



## **Navaratra Combo Promotions and Sales**

**For a home-grown QSR player, Oct. 2012**

The young, global, quick, and time-stressed generation of the IT era is being served with authentic foods by the QSRs (Quick Service Restaurants). QSR brands from across the World have been serving Indian consumers with panache and right mix. McDonald's, Pizza Hut, CCD (Café Coffee Day), Domino's, Dunkin Donuts, Taco Bell, Burger King, KFC (Kentucky Fried Chicken) are a few multi-national brands to name in the segment.

One such home-born QSR player, MastKalandar planned a seasonal promotional activity during Navaratri 2012 with twin objectives of – 1.to increase walk-ins, 2. to increase sales through the newly launched Navaratra Comobo product.

***How did BuSiBeeS achieve the twin objectives of MastKaladar as Project Trainees for 21 days? What is cross-promotion?***

***How to tie-up with other business organizations?***

***What does 'in-store promotions' involve?***

***What are the terms & advantages of 'co-branding'?***

***Check if BuSiBeeS learnt all these practically?***