The current lifestyle of the world population requires the development of practical food products. They need to be simple to prepare or ready to eat, with good nutritional quality and affordable as prepared shredded chicken. This work aimed to evaluate the economic viability of chicken of brand (X), shredded and ready for consumption and compare with the traditional frozen chicken cuts: fillet of breast and chest bone. Chickens were obtained in the local market at Goiânia, Brazil, kept at -18 °C until processing. Two brands were analyzed (brand with highest price (A) and (B) with lowest price) with two chicken's kinds each: chicken breast fillet and chicken breast with bone frozen. They were cooked and shredded equally under the same conditions. Detergent, cleaning water, electricity and gas costs were recorded for comparison between treatments. A randomized design 2 x 2 factorial structure (two brands and two treatments) with three repetitions were compared using t test (p <0.05). Although brand B was cheaper than brand A, it got a better efficiency to its both chicken cuts. Taking into account the efficiency and cleaning water, gas, electricity and detergent costs, we noticed that the cheapest cooked chicken cost was the breast fillet of brand B, but statistically it wasn’t different than brand X, and the most expensive was the breast bone of brand A. Therefore, processed chicken proved to be a viable alternative for consumers who wish to associate nutritional quality of food with convenience.