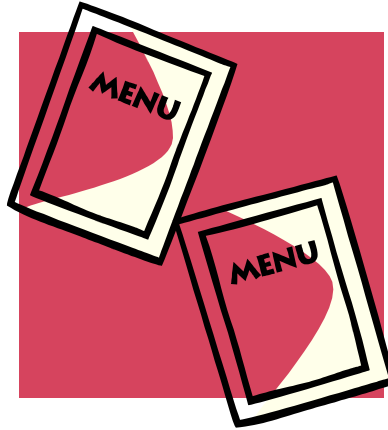


2. ASSESSING THEIR NEEDS



This step clarifies the opportunities that exist within your current customer base and uncovers areas of need.

#2 OBJECTIVE:

Evaluate current feedback to realize the value you are to your customer.

Address your number one customer complaint.

Review the motives customers have for utilizing a takeout service to secure fulfilling their needs.

CURRENT CUSTOMER FEEDBACK					
	NOT IMPORTANT			VERY IMPORTANT	
SPEED OF SERVICE	1	2	3	4	5
QUALITY OF FOOD	1	2	3	4	5
QUALITY OF SERVICE	1	2	3	4	5
PRICE/VALUE	1	2	3	4	5
QUALITY OF MENU	1	2	3	4	5

CUSTOMER'S NUMBER ONE COMPLAINT

Fulfilling the Take Out Customer needs:

Necessity - This customer may have no meal plans or have no food at home.

Need:

Convenience

Fast Service

Indulgence – This customer wants to treat themselves to something special and feel that a takeout reward is a reasonable indulgence.

Need:

Special Offerings

Menu Variety

Taste

Quality Product Condition

Convenience - A busy lifestyle plays the important role to this customer in wanting their food fast. They may be a drive thru customer.

Needs:

Fast service

Low Prices

Convenient Location

Accurate Orders

A Solution – This customer may need to feed a family and do not have the time or energy to do this. They, however, may still want a 'real food' type of meal.

Needs:

Family Variety

Reasonable Prices

Adequate Portion Sizes

Prompt Pick Up Service

Variety – This customer is seeking something specific, not easily gotten or not easily prepared. Your repeat customers may fall into this category.

Needs:

Special/Unusual Offerings

Quality of Product

Quality Product Condition