Market Research

For your business, you will create a Marketing Research questionnaire that will be administered to the buying public of your particular restaurant.

1. You will create the questionnaire. Look online for marketing research surveys. Think of the survey from the perspective of the public – how many questions, is it too personal, does one have to write answers or tick boxes. Most people don’t want to do surveys but if they submit, they want something easy to understand and not very time consuming.

The questionnaire/survey should get a good amount of usable information from the public. Depending upon your restaurant, the questions will vary. Age, what they would buy, how they would pay, what price point would be ideal, are they looking for combos, what else would they want etc etc.

You want to have enough questions but not too many. I would seek out a few adults in the school to go over your survey (other than the myself) to see if it’s the right length and gets across what you would like.

1. Then you will do the market research on Friday April 8, 2016 to get results for your survey. You should survey people around the restaurant area, within the restaurant and around Steveston – for example, do they even know that the restaurant exists etc.
2. Finally, create an Excel spreadsheet with charts, diagrams, graphs that visually represent your findings with a brief write-up for each one. You should also have a word document that summarizes your finding with key facts/points that stood out from the results.
3. Submit a) a copy of the questionnaire, and b) your Excel work and c) your Word results to me via email.