

Questionnaire

To carry out my market research I need to find out the specific and appropriate information for my fruit smoothie bar and takeaway. To find out information about my target market I will research using questionnaires. They will give me very accurate information as they can be made specific to my fruit smoothie business and with the gained information I can easily analyse it using information technology. They will help me find out the preferred flavours of fruit smoothies the consumers want and the most popular flavours which will sell well and make my business more money. My questionnaire will include mainly closed questions as it is easier to use the information with I.T. and it will include some open questions to allow potential customers to voice their own opinions.

1. Name _____

2. Which gender are you? (Please tick)

Male Female

3. What age group are you in? (Please tick)

Under 16 years 16-25 years 26-35 years 36-45 years

46 – 55 years 56-65 years 65+ years old.

4. How much is your household income? (Please tick)

£5000-£10000 £10000-£20000 £20000-£30000

£30000-£50000 £50000-£70000 £70000+

5. How much are you willing to pay for a 100% homemade fresh fruit smoothie?
(Please tick)

Less than £1 £1 - £1.50 £1.50 - £2.00 £2.00 - £2.50

£2.50 - £3.00 £3.00 - £3.50 Above £3.50

6. How often do you purchase a beverage from a bar or café? (Please tick)

At least once a day Once a week Once a fortnight

Once a month Never

7. How far do you usually travel when buying a beverage? (Please tick)

½ a mile 1 mile 2 miles 5 miles 5-10miles

Over 10 miles

8. What facilities would you like to see available in the smoothie bar? (Please state)

9. What promotional offers would you like to be offered when purchasing a smoothie? (Please tick)

- Buy one get one free 10% discount on sales over £10
 3 for the price of 2 Other (please state) _____

10. Do you have any specification on what time the smoothie bar should open and close (Please state)

11. What would be your preferred fruit smoothie flavour? (Please tick 3)

- Strawberry Raspberry Peach Tropical mix
 Summer fruits Mango and orange Strawberry and banana
 Blueberry and raspberry Peach and passionfruit
 Pineapple Citrus fruits
 Other (Please state)

12. Would you like certain smoothies to be available during certain seasons when they coincide with that season (eg. Summer fruits is only available in summer)? (Please tick)

- Yes No

13. How long would you expect to wait while your smoothie is being made? (Please tick)

- 1-2 minutes 2-3 minutes 3-4 minutes 4+ minutes

14. What sort of entertainment would you like while you wait for your fruit smoothie to be made? (Please state)

15. Would you like the smoothie bar to serve any other beverages other than fruit smoothies? (If yes, please state what other beverages you would like)

Yes No

16. What size smoothies would you be interested in? (Please tick)

Small Medium Large Extra large Kid's size

**Thank you for completing the fruit smoothie bar questionnaire
Have a nice day!!**

Questionnaire Explanation

I designed my questionnaire for my fruit smoothie bar to ask a mixture of both open and closed questions. I mainly designed my questionnaire to ask closed questions because the results of these questions are easier to analyse and categorize using information technology. I have asked a few open questions as these will allow the people completing the questionnaire to voice their own opinions, show their own ideas and elaborate on certain points made in the questionnaire.

My questionnaire consists of 16 questions as I thought this was a reasonable amount of questions to ask the person filling in the questionnaire as it helps me gain enough information to draw up certain conclusions and it in turn will not waste too much of the person's time who is filling in the questionnaire.

The first few questions are attempting to find out the average profile of customers that may visit my smoothie bar in terms of what age, gender etc.

I have also asked questions such as what facilities customers would like and how much they are prepared to pay for a smoothie. This will help me maximise customer satisfaction when I find out exactly what customers want.

I have asked what flavour smoothie they would like to be served as this is very specific to my business and by only selling smoothies regularly will make my business so I need to find out what fruit smoothie flavours are most popular.

I carried out my questionnaire in the Talbot Green Retail Park last Saturday (more people usually are available on the weekend) as I thought that I would be able to give a variety of customers the chance to fill in my questionnaire there and therefore see what type of people are most interested in my fruit smoothie bar. I used a random sample of 50 people (a reasonable number in which I can draw a significant amount of information from) by asking one person for every ten that walked past me to answer my questionnaire but only at their discretion. This way I can see what people are actually, genuinely interested in my smoothie bar. The only problem with this was that people may be included in the questionnaire who are not at all interested in my smoothie bar.