

## A CASE ON THE TRADITIONAL BANGLADESHI CUISINE BRAND - *HAJI BIRYANI*

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### **ABSTRACT**

*Critics often say that food shops and restaurants open and close in the blink of an eye – however, a familiar traditional Bangladeshi food brand, Haji Biryani, has been able to hold its appeal to the connoisseur of this country for a prolonged period since 1939. Haji Biryani is in no way the most monetarily profitable one and it definitely lost a large portion of its market share due to cut-throat competition and lack of organized expansion. Despite this, it is the first restaurant to introduce biryani to the consumers of the then East Bengal. In a way it seems to have always existed to the population of Bangladesh, thus, instilling itself into Bangladeshi culture and its tradition. This paper explores and presents the case of Haji Biryani as a brand. It is based on the findings of an empirical marketing research. This study uses descriptive research as it attempts to expand the boundaries of knowledge on consumers' attitude and preferences towards Haji Biryani. This paper is a case study on Haji Biryani as a local cuisine with ethnic label; and an attempt to trace its success path, as well as explains what motivates people to prefer it.*

**KEYWORDS:** *Haji Biryani, Traditional Local Cuisine Brand, Bangladesh*