

Discuss the purpose and reason of going to "cafe"



Introduction

This study is to explore which coffee shop the public prefers to go to. Taking Louisa, 85°C and Starbucks as the research subjects, the literature analysis is used to analyze the individual profiles of the three coffee shops, and then the Internet questionnaire is used to survey the public. The coffee shop you like to go to, what activities you are interested in in this coffee shop, why you like to go there, and do research on the satisfaction degree of the service, price, and corporate image of the coffee shop, and draw conclusions and suggestions from the responses in the form. suggestion.

Based on literature review and questionnaire survey, the group makes the following recommendations:

Consumers' favorite coffee shop is "Starbucks"

It can be seen from the questionnaire that consumers like to go to Starbucks because of the satisfaction with the taste, service and corporate image of the products. According to the data, most of the consumers in Starbucks are military, public and educational personnel. Most of them are middle-aged. The purpose of going there is usually "chatting" or "enjoying the atmosphere". It can be seen that going to coffee shops has gradually become a daily routine for people.

(1) Louisa's suggestion

1. The problem of seat occupancy is serious which can strengthen the promotion of salespersons.
3. There is space for receiving and dialing in branches, and the interval of the entire location can be adjusted.

(2) Starbucks suggestion

1. The product is too expensive. If it is cheaper, it will attract more customers to come to consume.

(3) 85°C suggestion

1. Desserts at 85°C can have more variety.
2. The surrounding environment of the store needs to be changed.