Appendix A – General Information

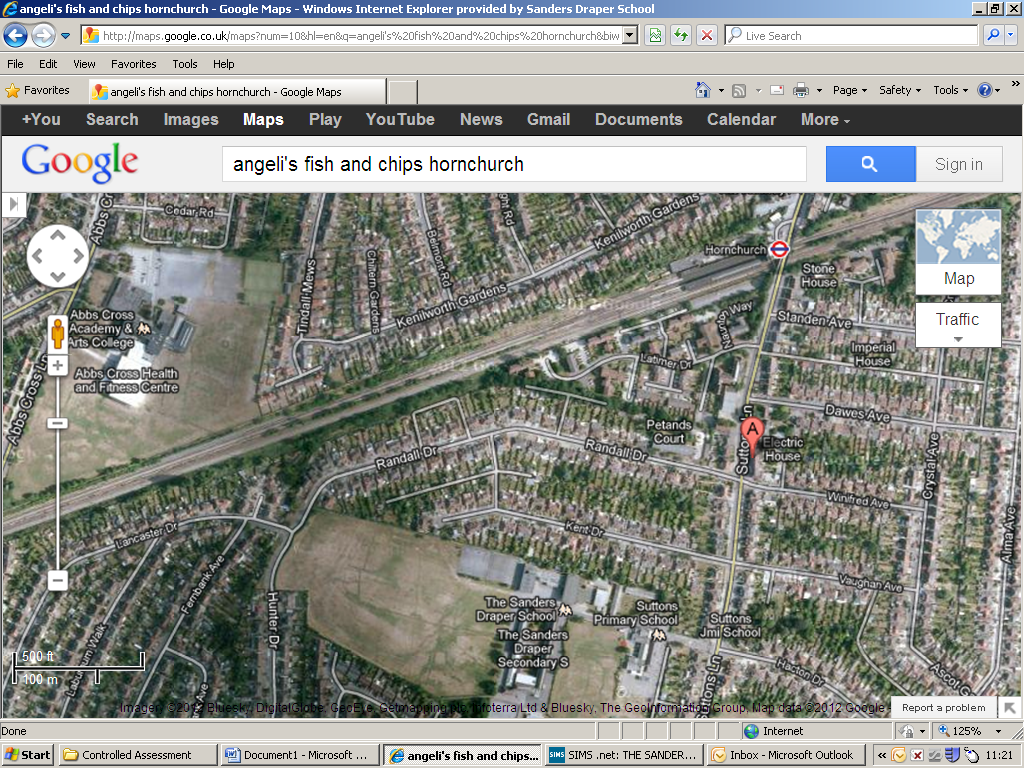
[](http://www.google.co.uk/imgres?q=angeli's+fish+and+chips+hornchurch&num=10&hl=en&safe=active&biw=819&bih=493&tbm=isch&tbnid=KsXgIa3ibSgLLM:&imgrefurl=http://www.localdatasearch.com/hornchurch/town_centre/fast_food_takeaway/angeli's-10866740&docid=EMc7ASXMu_e0_M&imgurl=http://lds.localdataimages.com/large/1086/10866740.jpg&w=400&h=300&ei=ULn2T4qmFtLd8QPj8fCNBw&zoom=1)Angeli’s Fish and Chips

51 Suttons Lane

Hornchurch

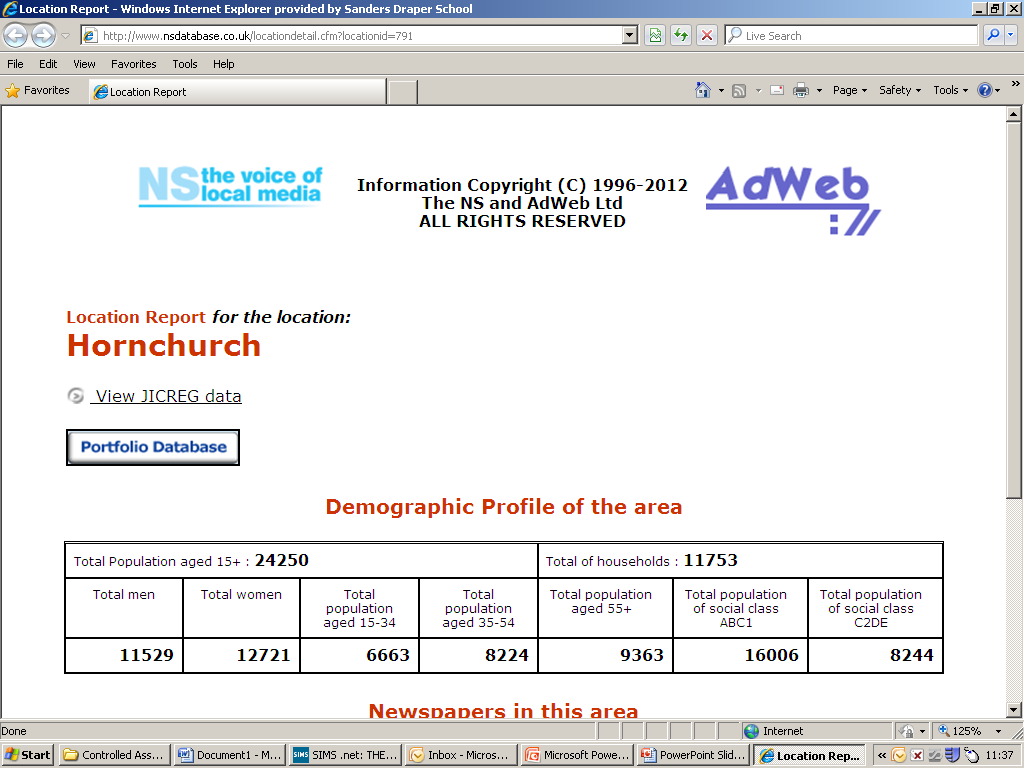
Essex

RM12 6RJ



Information on the area:

Angeli’s is located on a busy main road which links Hornchurch and Rainham. There is a primary and a secondary school located close by. There is also an Old People’s home across the road as well. There is also a Hospital within 500m of Angeli’s. Angeli’s is also located next to a major railway station which links Essex with London. This is the district line which is well used by commuters.



The Demographic profile illustrates that the area is mostly middle classed as 2/3 of the population are classed as ABC1. This means that they have professional jobs and a large disposable income. Eating out is probably the norm, so many restaurants will probably benefit from being in this location.

**Appendix B – Interview with the Owner**

1. What is your ownership structure?

I am a Partnership

1. How long has your business been established?

36 years

1. What Industry best describes your business?

Fast Food

1. How many employees do you have?

5

1. Do they work part time or full time?

2 Part Time and 3 Full Time

1. Who is your main target market?

Local people, School children, and passers by.

1. Where do you source your products from?

Billingsgate Market and local wholesalers

1. What are your business aims and objectives?

My main aim is to meet customers’ needs and make them happy. I do this by selling them fresh, quality food at reasonable prices.

1. Who are your main competitors?

Atlantis Fish Bar, Hong Kong, Charcoal Grill, Oriental Chef, Rose of India and the Railway Pub.

1. Where are your competitors located?

They are located on the same parade and across the road. My main competitor is located 500m down the road.

1. How do you persuade customers to choose your business rather than one of your competitors?

A lot of my customers are kids from the local school. We offer special deals around lunch time. For example, Burger, chips and a drink for less than £3. This is much less than my competitors charge. This helps to attract a lot of business. We also do a lot of deals for pensioners like fish and chips for £1.99. This helps to attract pensioners. Other customers are attracted by our meal deals because they offer value for money.

1. Do you advertise your business?

Yes, we use lots of leaflets which we post into local homes which show are special offers. We also advertise in Yellowpages and Yell.com. This helps customers who want to order over the telephone.

1. How do you know leaflets are an effective form of advertising?

After we do a leaflet drop the amount of customers we have increases. This increases sales and profits for a short amount of time. Telephone orders increase as a result.

1. How much do you spend on leaflets and do they represent value for money?

We spend between £1000 and £2000. However, sales and profits increase after we advertise.

1. Have you spent any other money promoting your business?

We have spent money on signage and posters. Don’t know how much.

1. What other forms of promotion do you use?

We use lots of posters that show our customers are special deals. We also have friendly employees that help give us a good reputation. The local kids from Sanders School like to come here as we give them a good service and offer them value for money.

1. What forms of promotion would you consider using?

We are thinking about advertising online with the website justeat at the moment although this is quite expensive.

1. What do you think is your best method of promotion?

People recommend us through word of mouth as we offer special deals for our customers as well as a friendly service.

1. Would you ever advertise on local radio or in a local newspaper?

No, this would be too expensive for us as we are only a small business.

1. How can you persuade more customers to buy your food?

By offering cheaper prices than my competitors as well as quality food. Maybe more meal deals would be useful but this impact on our profit.

Appendix C – Customer Survey

Please circle responses that apply to you.

Personal details: Gender: Male Female

Age: 0 – 11 12 – 16 17 – 25 26 – 40 41 – 60

Where do you live? Hornchurch Rainham Harold Wood Romford Other

1. Do you ever buy food from Angeli’s? Yes No
2. What food do you buy?

Fish and Chips Burgers Drinks Savoury Keebabs Salad Chicken

1. Why do you go to Angeli’s?

Good Food Value for money Good Service Convenient

1. How did you find out about Angeli’s?

Internet Flyers Posters Leaflets Newspaper

Word of mouth Radio Location

1. Which of the following methods of promotion does Angeli’s use?

Advertising Sales Promotion (special offers) Branding

Loyalty Card Word of mouth Displays (Posters)

Public Relations (good restaurant review) Internet (justeat.com) Sponsorship Direct Marketing (leaflets)

1. Which of the following methods of promotion would persuade you to go to Angeli’s?

Advertising Sales Promotion (special offers) Branding

Loyalty Card Word of mouth Displays (Posters)

Public Relations (good restaurant review) Internet (justeat.com) Sponsorship Direct Marketing (leaflets)

1. Which of the following methods of sales promotion would persuade you?

Meal Deals BOGOF Discounts Special Offers

1. Which method of promotion would encourage you the most?

Advertising Sales Promotion (special offers) Branding

Loyalty Card Word of mouth Displays (Posters)

Public Relations (good restaurant review) Internet (justeat.com) Sponsorship Direct Marketing (leaflets)

Meal Deals BOGOF Discounts Special Offers

1. Would any of the following methods of advertising persuade you?

Local Radio Local Newspaper Bus/Tube Stop

Posters Billboards Leaflets

Flyers Word of mouth Internet (Justeat.com)

1. Please explain which method of promotion would encourage you the most. ...........................................................................................................

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1. Please explain which method of advertising would encourage you to go to Angeli’s?

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Appendix D – Customer Survey Tally Results

Please circle responses that apply to you.

Personal details: Gender: Male **10** Female **10**

Age: 0 – 11 12 – 16 **10** 17 – 25 **3** 26 – 40 **7** 41 – 60

Where do you live? Hornchurch **8** Rainham **7** Harold Wood Romford **5** Other

1. Do you ever buy food from Angeli’s? Yes **20** No
2. What food do you buy?

Fish and Chips **10** Burgers **12** Drinks **15** Savoury Keebabs **12** Salad Chicken

1. Why do you go to Angeli’s?

Good Food**2** Value for money **7** Good Service **4** Convenient **7**

1. How did you find out about Angeli’s?

Internet Flyers Posters **2** Leaflets **2** Newspaper

Word of mouth **8**  Radio Location **6** Signage **2**

1. Which of the following methods of promotion does Angeli’s use?

Advertising Sales Promotion (special offers) **8** Branding

Loyalty Card Word of mouth **6** Displays (Posters) **7**

Public Relations (good restaurant review) Internet (justeat.com) Sponsorship Direct Marketing (leaflets) **5**

1. Which of the following methods of promotion would persuade you to go to Angeli’s?

Advertising**2**  Sales Promotion (special offers) **8** Branding

Loyalty Card **5** Word of mouth **8** Displays (Posters)**2**

Public Relations (good restaurant review) Internet(justeat.com)**4** Sponsorship **2** Direct Marketing (leaflets)**2**

1. Which of the following methods of sales promotion would persuade you?

Meal Deals **8** BOGOF **5** Discounts **5** Special Offers **7**

1. Which method of promotion would encourage you the most?

Advertising Sales Promotion (special offers) **3** Branding

Loyalty Card **2** Word of mouth **4** Displays (Posters)

Public Relations (good restaurant review) Internet (justeat.com) Sponsorship Direct Marketing (leaflets)

Meal Deals **7** BOGOF Discounts**3** Special Offers **1**

1. Would any of the following methods of advertising persuade you?

Local Radio Local Newspaper**3** Bus/Tube Stop **1**

Posters **3** Billboards Leaflets **3**

Flyers Word of mouth **7** Internet (Justeat.com)**3**

1. Please explain which method of promotion would encourage you the most. ...........................................................................................................

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1. Please explain which method of advertising would encourage you to go to Angeli’s?

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Appendix E – Analysis of Results

Target Market

Appendix E – Customer Survey Analysis

I asked the following questions in order to identify Angeli’s target market.

Are you male or Female?

What is your age?

Where do you live?

The above 3 questions show that the majority of Angeli’s target market is aged between 11 and 16 and from Hornchurch and Rainham.

2/What food do you buy?

3/Why do you go to Angeli’s?

Q2 shows that the majority of food that customers buy fish and chips and burgers and drinks.

Q3 shows that the majority of customers go to Angeli’s because it offers value for money and is convenient.

4/ How did you find out about Angeli’s?

Q4 shows that word of mouth and location are effective forms of promotion.

5/ Which of the following methods of promotion does Angeli’s use?

Q5 Shows that customers recognise that Angeli’s use special offers and word of mouth as their main forms of promotion.

6/ Which of the following methods of promotion would persuade you to go to Angeli’s?

Q6 shows that most of the target market would be persuaded by

Special offers and word of mouth. Also, loyalty cards and the internet were identified as a good form of promotion.

7/ Which of the following methods of sales promotion would persuade you the most?

Q7 shows that sales promotion is an effective form of promotion. The most effective are meal deals and special offers.

8/ Which method of promotion would encourage you the most?

Q8 shows that meal deals and word of mouth would be the main forms of promotion that would persuade them to go to Angeli’s. The internet and loyalty cards were also popular choices.

9/ Would any of the following methods of advertising would persuade you?

Q9 shows that most customers are attracted by word of mouth. Justeat.com, posters, leaflets and an advertisement in a local newspaper would also help to persuade customers to use Angeli’s if it was to advertise.

Appendix F – Competitors Promotional Activities:

I decided to conduct further primary research on the effectiveness of different promotional activities by visiting their main competitors on the local high street and making the following observations.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Angeli’s** | **Charcoal Grill** | **Regal Fish Bar** |
| **Leaflets/Flyers/Menu** |  | **Effective** | **Effective** |
| **Displays/Signage** | **Effective** | **Very Effective** | **Not effective** |
| **Public Relations** | **Very Effective** | **Not effective** | **Effective** |
| **Internet/Justeat.com** |  | **Effective** | **Effective** |
| **Posters** | **Very Effective** | **Effective** | **Effective** |
| **Sponsorship** |  |  | **Effective** |
| **Local Newspapers** |  | **Effective** |  |
| **Special Offers** | **Very Effective** |  | **Very Effective** |
| **Personal Selling** | **Very Effective** |  |  |
| **Loyalty Cards** |  | **Very Effective** | **Very Effective** |
| **Word of Mouth** | **Very Effective** | **Very Effective** | **Effective** |