



Restaurant Trade Area Research - The Step By Step Guide

Rick Phillips

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Rick Phillips brings his experience as a designated Trade Area Survey supplier for two major fast food companies to this step by step guide to Restaurant Trade Area Research - with special emphasis on Cannibalization Research . Indeed, this guide will provide the knowledge needed to conduct a professional marketing research project even to the novice restaurant owner who has never conducted any marketing research. The guide includes everything from a sample questionnaire used for restaurant cannibalization projects, to setting sampling quotas, to instructions for how to create a Trade Area Map. This book also includes a step by step guide to training the interviewers for the project and instructions for their interactions with your customers to obtain the accurate data for your decision making. Then, the book provides that vital analysis of the trade area study that only an experienced marketing researcher can provide; including what to do IF your restaurant research is involved in a cannibalization or 'hostile development' situation. Indeed, the strategies outlined in this book could provide you with insights into developing your market with the least impact from new locations. So, if your needs are to know one store or an entire markets trade area - or what the potential development of a location may mean in terms of cannibalization to an existing restaurant, or even impacts to multiple restaurants from multiple possible new locations - then, this is the book for you. The book that can save you thousands of dollars, and, the book that may save your restaurant from infringement and needless attrition.

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