

DEVELOPING A FRIED CHICKEN BUSINESS IN THE CAPITAL CITY OF PENANGGAH CITY

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Abstract

Fried chicken is in great demand by everyone, from small children aged 3 years to the elderly. The prospect of the fried chicken business never seems to die and will continue to emerge, considering that this food is very familiar and is almost always on the menu list for Indonesian families. Therefore, given the market prospects that are so broad and still open, the number of flour fried chicken sellers that keep popping up is a challenge for other fried chicken traders, especially Sabana fried chicken traders. One of the efforts to exist and survive amidst the competition in the fried chicken business is to maintain good quality or improve quality so that it is not eroded by the many new fried chicken products that keep popping up. Product quality that is better than competitors is one of the advantages that must be had so that this attracts consumers to choose and decide to buy Sabana fried chicken products compared to other brands.

Keywords: People's business, Fried Chicken, Good taste, Affordable price, Everyone's food

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