

WHAT CONSUMERS ARE BITCHING ABOUT



SIMPLE QUESTIONNAIRE – FOUR PARTS TO IT ...

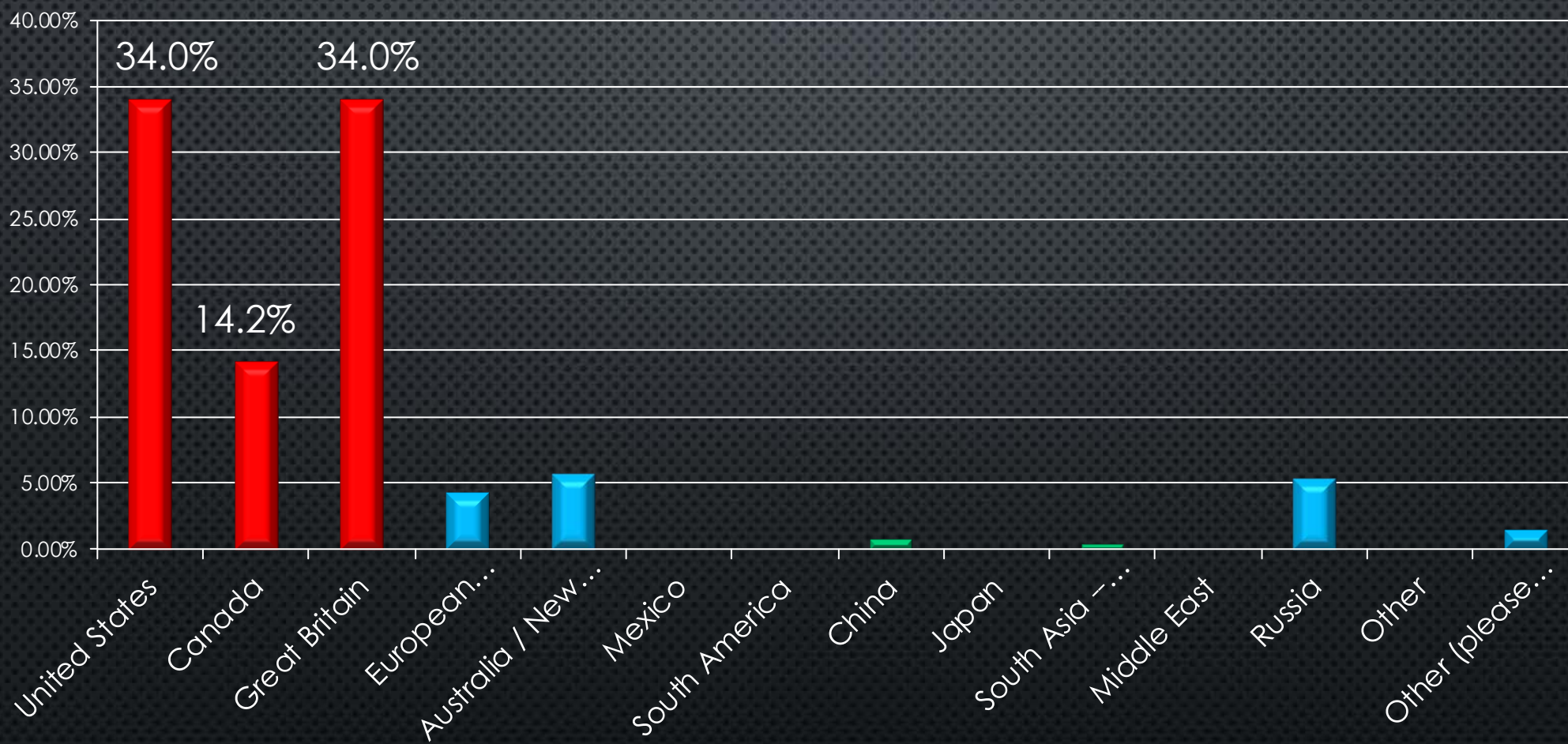
- BASIC DEMOGRAPHIC INFORMATION
- FOOD RELATED COMPLAINTS
- SERVICE RELATED COMPLAINTS
- FACILITIES RELATED COMPLAINTS



SO, WHERE WERE THEY FROM? ...



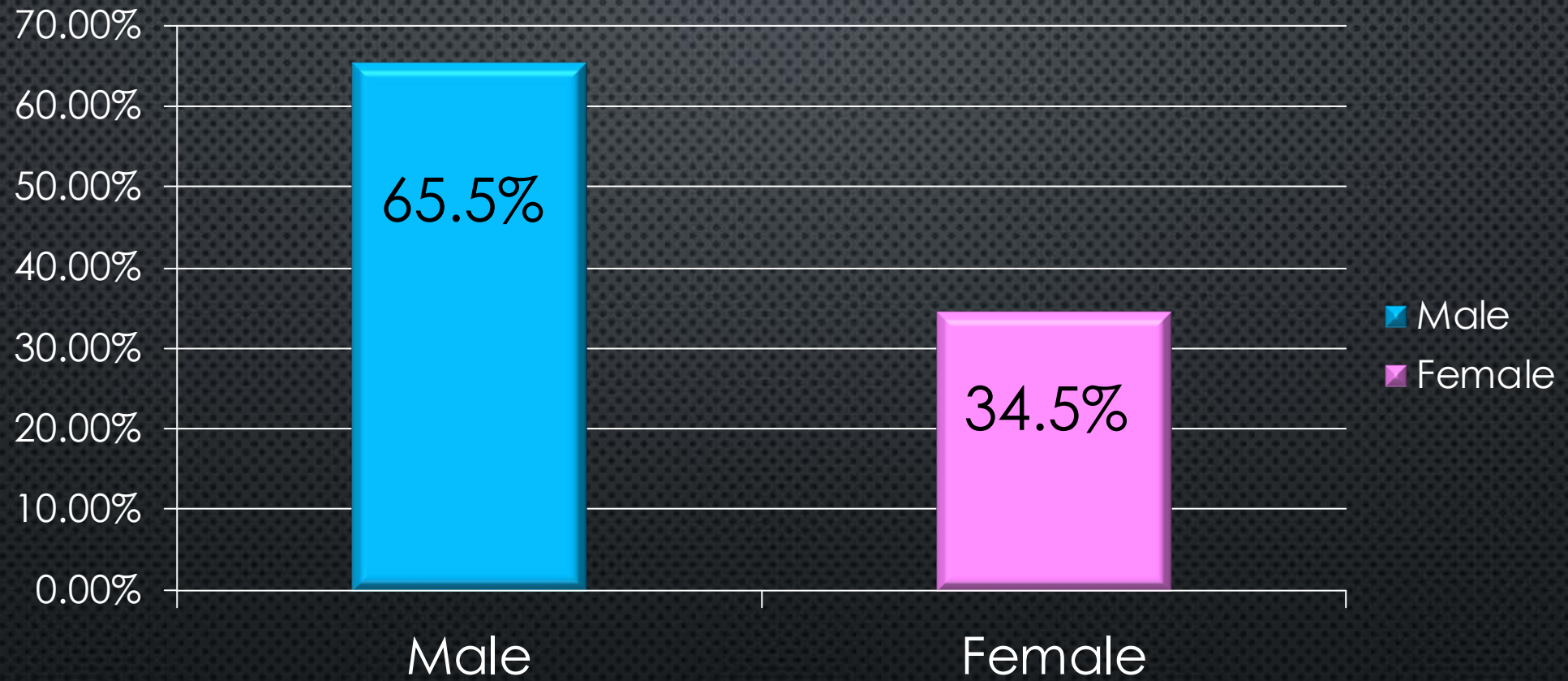
IN WHAT COUNTRY / REGION OF THE WORLD DO YOU CURRENTLY RESIDE?



AND THE SEX ...



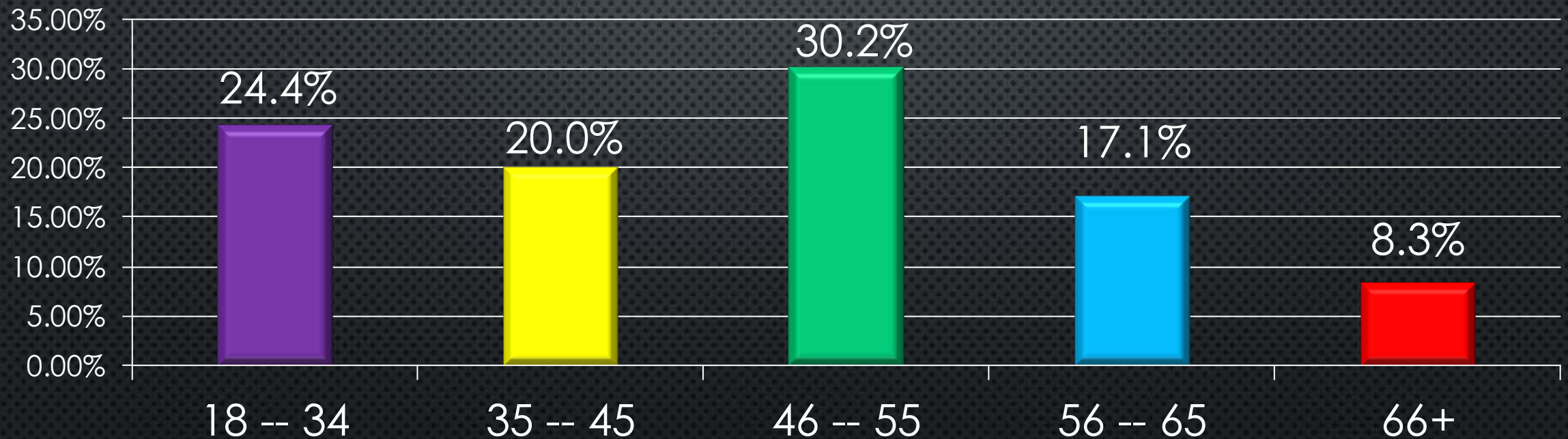
WHAT IS YOUR SEX?



AND HOW OLD WERE THEY? ...



WHICH OF THE FOLLOWING AGE CATEGORIES ARE YOU IN?

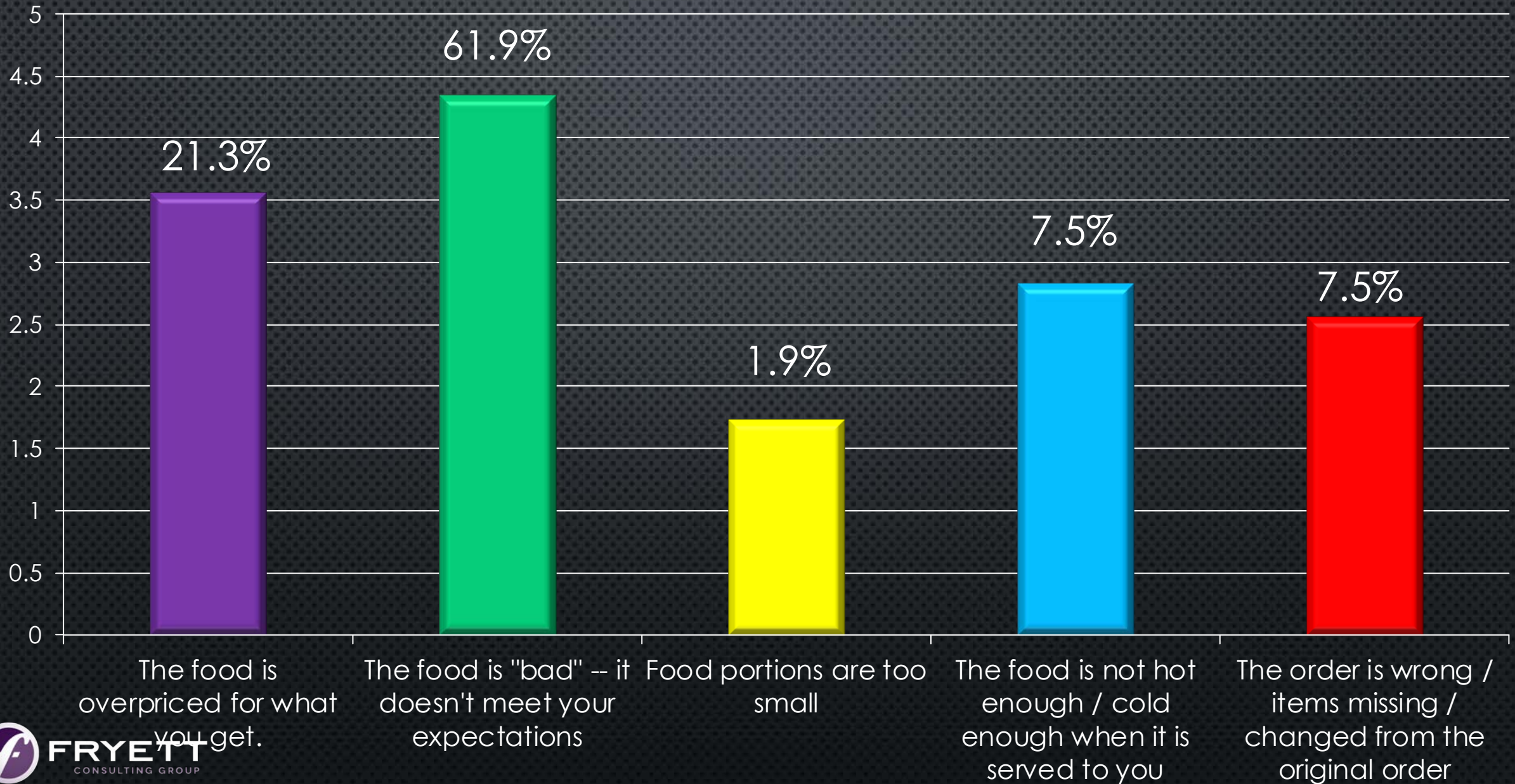


THOSE FOOD RELATED COMPLAINTS ...

1. THE FOOD IS OVERPRICED FOR WHAT YOU GET
2. THE FOOD IS “BAD” – IT DOESN'T MEET YOUR EXPECTATIONS
3. FOOD PORTIONS ARE TOO SMALL
4. THE FOOD IS NOT HOT ENOUGH / COLD ENOUGH WHEN IT IS SERVED TO YOU
5. THE ORDER IS WRONG / MISSING ITEMS / CHANGED FROM THE ORIGINAL ORDER



FOOD RELATED COMPLAINTS

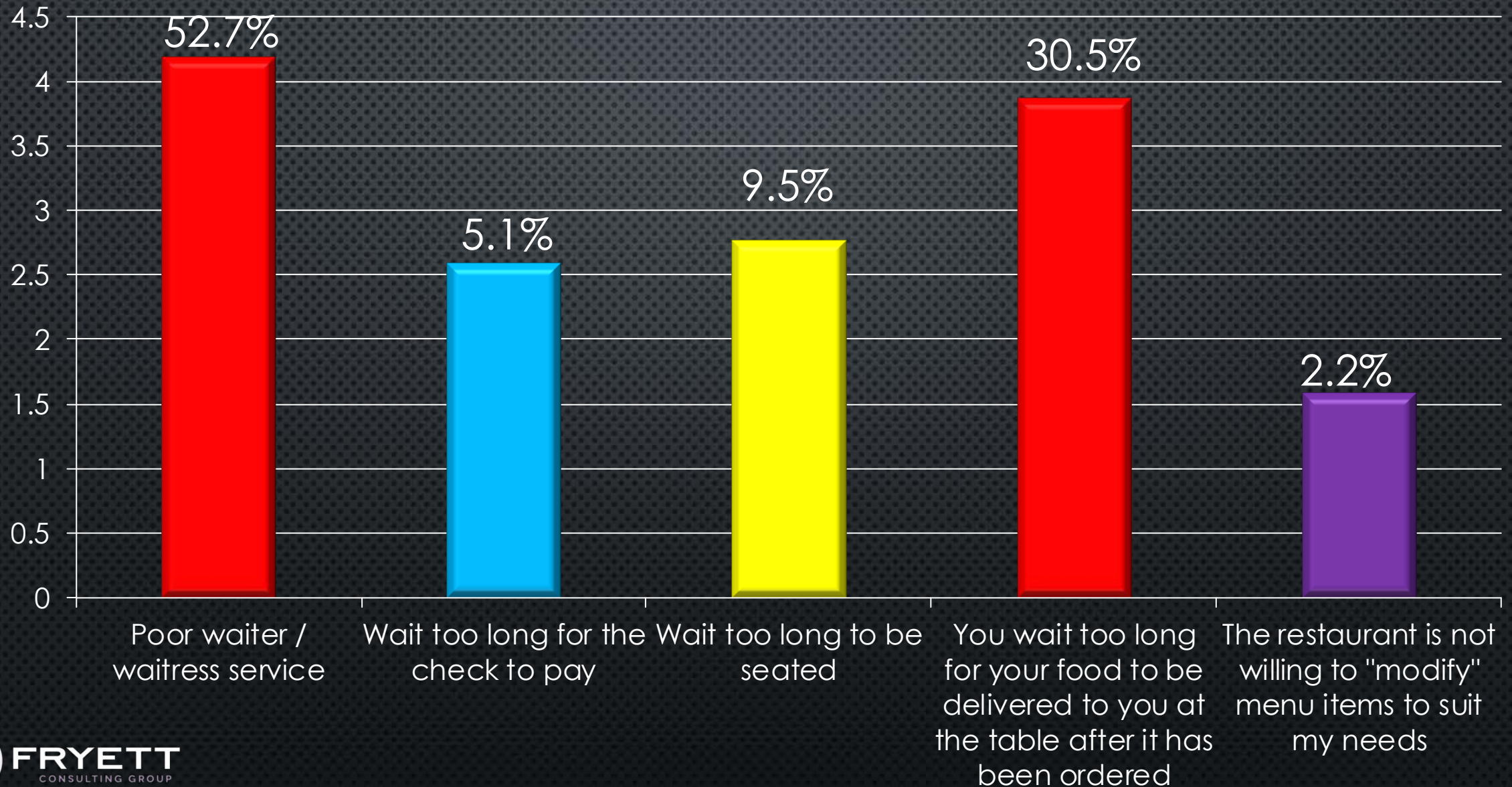


THOSE SERVICE RELATED COMPLAINTS ...

1. POOR WAITER / WAITRESS SERVICE
2. WAIT TOO LONG FOR THE CHEQUE TO PAY
3. WAIT TOO LONG TO BE SEATED
4. YOU WAIT TOO LONG FOR YOUR FOOD TO BE DELIVERED TO YOU AT THE TABLE AFTER IT HAS BEEN ORDERED
5. THE RESTAURANT IS NOT WILLING TO “MODIFY” MENU ITEMS TO SUIT YOUR NEEDS



SERVICE RELATED COMPLAINTS

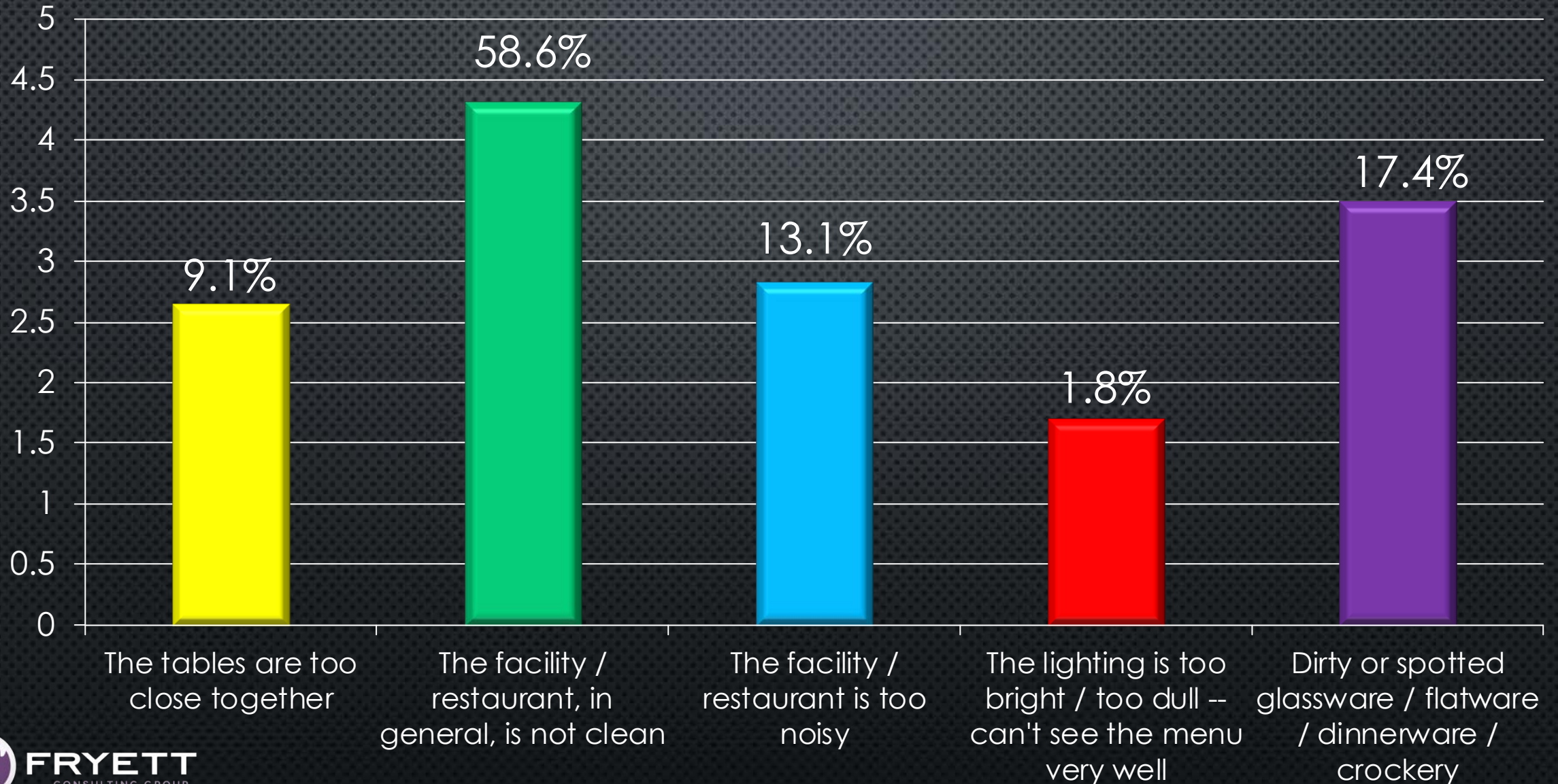


THOSE FACILITIES RELATED COMPLAINTS ...

1. THE TABLES ARE TOO CLOSE TOGETHER
2. THE FACILITY, IN GENERAL, IS NOT CLEAN
3. THE FACILITY / RESTAURANT IS TOO NOISY
4. THE RESTAURANT IS TOO BRIGHT / TOO DULL –
CAN'T SEE THE MENU VERY WELL
5. DIRTY OR SPOTTED GLASSWARE / FLATWARE /
DINNERWARE / CROCKERY

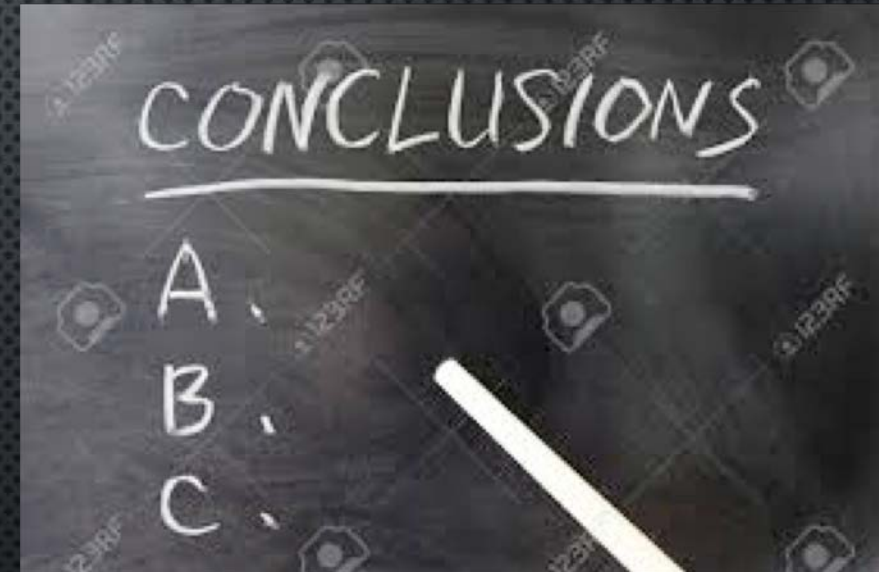


FACILITIES RELATED COMPLAINTS



CONCLUSIONS ...

- WHAT CONCLUSIONS CAN YOU DRAW FROM THIS INFORMATION?
- HOW CAN YOU USE THIS INFORMATION IN YOUR BUSINESS?
- IS THERE AN EQUIPMENT AND/OR SUPPLIES SOLUTION(S) HERE?



Q & A