



Coffee shop research project

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Content



INFORMATION

Data research and analysis.



OBJECTIVES

Set statement of goals.



RESEARCH PLAN

Research process and tools.



QUESTIONNAIRE

List of questions for interviews.

Data analysis and conclusions



Age population

15-64 years = 87,085



Total population

114,659



Other coffee shops in the area
14 coffee shops.(tim hortons, starbucks, Mcdonalds, café myriad...)



Official languages

- French only: 14,845
- English only: 22,705



Schools and universities

More than 10 schools and universities/colleges
More than 92,778 students



Income of individuals

99,770



Objectives



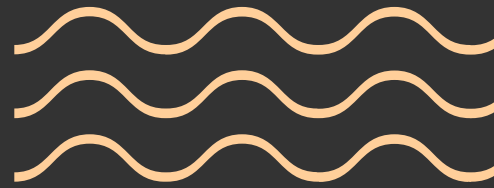
TOOLS OBJECTIVES

We will use different types of tools to get our information and each one of them has a purpose/ objective in the research process.

MAIN OBJECTIVE

Determine whether or not is it viable to open a coffee shop in 2154 Saint Catherine St W
Taking into consideration the type of clients of the area.

Research plan



RESEARCH PLAN



QUALITATIVE

- Interviews
- Focus groups
- Exploratory research

QUANTITATIVE

- Public sources
- Private sources
- Educational sources
- surveys

Project process



01

RESEARCH

INFORMATION TO
UNDERSTAND THE
MARKET

02

QUALITATIVE

- INTERVIEWS
- FOCUS GROUPS

03

HYPOTHESIS

CREATE DIFFERENT
HYPOTHESIS BASED ON
OUR INFORMATION

04

QUANTITATIVE

TEST THE HYPOTHESIS
WITH SURVEYS

Questionnaire

What's your favorite place to buy coffee?

How often do you drink coffee?

Normally, what type of coffee would you get?

Do you prefer to drink coffee at home or buy it somewhere?

What do you think it's the ideal price for a coffee?

At what time do you take your coffee?

Normally where do you get your coffee?

What do you look for in a coffee shop?

What would be your ideal coffee shop?

Is there anything you haven't seen in a coffee shop that you would like?

there's something else you would like to add?





Thank you!