**Abstract**

The paper aims at analyzing marketing mix of a chosen fast food company. The theoretical part of the work deals with function and role of marketing mix and explains each element of marketing mix. For this study the data was collected from 120 respondents in Coimbatore City. Percentage analysis, weighted average rank analysis and Chi-square test used for analyzing primary data to find the relation between various marketing mix elements. The correlation coefficient was used to find the relationship between various elements. Based on the analysis, some suggestions and recommendations were given