

UNIVERSITI TEKNOLOGI MARA

TECHNICAL REPORT

**THE COMPARISON OF SERVICES
PERFORMANCE OF FAST FOOD FRANCHISE
USING QUEUING THEORY**

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IN THE NAME OF ALLAH, THE MOST GRACIOUS THE MOST MERCIFUL

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ABSTRACT

Queue happened when the customers arrive to the place beyond the number of servers or else takes more time to fulfil their needs. Staying in long queue and allocate some time to wait is just not practical anymore as people love everything that is fast and efficient. In the fast food franchise, customers come in with the mind setting of the food is already being prepared, so they do not have to wait to get their food. Therefore, this project was intended to implement queuing theory model using single channel queuing and soon implement multi-channel queuing to improve the system of fast food franchise. Next, this project would like to compute the average waiting time, average service time and the number of customers in the waiting line using queuing theory. Lastly, this project want to compare the best service system between two fast food franchises and the affecting factors of their service performance. After all the observation and calculation have been done, it was concluded that Marrybrown has better service than McDonald and multi-channel give the best solution for both fast food franchises to lessen their customers waiting time and improve their service in order to achieve an excellent service.