

## **Genuine Broaster Chicken: A Case Study**

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### **Background and Context**

Genuine Broaster Chicken(GBC) is a popular American fried chicken chain that has gained popularity in India in recent years. The company offers a unique cooking process that involves using a pressure fryer to cook their chicken, which results in a crispy exterior and juicy interior. In India, Broaster Chicken operates through a franchise model, with franchisees opening up restaurants in various locations. The company offers a range of chicken products, including fried chicken, burgers, wraps, and more. They also offer a variety of sides, such as French fries, onion rings, etcetera. Broaster Chicken has been expanding its presence in India in recent years, with new franchise locations opening up in various cities across the country. The company has been able to gain a foothold in the competitive Indian food market by offering a unique cooking process and a range of tasty and affordable menu items.

### **Stakeholders of Genuine Broaster Chicken**

Customers - Customers are the most important stakeholders of any business, and Genuine Broaster Chicken is no exception. The company's success depends on its ability to attract and retain customers who enjoy its products and services. Franchisees - Genuine Broaster Chicken operates through a franchise model, which means that franchisees are key stakeholders. These individuals invest in and operate individual franchise locations, and their success is directly tied to the success of the overall brand. Employees - Genuine Broaster Chicken employs a large number of individuals across its various locations, including restaurant staff, managers, and corporate employees. These individuals are key stakeholders in the business, as their

performance and satisfaction can impact the company's overall success. Suppliers - Genuine Broaster Chicken relies on suppliers to provide the necessary ingredients and materials for its products. These suppliers are also important stakeholders, as their ability to provide quality products at a reasonable price can impact the company's profitability and reputation. Investors - Genuine Broaster Chicken may have investors or shareholders who have provided capital to the company to help it grow and expand. These individuals or entities may have a financial stake in the company and are therefore important stakeholders.

### **Competitors of Genuine Broaster Chicken**

Broaster Chicken's main competitors in India are other popular fast food chains that serve fried chicken and other quick service meals. Some of the main competitors include, KFC - Kentucky Fried Chicken is a global fast food chain that is known for its fried chicken. It has a strong presence in India, with numerous locations across the country. McDonald's - While McDonald's is primarily known for its burgers, it also offers a range of fried chicken products, such as chicken McNuggets and McWings. Domino's - While Domino's is primarily known for its pizza, it also offers a range of sides, including chicken wings and boneless chicken bites. Burger King - Burger King is a global fast food chain that serves burgers, fries, and other quick service meals. It has recently introduced a range of fried chicken products to its menu in India. Chick-fil-A - While Chick-fil-A is not currently available in India, it is a popular fried chicken chain in the United States and other countries. It may become a potential competitor for Broaster Chicken in India in the future if it decides to expand to the Indian market.

### **Genuine Broaster Chicken Marketing Strategy**

Broaster Chicken's marketing strategy in India includes a mix of traditional and digital marketing techniques. Some of the key marketing strategies followed by Broaster Chicken in India are Franchise expansion - Broaster Chicken has been aggressively expanding its franchise network in India, which helps to increase brand visibility and awareness. Social media marketing - Broaster Chicken has an active social media presence, with profiles on popular platforms like Facebook, Instagram, and Twitter. The company uses social media to showcase its products, share customer feedback, and run promotional campaigns. In-store promotions - Broaster Chicken runs regular in-store promotions to attract customers and increase sales. These promotions include discounts, combo offers, and special deals on new menu items. Collaborations and tie-ups - Broaster Chicken has collaborated with various food delivery partners in India

to increase its reach and visibility. It has also tied up with other popular brands to run joint promotional campaigns. Unique cooking process - Broaster Chicken's unique cooking process sets it apart from its competitors, and the company highlights this in its marketing campaigns. The company emphasizes that its pressure frying method results in juicier and more flavorful chicken than traditional frying methods.

### **GBC's Presence in Indian market**

Genuine Broaster Chicken is a relatively new player in the Indian fast food market, but the brand has been growing steadily since it entered the market in 2016. The company has opened several franchise locations in North India, including in cities like Delhi, Gurgaon, and Chandigarh. In general, the fast food industry in India has been growing rapidly in recent years, with a growing middle class and increasing urbanization driving demand for quick and convenient meal options. However, the industry is also highly competitive, with established players like KFC and McDonald's dominating the market. To succeed in this environment, Genuine Broaster Chicken will need to continue to differentiate itself with its unique cooking process and innovative menu items, while also expanding its franchise network and investing in effective marketing and advertising campaigns.

### **Problem Statement**

Several factors that may have contributed to the company's struggles in India, including , Competition - The Indian fast food market is highly competitive, with established players like KFC, McDonald's, and Dominos dominating the market. These brands have a strong presence and loyal customer base, which makes it difficult for new entrants to gain traction. Pricing - Broaster Chicken's pricing may be higher than that of its competitors, which could make it less attractive to price-sensitive Indian consumers. Marketing - Broaster Chicken may not have invested enough in marketing and advertising to build awareness and drive foot traffic to its stores. Localization - Broaster Chicken may not have adapted its menu and marketing strategies to suit the Indian market's preferences and tastes. Supply chain - Broaster Chicken's unique cooking process requires specialized equipment and ingredients, which could pose challenges in setting up an efficient supply chain in India. It's worth noting that some of these factors are common challenges that new entrants face when entering a highly competitive market like India. If Broaster Chicken can address these challenges and continue to differentiate itself with its unique cooking process and menu offerings, it could still succeed in the Indian market over time.

### **Analysis & Discussion**

At present, the model adopted by GBC is that they primarily target North India, which was a big mistake, especially places like Patna, and Lucknow have a relatively lesser amount of meat consumers. Totally, GBC has a total 7000 followers on social media with little to no online presence. While GBC's competitors like KFC, Five Star, and Chawlas have more online presence, and more market share.

A further analysis of the marketing model adopted by GBC is that only 16% of the Indian Population is familiar with English names and terms. The term GBC and the kind of impact it has on the Indian population is very vague and difficult to remember.

### **Alternatives offered as solutions to become more vibrant and efficient in capturing market share**

GBC - Branding could be more efficient. Pricing towards the lower end is of utmost importance in India, prices could have been a little lower or made more attractive. The higher number of menu items is less than Rupees hundred. Individuals who are capable enough & can prove it with historic performance should be given a chance for running their Franchise. An opportunity Fund can be allotted.

Additional Franchise Partners could be added strategically. Prediction of Market Sentiment was a big setback for GBC, especially in a country like India, where Diversity is Emphasized. Experimental Menu and Customer Reviews should be taken seriously.

### **Recommendations**

**Emphasis on Health:** In Today's world where fitness is given great importance, Health is a point that could sell very well as Health & Fitness are related to each other.

**Strategic Partnership:** As we are suggesting to target south India, Partnership with a famous South Indian Cooks and celebrities can be used as a marketing tool

**Healthy Murgi:** This tagline could highlight the healthy broasted chicken with Low Trans-Fat, Protein Rich. The Tagline is in Hinglish because 60% of the population is familiar with Hindi and English Combined.

**Acronym usage:** The company could be promoted through its Acronym GBC. This can be retained in the minds of customers.

**Highlight the Advantages of Broasted Chicken over Fried Chicken:** Eg :- Zero Trans Fat in Broasted Chicken, More Tender on the Inside giving a Crunchy Soft feeling in the mouth.

**Increasing Online Presence:** Could write blogs highlighting in the company advantages and rich history. **Search Engine Optimization is a very powerful tool, If SEO is the tool then Google Ads is the Catalyst speeding up the reaction.**

### **Implementation-Expansion Strategies**

**Target States In India:** Target the states like Kerala, Goa, which have the highest amount of meat consumers in India.

**Target Age Group In India:** Age Group To Target is between 19-40 years, Meat Consumption Is Highest in this Age Group.

**Encouraging Online Orders:** Take orders via Zomato and Swiggy, in select states.

**Introduction of New Items in the Menu:** South Indians are Rice-Eaters, Combo Meals with Rice and Chicken could be Introduced

**Franchise Owners should be selected/accepted with great caution:** Quarterly Targets should be set for these Franchise Owners if not met, their Licenses should be rebuked. Over-Performing Branches [ 70% Higher Royalties Contributed in comparison to the Average Contribution] should be rewarded with a reduction In their Royalties. Top Performing Franchise Owners could be given Financial Aid to Further expand the business.

**Growth Opportunities:** With India's huge population and the average age being 29, and 70% of Indians Consuming Meat there is a Huge Potential Market to Target. With the entire online market untapped, it provides a huge opportunity for GBC provided they strategically place themselves. [Attractive Discounts, Combo Offers, Food Fests Every Quarter.

**Customer Reviews:** It should be used strategically, these are gold mines of data, using which Innovative products can be designed. [ An Example to relate to is KFC's Chizza]

### **Conclusion:**

Genuine Broaster Chicken is a fast-food chain that originated in the United States and has since expanded to several countries, including India. The chain's impact on the Indian market has been significant. Firstly, Genuine Broaster Chicken has introduced a unique style of fried chicken that is different from what was previously available in the Indian market. This has led to increased competition and given consumers more

options to choose from. Secondly, the chain's marketing and branding strategies have helped it gain a significant following in India. With catchy slogans and engaging social media campaigns, the brand has created a strong presence in the market. Thirdly, the expansion of Genuine Broaster Chicken in India has also created job opportunities for locals. The chain has opened several outlets across the country, providing employment to hundreds of people.

Overall, Genuine Broaster Chicken has had a positive impact on the Indian market by providing a new and unique food option, creating jobs, and contributing to the growth of the fast-food industry.

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