

Module 1

Example of completed market research



Kitchen

Market

Pro

Alliances



Example of a market study in view of the opening of a sushi restaurant

1) The market

a. General characteristics of the catering market in France

The catering market in France is changing rapidly.

In France, 1 meal out of 5 is taken outside.

The average ticket is €13.70, down.

Only 14% of French people never go to a restaurant, a figure which is decreasing.

The consumer seems increasingly elusive and complex: he is torn between his pleasure and the constraints of time and budget.

On a national level, the main trends are: the increase in midday catering, the trend towards snacking, and increasingly nomadic consumption.

The average time spent at mealtimes is 26 minutes, which is constantly decreasing.

Consumers are increasingly in a hurry and expect to be served without delay.

Demanding in terms of service, the consumer is also demanding in terms of the offer: he wants to know more and more about the origin of the products, the manufacturing processes, to ensure compliance with hygiene standards and respect for the environment.

Moreover, consumers are attentive to price: they have an increasingly tight budget.

The favourite dishes of the French are :

- the duck breast,
- fried mussels,
- couscous,
- dishes to share with family or friends (raclette, pizza...), particularly appreciated by those under 35 years old.

The pleasure of eating comes through taste, conviviality and sharing.

Finally, today's consumer compares prices, consults opinions and looks for good deals. They pay attention to testimonials and word-of-mouth.

b. Delimitation of the market area

Describe the area where most of your customers will come from. For a business, this is called the catchment area. The catchment area is the area of attractiveness of the sales outlet.

Insert a card if useful.

Example: The market studied is the restaurant market in the Toulouse area and its suburbs.

c. Market size

Number of persons, households or businesses likely to be clients.

Data source: INSEE, ODIL (<http://creation-entreprise.insee.fr/>)

d. Market potential and evolution

Cite the annual amount of expenditure for the type of product concerned.

Method and data source: INSEE, ODIL (<http://creation-entreprise.insee.fr/>), professional associations, field observations,

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questionnaire study, survey...

e. Market segmentation

Briefly introduce the main market segments here.

Example: The catering market in the Toulouse area and its periphery can be subdivided into different sub-segments :

- Midday consumption for working people (consumption of necessity) :
 - o Table service: café-restaurant, classic restaurant, roadside,
 - o Self-service: cafeteria
 - o Fast food: fast-food, pizzeria
- Leisure consumption: evenings and weekends
 - o Fast food restaurants
 - o Theme restaurants (sushi, Chinese, Mexican, jazz...)
 - o Traditional catering
 - o Grill
 - o Gastronomic catering
 - o Hotel catering

In addition, different price segments can be distinguished:

- Economic
- Intermediary
- Superior
- Luxury and luxury

Quote the market shares of each segment and sub-segment if possible.

We have chosen to focus on the Theme Catering segment.



2) The demand for themed catering.

Describe the profile of customers likely to frequent theme restaurants. Become a specialist in a specific clientele.

A market research questionnaire (see summary in the appendix) provided a better understanding of the profile of customers likely to frequent theme restaurants in the evening or at weekends.

Out of 250 people interviewed, 137 said they went to this type of restaurant.

ELEMENTS OF THE QUESTIONNAIRE	INFORMATION COLLECTED
Average age?	The average age of the people visiting the theme restaurants is ...
Location / type of dwelling?	...
Average income?	...
Who influences the choice?	...
Who decides?	...
Which source of information?	...
What are the preferred selection criteria?	...
When?	...
Which budget?	...
What expectations? (in order of importance)	...
With whom?	...
Etc	...

Concerning the sub-segment of Japanese and Asian restaurants, here is the information that could be collected thanks to the questionnaire: (expectations, opinion, selection criteria...)



3) Competition.

Here is an analysis of the competition in the evening and weekend themed catering market in the Toulouse area and its suburbs.

Direct competition (theme restaurants) :

Competitor	Description	Strengths and weaknesses
Name of competitor Address	Number of years of existence, reputation, prices, communication...	...
Name of competitor Address

Comments :

Indirect competition (restaurants with French specialities, gastronomic restaurants) :

Competitor	Description	Strengths and weaknesses
Name of competitor Type of restaurant Address
Name of competitor Type of restaurant Address

Comments :

Then describe :

Your advantages over your competitors.

Your potential market share.

How will your new business affect the market?

Data source and method used: field observation, mystery shoppers, etc.



4) The environment.

Here is an analysis of the restaurant market environment in France and in the Toulouse and surrounding area.

Analysis according to the PESTEL method :

Criteria	Description
Political environment	Policy stability, political context, fiscal trends
Economic environment	Business cycle, growth rates, interest rates, interest rates, currency, inflation, purchasing power, unemployment...
Socio-cultural environment	Demographics, socio-cultural composition of the population and trends, social mobility, consumption patterns, education, work, leisure
Technological environment	Innovation trends
Environmental factors	Laws on ecology, origin of ingredients and energy
Legal environment	Labour law, regulations and safety standards

Comments :

Conclusion of the market research :

The market study can be supplemented by a location study:

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CRITERIA	+ or -	COMMENTS
<p>I- Population in the area : Significant resident population Shopping habits in the area Type of population in relation to activity Type of population in relation to the target Evolution of the population</p>		
<p>II- Passing through the area : Transition population in relation to the activity Travel habits Purchasing habits of the transient population Evolution of the passage (trends, changes, seasonality...)</p>		
<p>III- Attractiveness of the area : Particularly attractive shopping area Animation centre (town hall, schools, tourism...) Dynamism (commercial animation, sales...) Evolution: projects that can change the area (town planning, pedestrian zone...)</p>		
<p>IV- Importance of competitors in the zone : Quality of competitors' sites Image and reputation of competitors Competitors' products Services offered by competitors Evolution of competitors</p>		
<p>V- Characteristics of the location : Window display, signage, signage Sales area Storage area Arrangements and materials available Acquisition cost : - rents - tenancy law - acquisition costs Work to be done Possibilities to evolve in terms of activity content Ease of access, parking</p>		