

## ABSTRACT

In today's competitive business world, there is an intense competition between different types of food joints. The businesses are all in a race of gaining more and more customer for their food joints. The new trend and tastes develop among the consumers on frequent bases.

These days, trend for Food chain has boosted up and there is a huge increase in Food outlets. As a result, other fine dining restaurants experience immense threat and competition in the restaurant industry and market.

So, this research shall include main that what option is chose by customer more franchise food or individual. A questionnaire was prepared by us in order to conduct market survey. The questionnaire was based on different parameters to judge and understand the consumer behaviours and determine the best possible strategies which could be used to attract customers by Individual restaurants. The research carried out in this project was descriptive in nature. The study was aimed at knowing the place which they choose . This project helped in understanding what exactly a customer looks in an eating joint before entering it. It gave an idea about the essential factors that are required now a day for an eating joint to attract customers in this competitive world.