

Case study

Birds of a Feather

Birds of a Feather is a cafe and delicatessen in a large town. Its owners noticed that the type of customer varied depending on the time of day and wanted to find out more about this. They asked customers to fill in a questionnaire in return for an extra stamp on their coffee loyalty card.

The owners discovered that there were several distinct customer groups:

- people on their way to work picking up an early coffee and something for lunch
- commuters buying breakfast on their way to the railway station or bus stop
- parents meeting friends for coffee
- ethical shoppers purchasing Fair Trade products
- shoppers who liked that the cafe sells organic products
- students coming in after college.

Using this information, the owners took the following steps:

- opened earlier to catch the commuters
- provided a larger breakfast menu
- started a book club to target the parents
- advertised Fair Trade and organic products in the window
- introduced live music by local bands in the early evenings for the students.



Activity



- 1** Based on the results, what questions do you think Birds of a Feather would have asked in their questionnaire?
- 2** The owners of Birds of a Feather have asked you to carry out some further market research by holding some focus groups. Create five short lists of questions that you would ask each of the different groups. Remember to ask open questions in order to encourage discussion during the focus group.

Case study

The Red Lyon

The Red Lyon is a rural pub and restaurant in a small village outside the city of Nottingham. Its owners wanted to attract more customers so they looked at what local people were saying on Twitter, Facebook and TripAdvisor. This research suggested that people in their area were unhappy with the quality of Chinese and Thai takeaway food, and were dissatisfied with the opening hours of restaurants and takeaways.

The owners of The Red Lyon decided to:

- specialise in Chinese, Thai and Malaysian cuisine by taking on an experienced chef
- change the pub's opening hours to 11 a.m.–11 p.m. with full menu availability
- make their pub family-friendly by installing play equipment in the garden
- add a takeaway menu to appeal to local people
- spend time developing their Facebook page to target this takeaway market and interact with customers
- use Twitter to advertise special offers.

The Red Lyon is now so popular that people travel to eat there and locals now use it as their local pub.



Activity



- 1** Identify the different types of customer that purchase from The Red Lyon.
- 2** How honest do you think customers are when leaving reviews on Facebook or TripAdvisor?