

# Café André Marketing Research



By: Business Club and The Enhancement Project Team

## Survey Overview

- As a group, we approached students during their lunch and had them complete concise surveys in regards to Café André.
- Our surveys were designed for two specific groups of individuals:
  - 1) students who leave the school for lunch
  - 2) students who eat at Café André .
- The following is the data representing our findings from our surveys.

# Survey #1: Students Who Leave School for Lunch

## Findings:

- Majority of grade 9, 10, and 12s have tried Café André, however, 33% of grade 11s have never tried Café André.
- The grade 9s and grade 12s are the most satisfied with Café André food, with 50% saying they were satisfied with food from the cafeteria.

# Survey #1: Students Who Leave School for Lunch (Cont'd)

- Grade 12's spend the most money on their lunch with a good portion spending an average of \$4-5
- Grade 11s are the most satisfied with food elsewhere, with 54% picking “satisfied” and 42% picking “very satisfied”

# Survey #1: Students Who Leave School for Lunch (Cont'd)

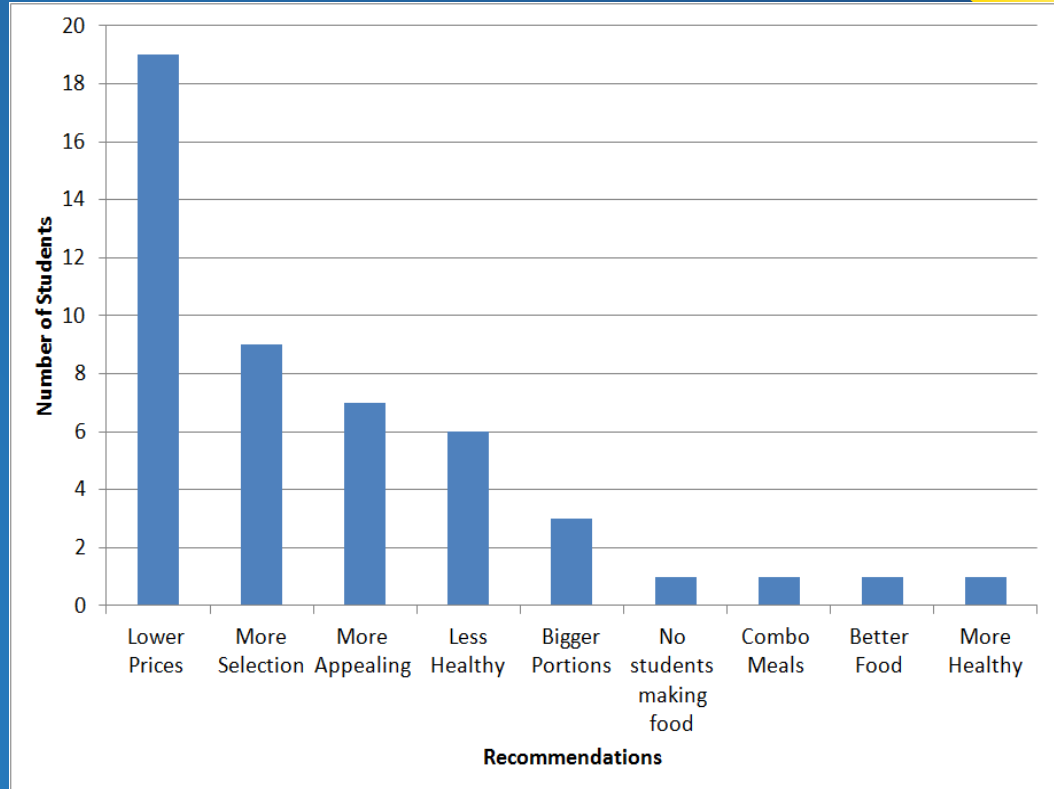
- Most popular alternative to eating at Café André was Reginos (a pizza outlet across the street) given their comparable menu offerings.
- We conclude that this is the case because Regino's offers:
  - competitive pricing (Ex. more meal for your dollar)
  - consistency in product quality. (Ex. Pizza thickness)

# Survey #1: Students Who Leave School for Lunch

- Majority of students surveyed purchase lunch elsewhere 1-2 times a week.
- Grade 9's and 10's have negative perceptions of Café André.

# Student Recommendations

- Many students recommended lowering Café André's prices and asked for more selection among menu items.



# Survey #2: People Who Eat at Café André

## Findings:

- The average consumer is purchasing just under twice a week.
- Grade 12's spend the most amount of money on average at Café André.
- Majority of the student body is generally satisfied with the food quality that is being served at Café André.

## Survey #2: People Who Eat at Café André (Cont'd)

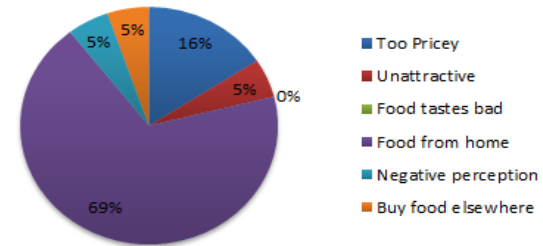
- Students prefer purchasing a dessert or side item over an entrée.
- Grades 9-11 are willing to purchase specialty items such as a “Zaroski Burger,” if it was offered.
- Students are fairly satisfied with how the menu is being delivered to them through mediums such as school announcements.

# Survey #3: Students Who Have Never Eaten Café André-FOCUS GROUP

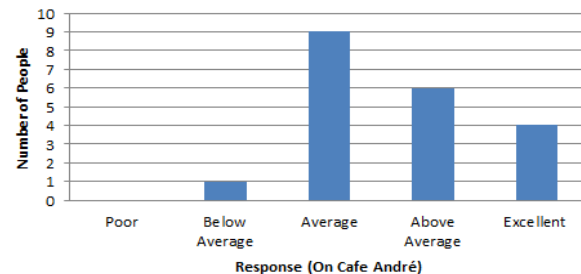
## Findings:

- Majority of the responses indicated that bringing food from home was the biggest factor for not eating at Café André before.
- New customers are generally satisfied with the taste and portions of the food.

**Reasons for not eating at Café André before**



**Taste Satisfaction**



# Recommendations to Improve Business Performance:

- 1) Lower Priced Items/Lower Prices
- 2) Food Sampling (Annual Event)
- 3) Introduce Speciality Items
- 4) Increased Dessert/Side Dish Menu Items

# Recommendation Implemented This School Year:

## Annual Food Sampling Day:

- Everyone had a great time during the First Annual Sampling Day.
- It was a huge success and we helped change students' perception of Café André.

