

"The Green Table." This restaurant focuses on providing healthy and environmentally conscious food options to customers. The survey plan aims to validate the hypothesis that there is a demand for such a restaurant among the target audience and to gather insights about their preferences, needs, and behaviors regarding healthy and sustainable food.

- **Business Hypothesis:** Our restaurant business hypothesis is that customers prefer to dine in rather than order takeout or delivery due to the overall dining experience, including food quality, ambiance, and service.
- **Survey Questions:**
 - What is your age?
 - What is your gender?
 - How often do you dine out per month?
 - What is your preferred dining option - dine-in, takeout, or delivery?
 - What factors influence your dining option preference?
 - How important is the ambiance of a restaurant in your dining experience?
 - How important is the quality of the food in your dining experience?
 - How important is the quality of service in your dining experience?
 - How likely are you to recommend a restaurant to friends or family based on your dining experience?
 - Would you be willing to pay more for a restaurant that provides an exceptional dining experience?

Explanation of relevance:

Question 1 and 2 - These demographic questions help us understand our target audience and their preferences.

Question 3 - This question helps us determine how often our target audience eats out.

Question 4 - This is a key question that helps us understand the dining preferences of our target audience.

Question 5 - This question provides insight into the factors that influence our target audience's dining preferences.

Question 6-8 - These questions help us understand how important factors like ambiance, food quality, and service are in our target audience's dining experience.

Question 9 - This question helps us understand how likely our target audience is to recommend our restaurant to others based on their dining experience.

- Question 10 - This question helps us understand if our target audience is willing to pay more for an exceptional dining experience.

Survey Goals and Objectives:

- Our survey aims to validate our business hypothesis that customers prefer to dine in rather than order takeout or delivery due to the overall dining experience, including food quality, ambiance, and service. Our objectives are to understand our target audience's dining preferences, factors influencing their dining preferences, and their willingness to pay more for an exceptional dining experience.

Data Collection Plan:

- We will collect our data through an online survey distributed to our target audience. Our target audience will be selected through random sampling, and the sample size will be 500 respondents. The survey will be open for a period of two weeks, after which we will analyze and interpret the data to draw insights and conclusions.