

Just as Relaxing as Being Home – A Study on Customer Satisfaction at LAOO Coffee

As family life changes and more people enjoy leisure activities, cafés have become a part of daily life. Office workers go to cafés to help them focus on work, and students go there to study or talk with friends. Cafés give people a quiet and comfortable place to relax and enjoy coffee. Many cafés also have nice decorations to make people feel at home and stay longer. This report uses Louwo Coffee as an example to learn how it grew from a small coffee cart to a popular coffee shop chain. It also looks at why it became successful and the different roles cafés play in our daily lives.

LAOO Coffee

SWOT Analysis

4P Analysis

Survey Analysis



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