



# International Cheese Shop Research Study

Market Research Client  
Presentation

Briana Barajas

# Executive Summary

## Purpose:

- Determine customer satisfaction factors

## Methodology:

- Focus Group & Survey

## Qualitative Insights:

- Overall experience: atmosphere; knowledgeable staff
- Diversity and quality of cheeses

## Survey Analysis:

- Selection of Cheeses
- Key Factors:
  - Age
  - Gender
- Overall Satisfaction

## Recommendations:

- Increase selection of cheeses
- Price Changes

# Background — International Cheese Shop

- Purveyor of specialty cheeses in San Francisco
- Two new cheese shops opening in area
- Stay Competitive
- Problems Identified:
  - Overall Customer Satisfaction
  - Improve Satisfaction Levels
    - Upgrade Service Performance
    - Offering Additional Services





# Research Objective

To determine what factors contribute most to customer satisfaction among the target market.

# Research Questions



What is the overall satisfaction with the customer experience provided at International Cheese Shop?



Is International Cheese Shop meeting customer expectations regarding the selection of cheeses being offered?



Are customers generally satisfied with the service being provided by the staff?



Are there any additional services that customers want that are not being offered?

# Methodology

## Customer Satisfaction Survey

- 414 subscribers to *Cheese Gourmet* magazine.
- Living in San Francisco area

For this study, the target population size is estimated to be 414. At the 95% confidence level, this study will have a margin of error of +/- 5%. The sample size needed will be 200.



# Response Rate

- Results:
  - 256 respondents of 414 subscribers participated
  - Response rate of 62%
- Higher than ideal range of 15-30%
- Interest in topic



# Qualitative Evaluation

—

# Insight

The ambiance and overall experience within International Cheese Shop are paramount in driving customer satisfaction. Customers highly value the welcoming atmosphere and knowledgeable staff.

- Emphasizes the importance of:
  - maintaining an inviting environment
  - investing in staff training
- Efforts should be directed toward creating an educational and welcoming environment



# Qualitative Evaluation

—

# Insight

The diversity and quality of cheese selection significantly drive customer satisfaction. A wide selection of high-quality cheeses, including gourmet, imported, and domestic, play a central role in meeting customer expectations

- Emphasizes the importance of:
  - Continuously expanding and curating cheese offerings
  - Catering to diverse tastes and preferences
- Highlights the importance of cheese selection as a key factor
  - prioritize product diversity and quality

# Survey Analysis - Insight

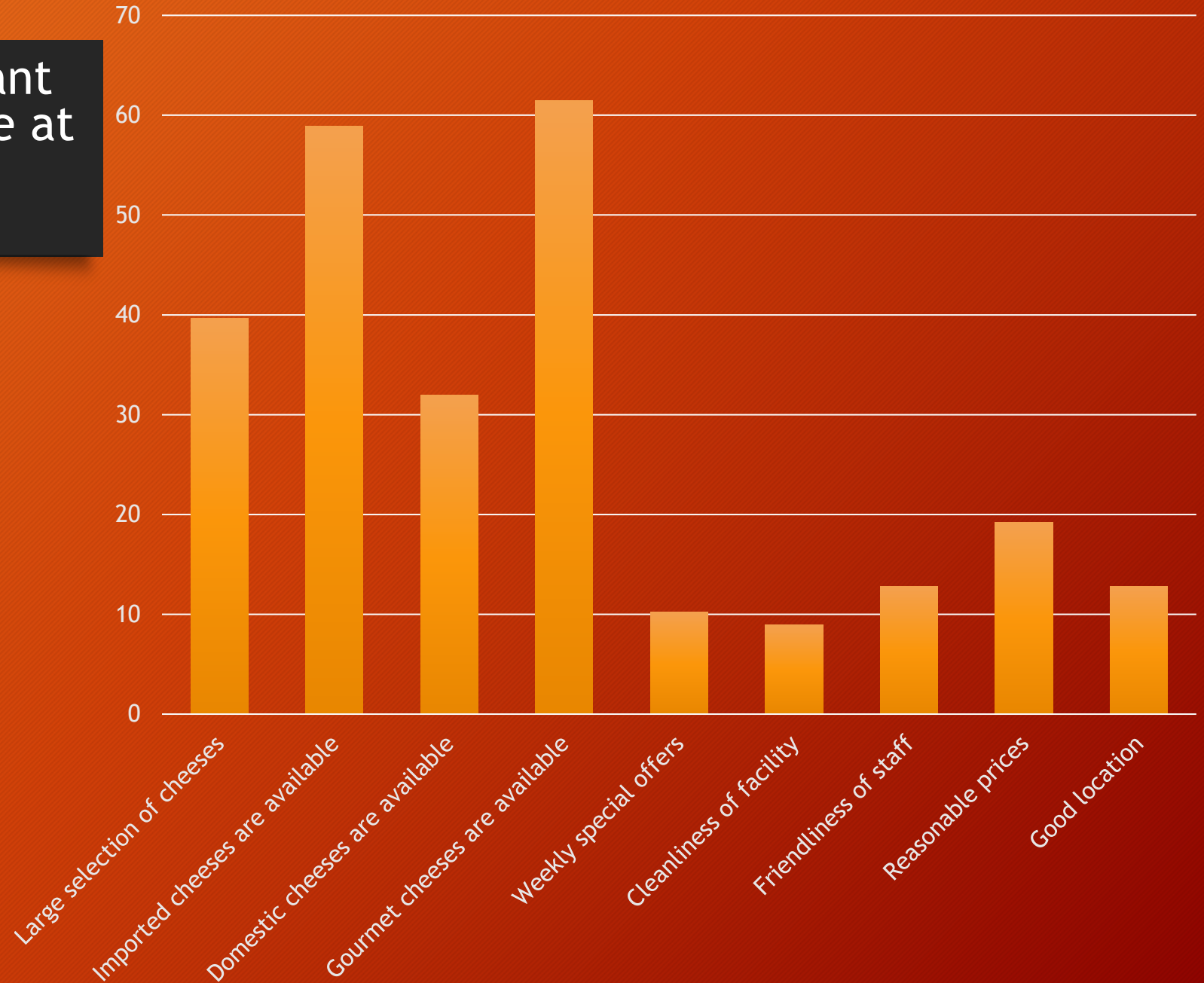
The wide selection of cheeses, specifically gourmet and imported, drive customer satisfaction when respondents are visiting their favorite cheese shop.

- Most important part of service received:
  - Gourmet cheeses
  - Imported cheeses
  - Large selection of cheeses
- A variety of factors played a key role in this insight:
  - Age
  - Gender
  - Rent/Own

# Q.1: What is the most important part of the service you receive at your favorite specialty cheese shop?

Most important part of service received:

- Gourmet cheeses
- Imported cheeses
- Large selection of cheeses





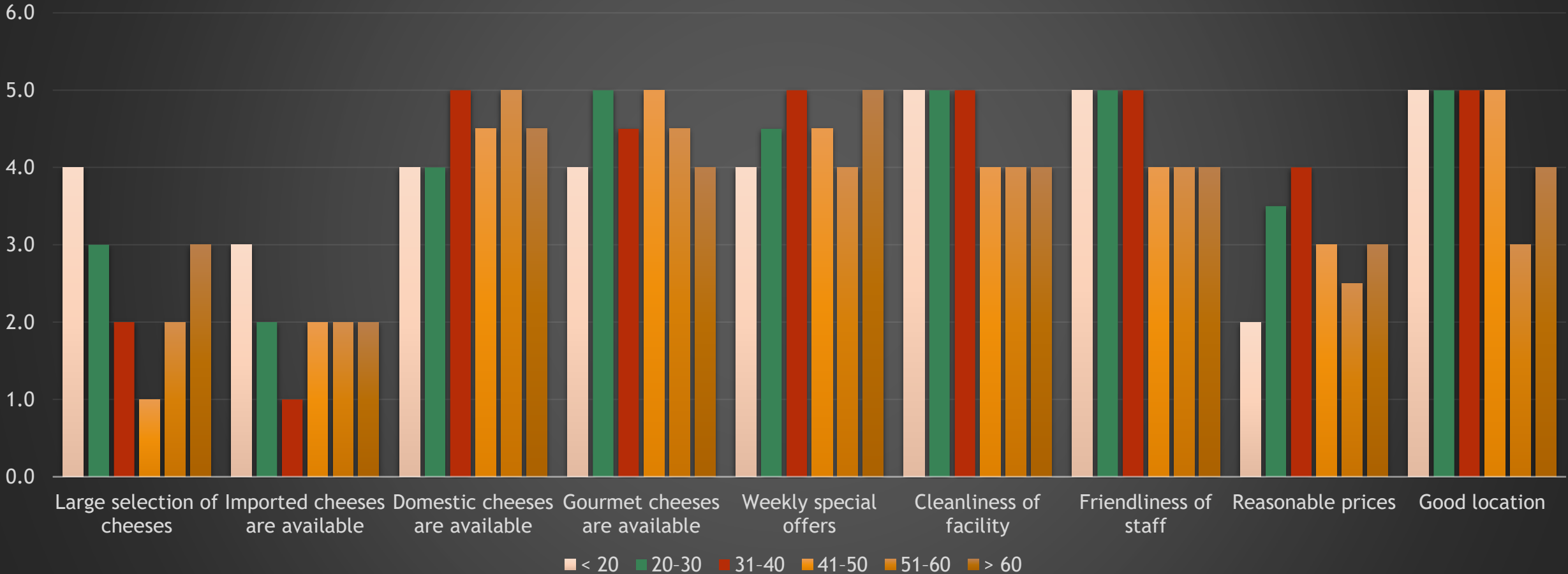
# Survey Analysis - Insight

Overall satisfaction of services, such as friendly staff, location, and cleanliness at International Cheese Shop plays a key factor when customers visit.

- Highest overall satisfaction services:
  - Good location
  - Cleanliness of facility
  - Friendliness of staff
- A variety of factors played a key role in this insight:
  - Gender
  - Age

Q.2: Please rate your overall satisfaction with our services at International Cheese Shop, where 1 = not at all satisfied and 5 = extremely satisfied.

### Overall Satisfaction by Age



# Recommendations

## Increase Selection of Cheeses

- Variety of cheeses:
  - Imported
  - Gourmet

## Make Prices Reasonable

- Coupons; Offers
- Special discount days

