Marketing Research Report Outline

I. **Intro/Title Page of Outline**
    A. Names and background of members of your group
- *Luis:* I am a 23-year-old business marketing major, currently working as an eCommerce director for a retail website. I plan on working in a marketing team for some type of international business in the near future.
- *Mark:* I am a 24-year-old business marketing major with an emphasis in digital marketing. After graduating I plan to work for a creative or advertising agency and implement a data-driven approach to marketing campaigns.
- *Derick:* I am a 24-year old business marketing major with an emphasis in entertainment marketing. I hope to work in the esports industry after graduating.
- *Britney:* I am a 27-year-old Business Administration Major with an emphasis in Marketing. I have a background in operations and sales and hope to launch my own business in the near future.
- *Paul:* I am a 22-year old Business Marketing Major with an emphasis in Digital Marketing. After graduation, I plan to expand my knowledge on the topic of Business Analytics to have a deeper understanding of data-driven methodologies.
- *Pearl:* I am a 23-year-old business marketing major with an emphasis in general marketing. Currently working part-time as an online marketing assistant for an e-commerce retail company. I hope to work in the new media industry after graduation.

    B. How the work will be distributed (see suggestions for work distribution)

The research and work needed to complete our study will be evenly distributed among our team members with each member participating in each step of the research process so that we may better determine how fine dining restaurants are performing during the current Covid-19 pandemic.

    C. Research purpose: Stated problem/opportunity

- **Problem:** Are the business modifications restaurants are making recreating or supplementing the fine dining experience? Modifications include:
  - Modified menus
  - Drive-thrus
  - Delivery options
  - Meal/grill/cocktail kits

- **Opportunity**: Identify the business modifications that have been successful during the COVID dining era and customer perceptions of those modifications.
  - Why the problem/opportunity was chosen
    - The COVID dining era is the restaurant subcategory that has required the most modifications in an attempt to keep the same "fine dining environment" in California.

II. Background information

    A. Type of industry/subcategory that is the focus of your research
    Fine Dining

- The focus of our research is on the fine dining subcategory within the food industry.

    B. Statement of the problem/opportunity

Problem: Are the business modifications restaurants are making recreating or supplementing the fine dining experience? Modifications include:

    C. Modified menus
    D. Drive-thrus
    E. Delivery options
    F. Meal/grill/cocktail kits

Opportunity: Identify the business modifications that have been successful during the COVID dining era and customer perceptions of those modifications.

    G. Why the problem/opportunity was chosen
- The COVID dining era is the restaurant subcategory that has required the most modifications in an attempt to keep the same "fine dining environment" in California.

    H. Sample of three (3) to four (4) competitors within the industry/subcategory
        1. Crossroads Kitchen
        2. Flemming's Prime Steakhouse and Wine Bar
        3. Owen's Bistro
    I. Core competencies of industry and each competitor
    <u>Industry:</u>
- Premium food (fine cuts of meat, locally sourced, organic, non-GMO)
- Premium drinks (top-shelf liquor, sommelier pairs wine and properly serves it)
- Premium atmosphere: Decor, furniture, and dining ware are made from premium materials
- Service: Servers are very knowledgeable about the menu and where the food is sourced from, personable, polite, sommelier offers wine pairing options for meals and serves wine, maître d' ensures that your party sits at the best table available

    J. Products and services provided by each competitor
- Premium cuts of meat
- Premium liquor
- Premium wine
- Clean food (organic, non-GMO, locally sourced)

K. What, if anything, is already known about the problem/opportunity? COVID-19 dining restrictions have eliminated core competencies of the fine dining industry. Restaurants have made modifications to recreate these competencies (listed in *Section I*). Some modifications have been successful, while others have not.

III. **Research Objectives**

A. States the specific questions that will be answered by the research study to help with the problem/opportunity being faced

- Are consumers more interested in the atmosphere or the food when attending a fine dining restaurant?
- What new modifications do consumers like that fine dining restaurants have added?
- What new modifications have been profitable for fine dining restaurants?
- Of the modifications fine dining restaurants have made, which is perceived to be the best for keeping customers attracted to dine at the restaurant?
- Has the customer demographic changed for fine dining restaurants during the COVID dining era?

B. Reasons for pursuing this information (i.e., how will it help management?) Given the nature of the proposed study, these findings will help fine dining restaurants solve problems in regards to their business models in a COVID and post-COVID environment. Specifically, the study will help management:

- Identify business modifications made during the COVID dining era that will be successful in the post COVID dining era
- Help fine dining restaurants identify their target markets and provide insights to additional segments
- Help fine dining restaurants gather insights on best marketing channels and distribution methods for their restaurants

IV. **Research Methodology**

A. What type of data will you collect?
1. Your group will be required to collect the following:
   a) Primary Data
      ○ Our conservative sample size is 100-125 respondents for the administered online-survey.
      ○ A total of 10 in depth-interviews will be conducted between restaurant managers and consumers
   b) Secondary data(literature review)
      ○ At least twenty (20) sources minimum
         ■ At least five (5) of your sources MUST be from scholarly/peer-reviewed sources

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2. Define the research design you will use to meet the research objectives
   a) What data collection technique(s) will you use?
      ○ Both qualitative and quantitative research will be conducted for our research.
         ■ Qualitative research → in-depth interviews with managers of fine dining restaurants and consumers
         ■ Quantitative research → self-administered surveys
   b) Define your sampling plan
      ○ What is your target populations(s)?
         ■ The target population consists of three main groups, affluent consumers, business professionals, and local customers. Affluent customers hold 45.8% of the total market share of fine dining restaurants. The second group of business professionals accounts for roughly 10.1% of the market share (IBIS).

      ○ Define your sample
         ■ Minimum of 100 respondents for the survey
            (i) Describe who they are? (think target market…)
            The target market consists of working professionals who have household incomes above $100k/yr, business executives and professionals, and individuals celebrating special occasions with friends/ family.
            (ii) Minimum of 2 respondents per group member for an in-depth interview
            (iii) Minimum of 8-10 respondents for one-time Focus group
         ■ What type of sampling method will you use?
            (i) Your group will be utilizing convenience sampling; Please describe and include why this type of sampling method is being used based on the current climate and access to respondents.
         Convenience sampling will be used due to the current pandemic. The current situation doesn't provide an environment to sample individuals that are representative of the target population. This convenience sample will assume that the individuals who are sampled will share characteristics of the target population.

- How and where will you collect the data?
        (i)   Think limitations due to the current climate
Data collection will take place primarily online. Interviews with restaurant owners and managers will take place via Zoom meetings.

V.   Action Standards
    A. What specific decisions will be made or actions be taken as a result of answering these questions?

As a result of answering the questions laid out within our proposal, we can help managers of fine dining restaurants determine which restaurant modifications that were made within the current Covid-19 pandemic should be kept in a post-covid era to enable their restaurants to remain successful.

Secondary Data/Literature Review

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·   ***Opportunity***: Identify the business modifications that have been successful during the COVID dining era and customer perceptions of those modifications.

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· Service: Servers are very knowledgeable about the menu and where the food is sourced from, personable, polite, sommelier offers wine pairing options for meals and serves wine, maître d' ensures that your party sits at the best table available

E. Products and services provided by each competitor

· Premium cuts of meat

· Premium liquor

· Premium wine

· Clean food (organic, non-GMO, locally sourced)

F. What, if anything, is already known about the problem/opportunity?

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· What new modifications do consumers like that fine dining restaurants have added?

· What new modifications have been profitable for fine dining restaurants?

· Of the modifications fine dining restaurants have made, which is perceived to be the best for keeping customers attracted to dine at the restaurant?

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B. Reasons for pursuing this information (i.e., how will it help management?)

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IV.   Research Methodology

A.   What type of data will you collect?

· Your group will be required to collect the following:

o Primary Data

§ Our conservative sample size is 100-125 respondents for the administered online survey

§ A total of 10 in depth-interviews will be conducted between restaurant managers and consumers

   o Secondary Data (Literature Review)

   § Listed below

B.   **Define the research design you will use to meet the research objectives**

·   What data collection technique(s) will you use?

   o Both qualitative and quantitative research will be conducted for our research.

   § Qualitative research → in-depth interviews with managers of fine dining restaurants and consumers

   § Quantitative research → self-administered surveys

·   Define your sampling plan

   o Who is your target population(s)?

   § The target population consists of three main groups, affluent consumers, business professionals, and local customers. Affluent customers hold 45.8% of the total market share of fine dining restaurants. The second group of business professionals accounts for roughly 10.1% of the market share (IBIS).

   o Define your sample

   § Minimum of 100 respondents for the survey

   o Describe who they are? (Think Target Market...) b. Minimum of 2 respondents per group member for in- depth interview

   § The target market consists of working professionals who have household incomes above $100k/yr, business executives and professionals, and individuals celebrating special occasions with friends/ family.

   o What type of sampling method will you use?

Your Group will be utilizing 'Convenience Sampling; please describe and include why this type of sampling method is being used based on the current climate and access to respondents.

   § Convenience sampling will be used due to the current pandemic. The current situation doesn't provide an environment to sample individuals that are representative of the target population. This convenience sample will assume that the individuals who are sampled will share characteristics of the target population.

   o How and where will you collect the data?

   a. Think limitations due to the current climate

V.   **Action Standards**

·   What specific decisions will be made or actions be taken as a result of answering these questions?

   o As a result of answering the questions laid out within our proposal, we can help managers of fine dining restaurants determine which restaurant modifications that were made within the current Covid-19 pandemic should be kept in a post-covid era to enable their restaurants to remain successful.

Sources of Secondary Data

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Links for Citations

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3. http://web.b.ebscohost.com.proxy.library.cpp.edu/ehost/detail/detail?vid=4&sid=4a866a97-0ce3-415c-97ac-badb97626961%40pdc-v-sessmgr05&bdata=JkF1dGhUeXBlPWlwLHVpZCZzaXRlPWVob3N0LWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=143198540&db=hjh-- Britney

a.   Original article location →

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