

Business Hypothesis

This is where you will write about your business hypothesis. State the problem you're trying to solve and the proposed solution. Who is your target market?

We are going to implement a new going out location, Saint Legend, a concept space with a one size fits all approach, centered on coffee, a spacious building with a cool eclectic design - industrial & romantic, with a big parking lot that will be easily accessible for all guests.

People will come here to relax and spend quality time with friends, family, partners, while: enjoying a delicious freshly roasted coffee in the coffee shop, indulge with a delicious brunch from the all-day brunch mediterranean cuisine, unwind in the evening with a custom made cocktail from the cocktail bar in while listening to live music in the artist corner.

They can even bring their laptops and be creative while interacting and socializing with the community. Pets are always welcome and the location is easily accessible for wheels.

The problems to solve with this concept location are:

- Lack of cool places to go out, where seating is available at all times;
- Lack of specialty coffee locations that have a diversified menu of food and alcohol, at prices according to the target market;
- Parking issues around good going out locations, the traffic in the city is overcrowded and parking is a challenge;
- Good eating&drinking locations are usually not fully inclusive (restrictions either on pets, remote working, limited availability for wheeled transportation: wheelchairs, strollers).

The target market is made of local people, from the city, aged 25-45 years old, with a higher education degree, travelers and good appreciators of a high quality product and top notch hospitality service.

Survey Questions

This is where you will list the questions in your survey.

id	Category	Question	Relevance
1.	Frequency of visit	How often do you eat/drink out in a dedicated location? <ul style="list-style-type: none">● 3-4 times/week;● once/week;● once/ month;● every other month.● Other - please specify	

2.	Preferences	<p>What are criterias to select a location for eating/drinking out?</p> <ul style="list-style-type: none"> ● Specialty Coffee menu; ● Food menu; ● Location design; ● Location vibe; ● Staff; ● Hospitality; ● Music; ● Available seating; ● Terrace; ● Laptop friendly; ● Pet friendly; ● Easily accessible; ● Parking spaces; ● Community. 	
3.	Preferences	<p>What products do you buy most when going out?</p> <ul style="list-style-type: none"> ● Coffee drinks - select between: espresso, brew, cold drinks; ● Food - select between: salads, sandwiches, dips; pastry, cakes; ● Alcohol - select between: cocktails, wines, beers. ● Other - please specify. 	
4.	Preferences	<p>Please specify preferred entertainment options:</p> <ul style="list-style-type: none"> ● Live music; ● Workshops; ● DJ; ● Comedy nights; ● Other - please specify. 	<p>to understand what type of entertainment might attract them to your bar.</p>
5.	Price sensitivity	<p>What is your average going out spending budget? 5 - 15E; 15-25E ; 25 - 40E; other - please specify</p>	
6.	Marketing channels	<p>How do you find out about about new locations or events:</p> <ul style="list-style-type: none"> ● Social media - please select: instagram, facebook, tik-tok; ● Printed media - local newspapers; ● Word-of-mouth; ● Other - please specify. 	<p>This can help you plan your marketing strategies effectively.</p>
7.	Accessibility	<p>Please specify accessibility needs:</p> <ul style="list-style-type: none"> ● Wheelchairs; ● Parking; ● Public transportation; ● Other - please specify. 	<p>To ensure the location is accommodating to all customers.</p>

8.	Competition	What are your favorite coffee bars in town? What do you like when going to your favorite coffee bar?	<ul style="list-style-type: none"> This can help you identify your competition and understand what sets your bar apart
9.	Competition	What are your favorite eating out locations in town? What do you like from your favorite eating out location?	This can help you identify your competition and understand what sets your bar apart
10.	Customer service	Ask about their expectations for customer service, including friendly staff, prompt service, and cleanliness,	to understand their priorities and ensure your staff meets their expectations
11.	Demographics	Please specify your gender: Male, female, other.	To better understand your customer base.
12.	Demographics	Please specify your age group: 15-25; 26 -35; 36 - 45; 45 - 55; other - please specify	
13.	Demographics	Please specify your income level? Below 600E; 600 - 1000E; 1000 - 1500E; 1500 - 2500E; above 2500E; other - please specify.	
14.	Loyalty programs	Are you interested in receiving rewards for frequent visits or purchases?	To gauge their interest in such offerings.
15.	Overall interest	What is your feeling about our concept location, spacious and cool design with coffee bar - eat-all-day-brunch - cocktails & evening entertainment? How likely is for you to recommend us to your friends and family?	

Relevance of Questions

Question 1 - This question relates to my business hypothesis because...

Question 2 - It is important to know this because...

Goals and Objectives

Here is where you will set your goals and objectives for this survey. Why are you doing this survey? What do you expect to find out with it?

Data Collection Plan

How will you collect data on this survey? Why did you choose this methodology? How does it relate to your target audience?