

Case Study I:

Program Objectives

To Conduct Feasibility and attitude and usage study in the most promising new shopping Centre for a new chain restaurant in New Delhi.

Targeted Area

New Shopping district and upcoming mall location, the area in concern comes in very posh locality of New Delhi with respondent type from SEC A and B category.

The Problem

Our client is looking to open a new restaurant in new shopping district under development in New Delhi, As the client have many restaurant across India but the location which they are looking now is newly developed and client wants to know about the best location in the area with high density of customers..

Asplor research is brought in to evaluate the location and research customer's types and their requirements in the area, with their needs assessment and usability across the location.

The Plan

A detailed field plan is created with the new Centre in mind is created, the custom field plan is developed to evaluate the different location in area, customers foot fall evaluation and customer usage and attitude towards the dining in the area.

A detailed assessment plan is created with more than 25 elements are classified and evaluated during the research work. The plan was designed to evaluate the location, operational areas, Competitor profiling with rationale behind every element is evaluated.

The Reporting

Detailed report on location, customer types and Customer foot fall hot points was created with custom research and evaluation.

Our team have developed comprehensive documents and data set related to location and customer types with their spending power and attitude towards a new dining experience.

Key metrics for overall areas of the location with feasibility assessment and identification of key takeaway during the research.

The Results

Our research team developed a sophisticated result plan for the client to gauge overall performance and variety of variables involved in the location:

- Better understand the current conditions at each area and location.
- Identify customer's attitude and usage results.
- Identify patterns of customer footfall and usage attitude.
- Detailed competitor profiling across the region and their offerings.

Case Study II:

Program Objectives

To Conduct Online research among the consumer in India for their spending pattern and client restaurant awareness assessment.

Targeted Area

Metro and Tier I cities across India, with the respondent who regularly eats out with family and friends and weekdays and weekends.

The Problem

Our client is looking to gather much information on the customer spending pattern and how much they are spending across different locations when compared to weekdays and over weekend.

We also evaluated the attitude and usage of different facilities by customers and spending pattern in terms of food and beverage spending also difference among the customer spending with family and friends

The Plan

A detailed field plan is created with online survey in mind targeting the needed respondent type across metro and major Tier I cities across India.

A detailed assessment plan is created with more than 10 elements and cross referencing among them to evaluate the spending patterns and different variables across them. The plan was designed to evaluate the customer spending and usage attitude towards the dining and F&B services.

The Reporting

Detailed report on customer type, customer spending pattern and location is created with the help of online survey run among the consumers in different location across India.

Our team have created a comprehensive research report on the customer attitude and usage behavior and variables which differentiate the spending and usage pattern among the consumers.

Key reporting on customer behavior and usage attitude towards different facilities with spending pattern, usage and repeat usage patterns in consumers.

The Results

Our research team developed a sophisticated result report for the client to gauge overall spending patterns and usage variables in different geographies and location:

- Better understand the current usage pattern.
- Identify customer's attitude and usage results.
- Identify patterns of customer usage across different days and situation.
- Detailed customer profiling and usage and repeat usage of facilities.
- Loyalty program motivation assessment.

Case Study III:

Program Objectives

To Conduct Mystery audit across India in client restaurants and evaluate and rank all locations according to the audit scale.

Targeted Area

Client chain restaurants location across India, Client is a large corporate with restaurants in all Major cities across India.

The Problem

Our client is looking to conduct and overall audit of the restaurants among their own set of benchmarks and evaluate each and every facility individually and rank them for improvement scope.

We are brought in as an independent and outside evaluator of the facilities across India and rank all facilities accordingly.

The Plan

A detailed field plan is created for all facilities with evaluation criteria are set for all facilities in total so they can be ranked accordingly.

A detailed assessment plan is created with more than 50 elements on ranking scale is created and evaluated during research process. The plan was designed to evaluate the restaurant cleanliness, service offering, customer support, ambiance and other critical factors to evaluate upon.

The Reporting

Detailed report on each location is created by our audit team, each and every report is created individually by 2 auditors independently to remove any discrepancies and overall ranking score is created in each section.

Our team have developed and comprehensive document and data set for each and every facilities according to their service quality.

Key metrics for overall ranking is created at the end of research with each facility individually given a rank and comprehensive ranking list is created.

The Results

Our research team developed a sophisticated result plan for the client to gauge overall performance and variety of variables involved in the facility:

- Better understand the current conditions at each area and location.
- Identify key factors differentiating each facility.
- Identify ranks on each and every single element for each facility.
- Detailed facility profiling and customer assessment during audit.