Exercise 1

An entrepreneur in the restaurant industry is planning to establish a new, very high-quality restaurant. Before implementing the project, the entrepreneur collects information from various sources to support decision-making related to the project. As one source of information, he uses a survey carried out by a research institute, which is aimed at potential customers of the planned restaurant.

Your task is to write a clear report in Word format for the entrepreneur, in which you answer three research questions with justification:

1. What kind of food selection would please the respondents?
2. Where should the restaurant be advertised?
3. How should the main course be priced?

To do the task, you need the questionnaire used in the survey and the collected data. The data varies depending on the course implementation; only the task made with the data of this implementation is valid! The questions in the questionnaire are numbered, based on which you can connect the variables of the Excel data to the questions. First, find out for yourself which questions on the questionnaire are related to the research questions to be answered.

The entrepreneur is especially interested in the answers of potential customers, but also a comparison with the answers given by others is necessary. Based on question 3 of the questionnaire, classify the respondents into potential customers (answer options 4 and 5), unsure (answer option 3) and non-potential customers (answer options 1 and 2). Present all results for not only potential but also uncertain and non-potential respondents.

Present the results using **percentages**! For research question 3, you can also use descriptive statistics.

The entrepreneur does not want to base his decisions on assumptions or guesses, but he wants well-founded and reliable information. You must take this into account when writing your report. To support your claims and conclusions, present appropriate tables or figures on which the claims and conclusions are based. Always keep in mind who you are writing to (a restaurateur).

The report related to this task must have at least

* an introduction where you describe the situation
* presentation of results
* summary.

Link survey : <https://docdro.id/WZ4YCb3>

Link data Excel to do the homework :

https://jamkstudent-my.sharepoint.com/:x:/g/personal/ad3595\_student\_jamk\_fi/ETsOT4sQaZpAsjHdcJrPSPABkVcHdajWGl6RMq5pwfKmBw?e=nZbk2A.