations management and marketing approaches within a service operation. Focuses on customer satisfaction with waiting time, with the aim of providing improved satisfaction for a given level of resources. Provides an application of this methodology by presenting an example in the fast food industry. Concludes with suggestions for extending such a framework to other service organizations.

2. Lew G. Brown, (1990) "Convenience in Services Marketing" Suggests that the construct of convenience has not been properly defined and operationalized by managers and should be regarded as multidimensional. Proposes a conceptual framework for examining the convenience of services, thus permitting strategic and tactical marketing opportunities to be highlighted. Discusses implications for managers of this framework. Reviews a framework for marketing consumer products published in another journal and applies it to service marketing.

3. Bill Bleuel, (1990) "Customer Dissatisfaction and the Zone of Uncertainty"

Offers a personal commentary disagreeing with those who imply that dissatisfaction is simply the opposite of satisfaction. Examines the concept of the dissatisfied customer, concluding that there is no direct correspondence between satisfaction and dissatisfaction, and that the features of satisfaction are not the same as the elements of dissatisfaction. Considers the results of a satisfaction survey, finding that the zone of uncertainty is very difficult to measure, since it may be influenced by various external circumstances. Aims to bring the notion of dissatisfaction and the zone of uncertainty to the attention of researchers, arguing that more research is needed here.

4. G. Ronald Gilbert, Cleopatra Veloutsou, Mark M.H. Goode, Luiz Moutinho, (2004) "Measuring customer satisfaction in the fast food industry: a cross-national approach. In today's ever-increasing globalization of services and brands, service-oriented businesses need to attend to the satisfaction of their customers both domestically and abroad while transcending unique cultural differences from country to country. This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally-franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting. Should future research support this study's findings, the measurement of cross-cultural service satisfaction among franchised brands and services could aid business managers' efforts to assess the quality of the services they provide across national boundaries and on a more real time, practical basis.

5. Audhesh K. Paswan, Nancy Spears, Ron Hasty, Gopala Ganesh, (2004) "Search quality in the financial services industry: a contingency perspective"

Financial services are inherently intangible and high on experience and credence qualities. In order to promote them effectively, a service provider must first identify the dimensions used by consumers to evaluate the service quality of banks prior to becoming a customer. Based on responses from customers of a credit union, the current study identifies four dimensions – empathy/assurance, tangibility, routine transaction cost, and loan transaction cost – which form the domain of consumer's evaluation of search quality in the financial services industry. Further, the relationships between these search quality factors and overall assessment of respondents' current bank is also investigated. The results

indicate that higher levels of importance accorded to search quality factors, especially loan transaction costs, were associated with extreme (good or bad) assessment of current bank. The importance accorded to these search quality factors was also tested against contingency variables such as gender, marital status, age, household income, employment status, education, and house ownership. Of these, gender and home ownership emerged as the strongest determinants. These findings suggest that bank managers should be cognizant of search quality factors and their relations with the appropriate contingency variables.

#### METHODOLOGY:

The type of study was "DESCRIPTIVE STUDY", were done on Equity investment on trading of shares through online brokers in ICICI SECURITIES respectively.

#### TOOLS USED FOR ANALYSIS

In this research, tools used was questionnaire method to find out the quality of the product and need of the customer and data were collected through the questionnaire method.

- Questionnaire-The instrumentation used to collect data
- Research method-survey method

#### SOURCES OF DATA

The data collection was done by means of phone call in schedule in questionnaires form. Each person has approached separately all questions were read out and explained by researcher. The two types of data used for the purposes of the study are

- Primary data
- Secondary data

Primary data was collected from the respondents by using the questionnaire the following types of questions are used in questionnaire

- Closed ended questions
- Open ended questions

Secondary data was collected from company website, booklets and records of the organisation

#### SAMPLING METHOD:

Sampling method followed was "RANDOM SAMPLING" method, I have randomly choose 150 customer data for my research.

#### SAMPLE SIZE:

Sample size taken was 100

#### ANALYSIS AND INTERPRETATION

##### Unit load concept in logistics:

A unit load combines individual items or items are made into "single units" that can be moved easily with a pallet jack or truck.

##### Motivation theory in HR:

Motivation theory explains why employees are motivated and satisfied with one type of work than another. It is essential that managers have a basic understanding of work motivation so it makes employee highly motivated to produce a super a quality product and service than employee who have not motivated.

##### ON THE JOB TRAINING:

Marry brown mostly chooses the on the job training because the manager can able to observe the peoples easily.

If the person doesn't do the job well, the manager will motivate him to do the job.

##### LEARNINGS:

Basically there is no idea on fast food industry and I thought it

was easy to start but there are lot of things and concepts that we have to follow in order to start. Once complete the internship, there are about 4 departments (HR, FINANCE, OPERATION AND MARKETING) working under the organization. Major part of food industry is to attract the customer and maintain good communication among them to survive in this competitive market. so expected that I can learn a lot about the food industry domain and this internship experience satisfied my expectations perfectly.

Through this internship experience I came know that I can survive in customer service environment. Food industry makes more income compared to other business. If I am going to start a hotel management business it will be more helpful.

#### **SUGGESTIONS:**

They can provide membership to regular customers which would give some credits back to customers so customers may get attracted and that will increase number of walk-ins.

Recommended TV ADS so that they can attract all the customer and make them to know about the organization respectively.

#### **CONCLUSION:**

Not only are the products designed to look and taste good, they are produced from good quality crops in a way that addresses people's concerns about issues such as health and the origins of their food. This helps to ensure that Marry brown remains a trusted brand.

Marry brown also takes great care to minimise its impact on the environment. Its products are placed in the market in a way that reduces both food miles and carbon emissions.

Promotion of the products focuses on the positive relationship between fast food and a healthy diet and reinforces the importance of food and exercise in a healthy lifestyle.

#### **REFERENCES:**

- [1] Mark M. Davis, Thomas E. Vollmann, (1990) "A Framework for Relating Waiting Time and Customer Satisfaction in a Service Operation
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