

Deliverable 1 - Survey

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Introduction

The business is currently in the initial phase, of structuring how we are going to start and this survey is very important, so that we can assess the project's feasibility, the interest of our target and what are the ideal conditions for them to buy our service.

The concept is very simple: create the first co-working space/office in Sal island, Cape Verde.

We are picturing a space with a capacity for 10 desks/users, with all the necessary services (shared bathrooms, electricity and water, wireless internet and support equipment such as printers/ scanners) and we will provide additional services that this type of users may need.

Our target is any foreign visitor who comes to the island to spend a season, working on their business remotely, and who needs a space with good conditions to work. We have a second target, which we expect to be less significant, but which will also have potential, which are local residents, who have micro-businesses and need a shared office, due to the lack of financial conditions to find their own office.

Business Problem

There are no co-working offices in the island, and the small companies that cannot afford to rent an office struggle to find a place to work, and also, since the pandemic, the number of digital nomads/ remote workers coming to the island is increasing and we frequently find them asking for good places with internet access where they could work, and there are no good alternatives for them.

Solution Hypothesis

We will buy a land and create that co-working office, with all the necessary conditions, to offer a space/ desk to rent to all this type of remote workers.

Survey & Questions Relevance

We have conducted an online market research survey made in Google Forms, that was sent to our target audience during the week of 15-19th November 2021.

The questions were conceived to get specific answers that will help us creating the best product to match the needs of our potential clients, and I have used closed-ended or rating type of questions, both numerical and categorical.

The questions were the following:

1. Among the destinations you have in mind to spend a season, working remotely, would the Sal Island, (Cape Verde) be in your plans?



Please answer the following questions, assuming you decide to travel to Sal island, to spend a season working remotely there.

2. How long are you considering staying? [It will help us understand the type of plans we will offer \(weekly rental plan? Monthly?\)](#)

3. How much are you willing to pay for a monthly rent in a 1 bedroom apartment, main expenses included? [We are planning to also build accommodation on the same building, so it's important to figure out now how much revenue can we get from the apartment's rental.](#)

Considering that you find out that there is an available co-working office you can rent there....

4) Would you like to rent it or would you prefer to work from home? [This question is important for us to understand how important it is for our target to find a proper space to work remotely, or if they prefer to do it from the comfort of their homes.](#)

5. Considering you have answered yes to the last question: Given that the rent of a space in this co-working office, includes a desk, chair, sideboard, unlimited fiber wireless internet, electricity and water, shared bathroom and access to complementary services such as printer, how much would you consider to be a reasonable price to pay per month? [This will give us a more concrete idea of how much each of the potential client's would be able to pay for our service, and what's the fair price in their minds. So, it will be essential for the price formulation phase](#)

6. What is most important/positive for you about working in a co-working office? Choose the 3 options that best suit your case – [This question will also help us directing to the needs and preferences of our target, so that we can better build the product the most efficient and attractive way](#)

7. On a scale from ONE to FIVE, where: 1 (ONE) means: "it doesn't matter to me" and 5 (FIVE) means "it would be very important to me", what impact would it have for you if you were able to rent an apartment or bedroom to live, very close to the co-working space where you would work (short walking distance)? [This question is posed due to the same reason of question nr 3](#)

8. According to your needs, what would be the ideal opening hours for the co-working office? – [This question will also help us directing to the needs and preferences of our target, so that we can better build the product the most efficient and attractive way](#)



9. During your stay in “Workation” format in Sal island, if you decide to look for a co-working office to work, how will you do the research to find the place? - This question is made to understand what will need to be our sales and promotion channels and how will we be able to fins our customers

10. What complementary services would you like your co-working space in Sal island to offer? This question will also help us directing to the needs and preferences of our target, so that we can better build the product the most efficient and attractive way, as we plan to add additional services that will increase the value of our offer, at the same time that will bring us more incomes

Results

Please find the results on this link: <https://docs.google.com/spreadsheets/d/1-kBq33xIMIPDxCpD10HxB5RHBA8znhqC4IIEpYRxidQ/edit?usp=sharing>