

The Analysis of Costumers' Satisfaction with the Cafeteria Betulla Caffé

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ABSTRAKT

Tato bakalářská práce je zaměřena na marketingový výzkum a hlavně pak spokojenost zákazníků. Práce je rozdělena na část teoretickou a praktickou. V teoretické části jsou popsány základní poznatky z oblasti marketingového výzkumu, zejména pak informace týkající se tvorby dotazníků. Dále je teorie zaměřena na samotného zákazníka a jeho spokojenost. Praktická část je z velké části tvořena vyhodnocováním dotazníků, které byly vyplněny zákazníky kavárny Betulla Caffé. V praktické části jsou také zmíněna některá doporučení, která jsou sestavena na základě výsledků analýzy získaných dat.

Klíčová slova: zákazník, spokojenost, dotazník, marketingový výzkum

ABSTRACT

This bachelor thesis is focused on the marketing research, especially on customers' satisfaction. Thesis is divided into theoretical part and analytical part. In the theoretical part are described some basic facts from the field of marketing research, particularly information related to the creation of the questionnaires. Furthermore, the theory is aimed on particular customer and his satisfaction. The analytical part is largely formed by the evaluation of the questionnaires which were completed by the customers of Betulla Caffé. In the analytical part are also mentioned some recommendations. They are arranged on the basis of results of the analyzed data.

Keywords: customer, satisfaction, questionnaire, marketing research

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INTRODUCTION

The aim of this bachelor thesis will be the solution of some marketing problems of the cafeteria Betulla Caffé.

This cafeteria does not operate for a long time on the market. But a lot of regular and satisfied customers found their favorite cafeteria in it. Those customers have already organized a few celebrations in the premises of this cafeteria.

Author of the thesis found out, that cafeteria stands in front of some marketing decisions during the conversation with the owner of the café. Some problems occurred and they need solution. Right decision at the right time can bring more customers and it can make them more satisfied.

This bachelor thesis will be divided into two parts, theoretical and analytical part. The author of the thesis will be concerned with the topic of marketing research and satisfaction of customers in the theoretical part. To be able to do marketing research with a certain quality, there should be mentioned some fact and rules related to the topic. The important part of this chapter is about creation of the questionnaire. Questionnaire survey is one of the types of collection of information. Researcher should follow some rules during the creation of the questionnaire. Questionnaire should arrange a communication channel between questioner and the respondent. Another chapter of the theoretical part will talk about customers and their satisfaction. There will be mentioned what customers expect and what are their requirements. This chapter will also include some basic facts about employees which meet the customers regularly.

The analytical part will start with introduction of the cafeteria Betulla Café. Author of the thesis will mention basic facts about cafeteria, its history or offered services. Definition of the problems, selected methods of data collection and analysis of the collected information will be stated in the next chapter of the analytical part. The author of the thesis will give some recommendations according to results of the analysis.

I. THEORY

1 MARKETING RESEARCH

1.1 What is Marketing?

Different authors of books and articles use different definitions of marketing.

“Marketing deals with the securing and fulfillment of human and social needs.”
(Kotler and Keller 2007, 43)

Another definition from the About.com Web site says that “marketing is a process of teaching consumers why they should choose your product or service over your competitors.” (About.com)

1.2 Importance of Marketing

The definition of marketing on the About.com Web site in the article “What is Marketing” by Laura Lake gives a good point of view on the importance of marketing. Marketing is not only one thing. Lake implicates in marketing everything what customer undergoes. For example advertisement, received customer service or follow – up care. (About.com)

Philip Kotler in his book “Marketing management” agrees with the statement that marketing is not about only one thing. He says that marketing has to fulfill needs with a profit, but the selling is not the most important thing. Selling is only the top of the glacier. (Kotler and Keller 2007, 43 – 44)

But decision about which and how provide customer services is not easy. Companies have to do some kind of marketing research sometimes.

1.3 Marketing Research

“We can define marketing research as a systematic planning, gathering, analyzing and reporting of statements and determination of their importance for the specific marketing situation, in front of which the company is standing.” (Kotler and Keller 2007, 140)

Bigger companies spend one to two percents of their budgets on the marketing research. There are three categories of marketing research agencies:

1. Agencies providing research services
2. Agencies providing custom – made marketing research
3. Marketing research specialized agencies

Add 1. Those agencies gather information about business and consumers and then they sell them on payment.

Add 2. They are hired for elaboration of specific project with final report about their statements.

Add 3. Those agencies provide research specialized services, for example, interrogation in the field and sequential selling of information to the companies.

But smaller companies can lead the research on their own or for example:

1. Interest students or professors in the design and realization of the project
2. Utilization of the internet
3. Check the company's rivals

Add 1. This bachelor thesis is an example of such a case.

Add 2. Company can gather information from the websites of their competitors or by watching internet discussions.

Add 3. People from smaller companies are visiting their competitors regularly. (Kotler and Keller 2007, 141)

1.3.1 Process of Marketing Research

This is another point, in which authors of books vary from each other. Especially it is in number of steps of marketing research.

1. There are two stages of marketing research. *Preparatory stage* which consist of three steps. In this stage we have to *define the problem or target of project*, first. Then follow *preliminary analysis of the situation*. After the analysis, a *plan of research project* has to be done. In the *implementation stage*, the researcher has to follow next five steps. The researcher has to *gather information* then he has to *process* them and *analyze* them. The analysis gives *results of the research* and researcher has to *interpret* them. After the interpretation follow *final statement and its presentation*. This is the whole process of marketing research which is divided into two stages and eight steps. (Kozel et al. 2006, 70 – 71)

2. Marketing research can consist of seven following steps. At the very first point we have to *identify problems and opportunities*. Then follow the *formulation of research needs*. Step three is divided into two parts like the *selection of research provider* and *creation of research design* (choice of research method). After these steps, researcher will start to *collect secondary data* and then *primary data*. When all the important data are collected, researcher will *analyze* them. *Preparation and presentation of research findings*

and recommendations follow the analysis. In this case the process of marketing research has got seven steps. (Wilson 2006, 21)

3. Effective marketing research consists of following steps. At first company has to *define the problem and targets of the research*. Then the researcher has to *make a plan of the research and collect information*. Collected information has to be *analyzed* and from the analysis the *statements* will be concluded and *presented*. The final step is about *making decisions* on the basis of the research. (Kotler and Keller 2007, 141)

1.4 Six Steps of Marketing Research

1.4.1 Definition of the Problem and Targets of the Research

By the reason of continual changes of marketing environment, the companies can face certain issues that can cause some problems or that can create opportunities. The opportunity can be for example creation of the new product. On the other hand, drop in sales can be a big problem for a company. (Wilson 2006, 21)

Definition of the problem is often the most important part of the research. It can be also the most difficult part. The right definition of the problem gives good conditions for a successful research and gathering relevant information. (Kozel et al. 2006, 71)

For the company or researcher is always better to gain and evaluate objective information from the research rather than those based on subjective feelings. (Wilson 2006, 22)

1.4.2 Creation of the Research Plan

First of all, the research plan is a document in which are stated all hands – on activities, methods of collecting information and the schedule of the research. The methods are divided into three groups such as observation, interrogation and experiment. While choosing a particular method, researcher has to know, that each method has its own types. (Kozel et al. 2006, 80 – 83)

Observation mostly proceeds with no direct contact between the observed person and the observer. There is no active participation of the observed person. The big advantage of observing is that the research is not dependent on the willingness to answer questions by the observed person. But on the other hand, it can be difficult to interpret collected information from the observing. Some types of observing are for example observing in

natural conditions or in factitious conditions, overt or covert observation and structured or unstructured observation. (Kozel et al. 2006, 138 – 140)

Experiment is mostly testing during which researcher observes and evaluates behavior and relations in factitious conditions. Experiment consists of two elements, such as tested element and measuring of its influence on certain case or process. The environment of the experiment has to be modified to secure the same conditions for all the subjects. Laboratory experiments, experiments in the field, mystery shopping or electronic experiment are four types of the research by experiment. (Kozel et al. 2006, 145-147)

Interrogation is a method of research that will be described later on.

1.4.3 Collection of the Information

Collected data or information can be divided into secondary data and primary data. Researcher can gather secondary data from two sources, like internal data of the company and already published information or electronic sources. That gives a nice explanation of what secondary data is. Secondary data is information gathered for some purpose, but not for the purpose of the actual marketing research. Collection of secondary data is used in many studies because they are cheap. On the other hand, primary data are gathered for the purpose of the current research. Once the researcher has prepared the method of collection data, the research can begin. (Wilson 2006, 36 – 38)

According to chosen method of collecting information, the researcher can become observer, questioner, moderator or operator. The whole process of collection has to be well prepared, to secure collecting of the relevant data. (Kozel et al. 2006, 85)

1.4.4 Analysis of the Information

Next step is about making conclusions from collected information. The researcher will organize data, count the averages and variations of the values. If there is a need, the researcher can apply more complicated statistical techniques. But mostly in the case that researcher can find out some new facts. (Kottler and Keller 2007, 152)

The type of the analysis is dependent on the used method of the collecting data. The data has to be prepared for the analysis at first. It means that researcher has to check data for their validity and reliability. After the verification, data can be entered into a computer and they can be analyzed by using statistical or non – statistical methods and techniques. (Wilson 2006, 38)

Each question has to be analyzed. First of all researcher has to figure out frequency of filled answers. It represents the amount of presence of particular answer. There are two types of frequencies. Absolute frequency expresses the amount of particular varieties. Relative frequency is a ratio of absolute frequency to the amount of all answers. Then the research should focus on the rank of investigated notes. The most used ranks are mean, modal value (most commonly appeared value) and median (middle value of the values sorted upwardly). (Kozel et al. 2006, 95 – 96)

1.4.5 Interpretation of Results

The results of the marketing research can be presented as a written document or an oral presentation. Presentation of the research result is often more important than research itself. Writing and presentation skills are very important for the successful transmission of the results. A large variety of tables and graphs can be used in such a report. The final report has not to confuse the reader or the audience. (Wilson 2006, 38) (Wilson 2006, 267)

1.4.6 Making Decisions

The final decision has to be done by the managers, which have submitted the marketing research. Their decision can be in positive, negative or neutral way. If they are in the favor of the implementation of some service or a change, their reaction on the research will be positive. If the managers have little trust in the research and its result, they can decide against implementation of some service or a change. The last possibility is to reconsider the problem again. It can bring them in the beginning of another marketing research. (Kotler and Keller 2007, 153)

1.5 Interrogation

This method of marketing research is most wide-spread method of collecting information. We can define four types of interrogation:

1. Personal interrogation
2. Written interrogation
3. Telephone interviewing
4. Electronic interrogation

Add 1. In the questionnaire can appear questions and instructions for the questioner and for the respondent at the same time. But it has to be differentiated by, for example different style or letter or by different color.

Add 2. Respondent completes a questionnaire without any help. That is the reason, why the questions have to be formulated in the most precisely way.

Add 3. This method is one of the low – costs. Questioner has to just give respondent a call. The advantage is that questions can be clarified and the call can be repeated if the respondent was not reached.

Add 4. The last method combines all the advantages and disadvantages of the previous three methods. Researcher can use for example a sound track or a video, to make the questionnaire more interesting. It can also help to the respondent to choose the right answer. (Kozel et al. 2006, 150 – 151)

1.5.1 Questionnaire

Questionnaire is the most popular way of collecting primary data. It is a blank form with certain amount of questions that have to be answered by the respondent. (Kozel et al. 2006, 161)

Questionnaire provides a standard way of communication with each respondent. It also makes all respondents to answer the same questions. Researcher communicates with respondent by the questionnaire. The creation of a questionnaire that can provide a perfect communication way can be a difficult task. (Wilson 2006, 162)

There are no exact instructions how to construct a questionnaire and questions in it. But researcher should follow some rules about constructing questions:

1. Use direct questions. (If it is possible, researcher should ask the question as directly as possible.)
2. Use simple questions. (The question has to be understandable for every respondent. The simpler question is – the more accurate answer will be.)
3. Use unambiguous words. (Ambiguously formulated question can cause that respondent will answer different question)
4. Do not use negative questions. (Negation in such a question can confuse the respondent and it can lead to misunderstanding of the question.)
5. Use short questions. (Long question can cause the same problem as complicated questions. Respondent can lose himself and his answer can be incomplete.)
6. Exclude questions about judgment. (The researcher can ask about the past, but question about future has no sense.)

The questionnaire has no strictly determined its length. Sizeable amount of questions on the paper of medium octavo is better than moderate amount of questions on two papers of quarto format.

In the beginning of the questionnaire there should be a headline with the title of the questionnaire than follows so – called society column. In this text researcher should address the respondent and ask him for the completion of the questionnaire. Researcher can explain the purpose of the research; motivate the respondent to completion and promise anonymity and to not misuse the results. In the end of this text there should be an acknowledgement for the cooperation and signature of the researcher.

Sort of the question is connected to the logical structure of the questionnaire. There should be some kind of context in the questionnaire. It means that after the introducing text should follow introductory questions. Their purpose is to establish a positive contact with the respondent. They should be easy and interesting at the same time. (Kozel et al. 2006, 161 – 165)

Researcher can use three types of question in the questionnaire:

1. Open – ended questions

Respondent can answer the question in his own words. This type of question has no possibilities to choose. Open – ended question appears mostly in questionnaires because of the wide variety of answers. The answer can be simple (one word) or it can be the whole sentence.

2. Closed questions

In this type of questions, the answers are predefined and respondent will select one or more of them. There are many types of closed questions. The most popular are dichotomous, multiple – choice and scaling questions. Dichotomous question is the simplest one, because respondent is limited to only two fixed answers. In the case of multiple – choice, respondent can choose only one answer from the potential selection, or he can select more than one answer. It depends on the question. Scaling questions can have graphic or rating format. Graphic question can be straight line with two extremes as the answers. Respondent will place a cross or sign on the line to represent the level of the quality, for example. Rating format has a set of the possible choices. Respondent will choose the rate or score that reflects his opinion. (Wilson 2006, 166 – 172)

3. Semi – closed questions

This type of question combines the advantages of the previous two types. The selection of the possible answers is given and at the same time respondent can write his own opinion by answering in his own words. (Kozel et al. 2006, 169)

1.5.2 Interview

It is standardized conversation of the questioner with only one respondent. Depends on the concrete situation, the interview can be made in two ways as a standardized conversation or non – standardized conversation. The standardized conversation is prepared and it is stated which questions will be given to the respondent. The order of questions is constant. Non – standardized conversation is also prepared but questions in this type of conversation have not constant order. This type of conversation should be similar to the free conversation.

During the interview is always respondent influenced by the questioner. It means that the results should be controlled regularly. The anonymity is here at the lower level than at the questionnaire survey. But questioner can easily explain some ambiguities that can occur during the interview. (Foret and Stávková 2003, 43 – 46)

2 CUSTOMER

“Customer is not a king but a dictator. Our being depends on him. It depends on us if we can create the environment where the customer is the most important for each worker and whom our workers address to meet his needs.” (Spáčil 2003, 17)

Company can define a customer as a person or group that pay for offered services or products.

Company can have five types of customers:

1. Consumer
2. Producer
3. Dealer
4. State
5. Foreign customer

Consumers are for example people or households that buy offered product for their own need. *Producers* are other companies. They buy our products for other purposes like processing or manufacturing. *Dealer* can be an individual or organization. Dealers buy offered products and sell them again. *State* can be represented by any national institution or public authority that buys offered products to fulfill public services. Each customer from previous groups who has his abode, headquarters or place of business in foreign nation is defined as a *foreign customer*. (Kozel et al. 2006, 33)

2.1 Customer Requirements

Customers have requirements which are related to features of the products. For customers it can mean questions about quality, package or safety. They often ask for the prices and terms of payment. They often want hire purchase or they want to use their credit cards. Conditions of distribution and its possibilities can impress the customer in the positive or negative way. They often ask for delivery time, flexibility or possibility of delivery to the place of destination. The way of the company representation plays a big role in the process of influencing of the customer. Customers always expect qualified personnel. They appreciate design of the store, catalogues and leaflets. (Kozel et al. 2006, 33)

The personnel should communicate with the customer in a certain way to make his expectations as much high as the real supply will be. Customers' expectations should not be ever higher than the real supply. (Spáčil 2003, 63)

2.2 Three Stages of Cycle

Each customer undergoes following three stages of cycle:

1. Finding

During this first stage some kind of need is generated. Each customer will find the best way of meeting this need. Customer will make a list of possible suppliers and then he will choose one of them. Customer is very suggestible, because of marketing instruments or previous experiences can affect the final decision making.

2. Consuming

This stage is very important from the point of view of the next visit of the customer. Marketing tools have no effect on the customer. Level of customer service plays a big role in this stage.

3. Evaluating

During the last stage customer can compare his experience with his expectations. If those expectations were not so high and the supplier met all the customer's needs, he will probably return to the supplier again. (Spáčil 2003, 21 – 22)

2.3 Customer Satisfaction

Customer satisfaction or dissatisfaction is always determined by his feelings or attitudes that a customer has after purchasing the product. As it was written in chapter 2.2, customers constantly evaluate product that they buy while these products come into their daily life. Companies that offer a good – quality products have more satisfied customers. Customers look for quality and value of the products. During the process of finding they evaluate brand name, price, provided customer services or offered warranty of the product. If the customer can find all these qualities of product at the expected level, they can feel satisfied and also they are mostly assured that they made a smart purchase decision.

But nowadays a lot of customers have changed their opinions about the value of the product. That caused that definition of value changed from *the best in class* into *the best in budget range*. Customers are no longer willing to pay a premium for some brand name if they do not see the difference between well – known brand and other product alternatives. (Solomon, Zaichkowsky, and Polegato 1999, 340 – 341)

2.3.1 Dissatisfied Customer

Dissatisfied customer can act in one or more following ways:

1. Voice response

The customer appeals directly to the company for the refunds.

2. Private response

The customer expresses his dissatisfaction with the company to his friends or he can boycott the company.

3. Third – party response

Dissatisfied customer can take a legal action against the company. In Czech Republic it can be Czech Commercial Inspection or Association of Consumer Protection (Sdružení obrany spotřebitelů in Czech). (Solomon, Zaichkowsky, and Polegato 1999, 343)

2.3.2 Employees and Customers Care

Bigger companies often have their own Customers Care Centers or Call Centers. Those employees have to solve most of the customers' problems. They are often supported by the computer techniques. Their working hours never end – at least working hours of the good employees. Customers don't care if someone has to work overtime. This is internal company problem, not the customer's problem. It means that those employees should be oriented on relationships and because they have to care about the customer. If the performance of some employee is not good enough, the management should dismiss him. This act will also motivate other employees to provide a better customers' care. (Spáčil 2003, 30)

There is a fact that employees in the positions of customers' care are renew more than in any other positions. Those employees should deal with internal and external type of stress. External stress is caused by the customers and their complaints. Mostly this employee is not responsible for the caused problem. Internal stress is caused by the company itself. This employee will try to negotiate something for the customer, but this thing should be automatically offered. (Spáčil 2003, 33)

2.4 Customer Services

Most of offered customer services are not good enough. But there are a lot of customers that loyal to several companies and they would not go to any other company, even if their favorite company is more expensive than the competitors. Those companies "own" their customers. But most of companies just "rent" the customers. It means that these customers are loyal until they are offered a different kind of customer services by another company. Companies in one line of business take care about their customers to make them satisfied.

They have their own working procedures and this can be the way how they can differ from their competitors. (Horrel 2007, 14)

2.4.1 Silver Rule of Customer Services

Most companies are still acting on the basis of the golden rule: Behave towards the others in that way that you would expect them to behave towards you. But for today's communication it is not enough. If the company wants to communicate in an effective way it should not implement this golden rule. Instead of the golden rule companies started to implement the Silver rule of customer services: We should not try to communicate in the way that we are expecting others to communicate with us. We should communicate in the way that others want us to communicate with them. (Horrel 2007, 11)

2.4.2 Delivering Extra Customer Service

Customer services follow three basic attributes. First one is dissatisfaction. It appears when the company's customers are not happy with received services or follow – up care. This can be an impulse to prove offered services. But missing dissatisfaction can not mean that customer is happy. It can mean that he is apathetic, he does not care. But at the same time he will stay with the company. Second attribute is satisfaction. When customer likes making business with a certain company, he is happy. A lot of companies have their targets to make customers satisfied. That is wrong. Customers' satisfaction should not be the target, but it should be expected standard. Third attribute should be searching of the company. The company should find the customers' satisfaction and it should make the loyal customer. But this creation often needs some changes in the company's business.

The company which wants to provide extra services should employ people who never fall of their effort. They should never be overweening and arrogant. Talking about successful business there exist three principles:

1. Low quality will cause bankruptcy.

It does not care if the company provides extra customer service. If their products have a poor quality, they will go bankrupt.

2. Good quality connected with lack of interest can cause the success.

If the company provides good quality products or services its customers can forgive lack of interest.

3. Good quality with kindness means ownership of customers.

It the company would behave like in point 2 and some competitor would start the same business but in the kindly way the customers would start to trade with this competitor. (Horrel 2007, 18 – 20)

2.5 Customer Relationship Management

“We should find products for customers rather than customers for products.” (Storbacka and Lehtinen 2002, 16)

2.5.1 Principles of CRM

The target of customer relationship management is not only increasing sales but mostly it is a creation of the relationship with customer. Both sides of business should conform to each other to make the value for them. Second principle is about considering the product as a process. The product is an entity by which the company and customer can make a change. The third principle is to make a company responsible for the development of the relationships with its customer. (Storbacka and Lehtinen 2002, 17)

II. ANALYSIS

3 INTRODUCTION OF THE CAFETERIA BATULLA CAFFÈ

3.1 Basic Facts about Betulla Caffé

Cafeteria Betulla Caffé was established on 17th May 2010 by recording in the Commercial Register.

Cafeteria is opened since 7th July 2010. Customers can find it in the street Soudní in Zlín. The position of the cafeteria suits to people without car because the bus stop is only about one hundred meters from the building. On the other hand, people can park their cars right in front of the cafeteria. Cafeteria is on the first floor. But it has easy – access for the wheelchairs thanks to the lift in the building. The opening hours of the cafeteria are from 9 am to 7 pm from Monday to Friday. The cafeteria has no own websites and nowadays they have no paid promotion.

The name of the cafeteria is taken from Italian. At the very beginning the owner wanted to name the cafeteria “U Březíků”. But there was a problem with a bakery that is nearby and it is called Svoboda – Březík. The owner did not want to confuse people and he wanted to have original name of the cafeteria. The decision was to make the name from the owner’s nickname and translate it into Italian. Betulla in English means “birch” and in Czech it is “bříza”.

The owner and entrepreneur is Petr Březík. The assistant manager is owner’s wife, Renata Březíková. The owner always works as a waiter in the cafeteria. He constitutes the whole personnel for most of the time. But during the school year students from Hotel high school can complete their internship in this cafeteria. This summer was the first year, when there were temporary workers in the cafeteria. Their job description was to serve customers and prepare mixed drinks.

Betulla Caffé has seats for at least thirty – one customers. They can find twelve tables in the cafeteria. Seven tables are prepared for two customers; at three tables can take place three customers and two tables have chairs for four customers. If there is a need of more chairs for more people, there are some chairs in the stock, of course. There is a possibility to organize a celebration. The owner has to secure meals, for external source, because they have no cooking concession. At least once a month, except summer, are organized concerts or some shows with live music. These shows are sometimes paid and sometimes for free. There is always a leaflet at the entrance of the cafeteria and regular customers are always informed via e – mail. (Živnostenský rejstřík) (Oficiální stránky města Zlín)

The average visitation of the cafeteria differs due to season of the year. During the summer is the average amount of customers only about thirty a day. On the other hand from autumn to spring can be average visitation up to ninety customers a day.

Cafeteria Betulla Caffé has its main competitors in its neighborhood. Problem about competition was solved by the questionnaire. But the most popular cafés are for example: Coffee & Co, Café Archa, Café bar Modus, etc.

Customers of the cafeteria can use their free access on the internet via Wi – Fi. The environment of the cafeteria is made for non – smokers. During the sunny days in summer, there is a selling of ice – cream at the entrance of the building. Cafeteria always offers breakfast menu in the morning. Very popular nowadays is service for customers called “coffee to go”.

The main suppliers of Betulla Caffé are for example LESKO Velkoobchod nápojů s.r.o., MAKRO Cash & Carry s.r.o., NOWACO Czech Republic s.r.o. or Kofola a.s. The owner buys some supplemental assortment in the MAKRO store. LESKO and Kofola provide soft drinks and NOWACO supplies ice – creams to the cafeteria.

The author of the thesis has no permission to access to the financial files of the cafeteria.

3.2 Assortment of the Cafeteria

Cafeteria Betulla Caffé has a wide variety of coffees. They mostly prepare coffees by Nespresso. The most popular types of coffee are for example Lungo, Espresso or Ristretto. But café can also offer classical types of coffee, like Turkish coffee, Algerian coffee or Vienna coffee. Ice coffee or coffee Frappé has its place in the list of drinks too.

Product mix of soft drinks consists of some products by The Coca – Cola Company or by Kofola. Customers can offer juices called Snipp in wide varieties of flavors. Variation of mineral waters is made of waters called Rajec. There are three types of Rajec water: fizzy, medium sparkling or still.

Cafeteria always offers the most popular mixed drinks. They have some alcoholic and non – alcoholic versions of those drinks. The most popular drinks are for example Mojito, Pina Colada or Tequila Sunrise. The first two drinks can be prepared in alcoholic or non – alcoholic versions.

Betulla Caffé also offers some alcoholic drinks and wines. The wines are served or bottled. Customers can choose for quite wide selection of both types of wine. The alcoholic

drinks are mostly the same as other cafeterias or even restaurants. The exception is made by alcohol which is part of mixed drinks and that can be ordered separately. During the organized celebrations or party are often served aperitifs. The most popular brands are for example Martini or Cinzano.

Breakfast menu consist of toasts, open sandwiches or home – made apple strudel. Most of offered desserts and sweets are home – made. From this menu are the most popular pancakes, honey – sweet cake or apple strudel which was already mentioned. In the menu of the desserts are not included diabetic desserts. Cafeteria always offers ice – creams. Customers can choose if they want ice – cream sundae or cornet ice – cream. Recent development in the offer of ice – creams was creation of ice – cream shake.

The café also offers three types of beer. Pilsner Urquell is nowadays one of the most popular beers in Czech Republic. Svijany beer is one of the regional beers. Customers with cars appreciate non – alcoholic beer Birell.

4 THE ANALYSIS OF THE CUSTOMERS' SATISFACTION OF THE CAFETERIA BETULLA CAFFÈ

4.1 Analysis Objectives

The main purpose of the analysis is to find out how are the customers of cafeteria satisfied. The subtasks of the analysis are the analysis of customers' satisfaction with opening hours, with the assortment and to find out the chief competitors. The owner stands in front of some problems. One of them is about opening hours. As it was written in previous chapter, cafeteria is opened from Monday to Friday, from nine to seven. Question is, "Is it rewarding to have longer opening hours or to have the cafeteria opened during the weekend?"

Second problem is about the satisfaction with the assortment. The analysis should find out customers' satisfaction with the quality and variations of products.

Third problem is related to the competitors. In Zlín and in neighborhood of the cafeteria are situated cafés with different price levels. The owner wants to know which cafés are the most frequented.

4.2 Methods of Data Collection

The main part of this analysis is a questionnaire survey. The purpose of the questionnaire was to find out customers' satisfaction with the Betulla Caffé.

Another method of this analysis was an interview with the owner. The interview was structured and divided into three parts. In the first part, the author of the thesis wanted to know what problems need to be solved by the analysis. These problems are stated in previous chapter. Second part was about the cafeteria itself. The author of the thesis asked for the history of cafeteria, employees, competitors, and of course the assortment of the cafeteria. The last part of the interview was connected with the problems. The author of the thesis asked the owner about his opinion about the future results of the questionnaire. The interview was made once and it lasted for about two hours.

4.2.1 Question 1: Opening hours

The owner realized that regular customers regard the cafeteria as a day café. He thought that present opening hours suits to most of the customers. The rest of them would prefer later closing time or opening hours during the weekend.

4.2.2 Question 2: Satisfaction with assortment

The owner knows his assortment very well. He is really satisfied with the quality of the assortment and believes that customers are satisfied too. Question about variations of the assortment was not so easy. But on the other hand, product mix of desserts for example, should be improved.

4.2.3 Question 3: Competitors

The competition in this field of business is pretty strong. In the centre of Zlín are situated many cafés. The owner is glad that his customers visit different cafés time to time. The main competitor is probably the Café Archa, because their price level is similar to the Betulla Caffé and their coffee has a good quality. Of course, there are cheaper cafés, for example Kafírna a Galrie – pod Radnicí or Café bar Modus. Those cafés are cheaper, but the quality of their coffee is not very good.

4.3 Plan of the Questionnaire Survey

Creation of the questionnaire: 22nd July – 24th July

Interview with the owner of the cafeteria: 25th July

Pilotage of the questionnaire: 25th July

Data collection in the cafeteria: 26th July – 10th August

Data collection via internet: 26th July – 5th August

Evaluation of the collected data: 11th August – 18th August

Analysis of the results: 19th August – 21st August

4.4 Data Collection

This part of the whole research ran from the 26th July to 10th August. During this period there were two sources of data collection – cafeteria and internet. The author of the thesis addressed 30 people via e – mail or on the social network. The number of completed questionnaires is 29 from the whole amount of addressed people. The response rate of the electronic questionnaire is 96,67%.

In the cafeteria were 130 questionnaires for all the time. Here is the response rate lower with only 86 returned completed questionnaires. The response rate is 66,15%.

	Addressed people	Completed questionnaires	Response rate
Internet	30	29	96,67%
Cafeteria	130	86	66,15%
Altogether	160	115	71,88%

Table 1: Response Rate (self – created)

The final ratio of addressed people to completed questionnaires is 71,88%

4.5 Analytical Determinations

In this chapter will be stated mostly results of stated problems.

4.5.1 Visitation of Betulla Caffé

The very first question in the questionnaire asked about frequency of visitations of the cafeteria.

Answers	For the first time	More than once a week	Once a week	More than once a month	Once a month	Less than once a month	Not answered
Absolute frequency	21	9	13	18	20	29	5
Relative frequency	18%	8%	11%	16%	17%	25%	4%

Table 2: Frequency of Visitations by the Customers of Betulla Caffé (self – created)

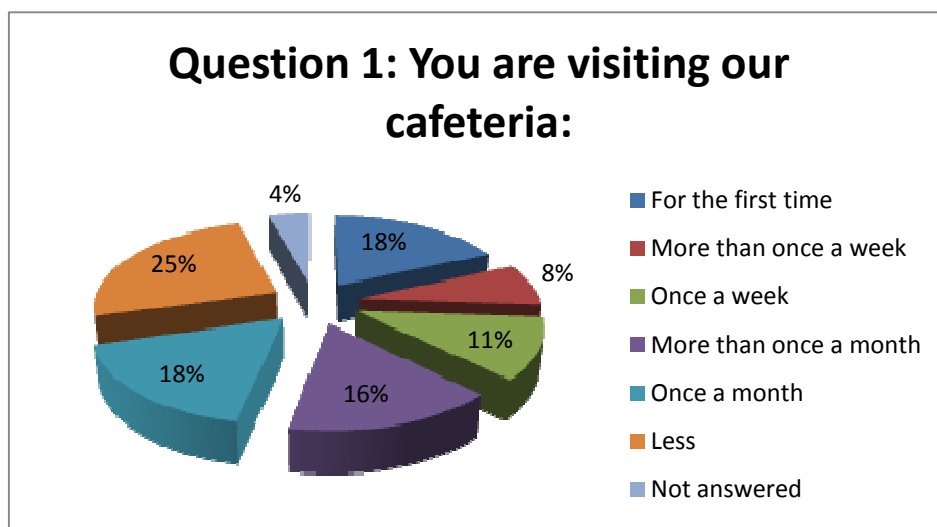


Figure 1: Frequency of Visitations by the Customers of Betulla Caffé (self – created)

It is obvious that cafeteria has its regular customers. Even 8% of respondents visit the café more than once a week. Customers that visit the café for the first time mostly did not answer all the questions. It was their first impression of the new cafeteria. They evaluate only ordered products. The results are very good, because more than half a people visit the cafeteria regularly.

4.5.2 Visitation of Shows

The author of the thesis wanted to find out, how popular are concerts and shows organized by the cafeteria.

Answers	YES	NO	Not answered
Absolute frequency	16	97	2
Relative frequency	14%	84%	2%

Table 3: Visitation of Music Shows in Betulla Caffé (self – created)

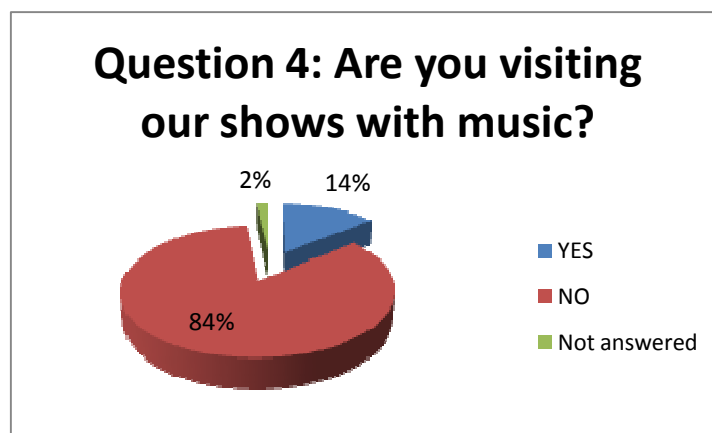


Figure 2: Visitation of Music Shows in Betulla Caffé (self – created)

The author of the thesis found out that organized shows with music are not as much popular as was expected. Only 14% of all respondents visits music shows organized by Betulla Caffé. But at the same time during the interview, the owner said, that there are no empty seats during every music show. But this can be caused by low promotion of these shows or also by the fact, that there are only thirty – one seats, so the capacity is low for this kind of actions.

4.5.3 Satisfaction with Opening Hours

Opening hours was one of the problems that cafeteria is facing. The owner thought about new opening hours and he wanted to know his customers' satisfaction with present opening hours.

Answers	YES	NO	Not answered
Absolute frequency	100	13	2
Relative frequency	87%	11%	2%

Table 4: Satisfaction with Opening Hours of Betulla Caffé (self – created)

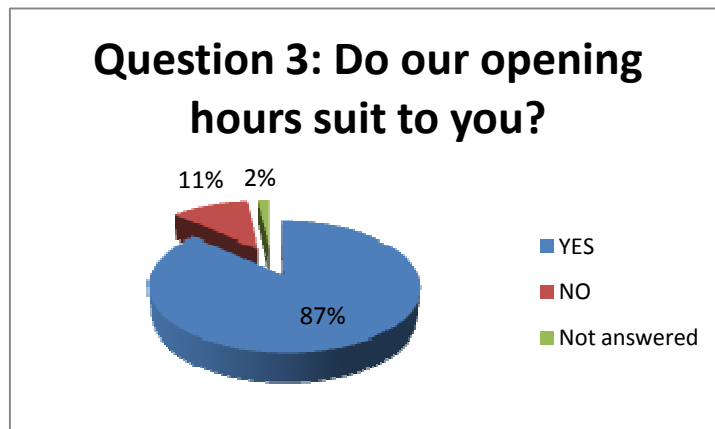


Figure 3: Satisfaction with Opening Hours of Betulla Caffé (self – created)

It is obvious that overwhelming majority is satisfied with present opening hours. Only 11% were not satisfied so they were asked to write about opening hours that would suit them.

Answers	Later evening	Weekends
Absolute frequency	8	5
Relative frequency	62%	38%

Table 5: Answers of Customers not Satisfied with Opening Hours (self – created)

Eight respondents from the amount of thirteen people would prefer extended opening hours. The present closing time of the cafeteria is at seven in the evening. The café is closed during the weekends and five respondents from the whole amount would like to

visit their cafeteria at the weekend. It can be caused by long working hours of some respondents.

4.5.4 Satisfaction with the Assortment

This section of questionnaire consists of eleven questions. Five questions ask about the variations of selected products and four questions ask about the quality of products. Question about the quality of iced – drinks was omitted because their quality can not be influenced by the owner.

Answers	1	2	3	4	5	Not answered
Absolute frequency	89	19	3	0	0	4
Relative frequency	77%	17%	3%	0%	0%	3%

Table 6: Satisfaction with Variations of Offered Hot Drinks (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	66	26	5	1	0	17
Relative frequency	57%	23%	4%	1%	0%	15%

Table 7: Satisfaction with Product Mix of Iced Drinks (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	68	20	5	1	0	21
Relative frequency	59%	17%	4%	1%	0%	18%

Table 8: Satisfaction of with Variations of Offered Mixed Drinks (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	56	31	9	1	1	17
Relative frequency	49%	27%	8%	1%	1%	15%

Table 9: Satisfaction with Variations of Offered Desserts (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	51	26	9	1	1	27
Relative frequency	44%	23%	8%	1%	1%	23%

Table 10: Satisfaction with the Selection of Offered Ice – creams (self – created)

It is obvious that customers really like the coffee menu. 77% of respondents evaluate this product mix as excellent. The worst mark is “good” and it appeared only three times. Average mark of the question about variations of hot drinks is 1.225. The other results are worse, but not too bad.

Table 6 describes question about satisfaction with the product mix of iced – drinks. This was one of the questions where appeared higher percentage of respondents which not answered this question. The reason can be that those respondents have no experience with this kind of drinks. But on the other hand more than one half of respondents are absolutely satisfied with variations of iced – drinks. It gives the average mark 1.398.

Table 8 and table 9 show some insufficiencies. At table 8 appeared marks satisfactory and unsatisfactory. Those marks were given only by 1% o all respondents. But in comparison with table 5 for example, are the results worse. Table 9 is very similar to table 8. There appear the worst marks too. But on the other hand the percentage of respondents with no answers is much higher. It takes almost one fourth of all answers. It can mean that people do not order ice – creams so much. On the other hand almost one half on respondents are satisfied with variations of desserts and ice – creams. Product mix of desserts was evaluated by the average mark 1.571 and variations of ice – creams get 1.580. These two average marks are the worst evaluation of all the questions. Respondents are mostly very satisfied with the assortment.

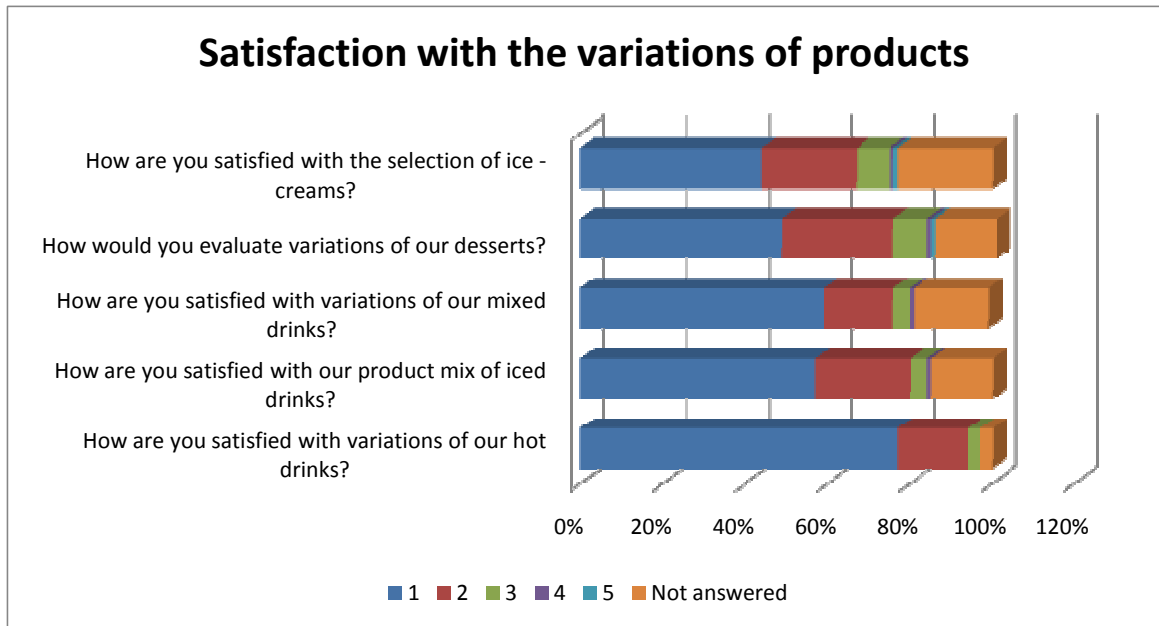


Figure 4: Satisfaction with the Variations of Products (self – created)

Questions about quality differ from the previous sort of questions. The previous questions about variations of offered products could be answered even by customers who have no experiences with these products. They could evaluate variations of product just by looking into list of drinks. On the other hand following sort of questions about the quality of product should be evaluated by customers who have already tried some of offered products. That is the reason, why there are higher percentages of respondents who did not answer.

Answers	1	2	3	4	5	Not answered
Absolute frequency	96	9	3	0	0	7
Relative frequency	83%	8%	3%	0%	0%	6%

Table 11: Satisfaction of Customers with the Quality of Hot Drinks (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	55	20	3	1	0	36
Relative frequency	48%	17%	3%	1%	0%	31%

Table 12: Satisfaction of Customers with the Quality of Mixed Drinks (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	70	15	4	0	1	25
Relative frequency	61%	13%	3%	0%	1%	22%

Table 13: Satisfaction of Customers with the Quality of Desserts (self – created)

Answers	1	2	3	4	5	Not answered
Absolute frequency	55	20	3	3	0	34
Relative frequency	48%	17%	3%	3%	0%	30%

Table 14: Satisfaction of Customers with the Quality of Ice – creams (self – created)

The highest percentage of respondents did not answer the question about the quality of mixed drinks. It can be caused by the fact, that Betulla Caffé is a cafeteria and not a cocktail bar. But in spite of this fact, a lot of customers have already tried mixed drinks and evaluate them. Almost one half of them evaluate the quality of mixed drinks as excellent.

Quite similar percentage of not answered questions has the one about the quality of offered ice – creams. This question has the worst mark “satisfactory”. This mark was selected by 3% of all respondents. The average mark of this question is 1.432 and it is the highest average of all questions about quality of products.

On the other hand, the question about quality of hot drinks has the lowest percentage of respondents that did not answer the question. 83% percent of all respondents find the coffee and other hot drinks as excellent. The worst mark at this question was “good” and this option was selected by only 3% of all respondents. The average mark is 1.139 and it is the lowest average of all the question even of previous sort of questions.

Interesting fact is that in the answers on the question about quality of offered desserts appeared the worst mark, which is “unsatisfactory”. It can be caused by one unsatisfied customer, whose expectations were not met, or it can be a problem of one concrete piece of ordered dessert. But the average mark of this question is 1.3 which is not even the worst evaluation. The mark “unsatisfactory” was balanced by 61% of satisfied respondents.

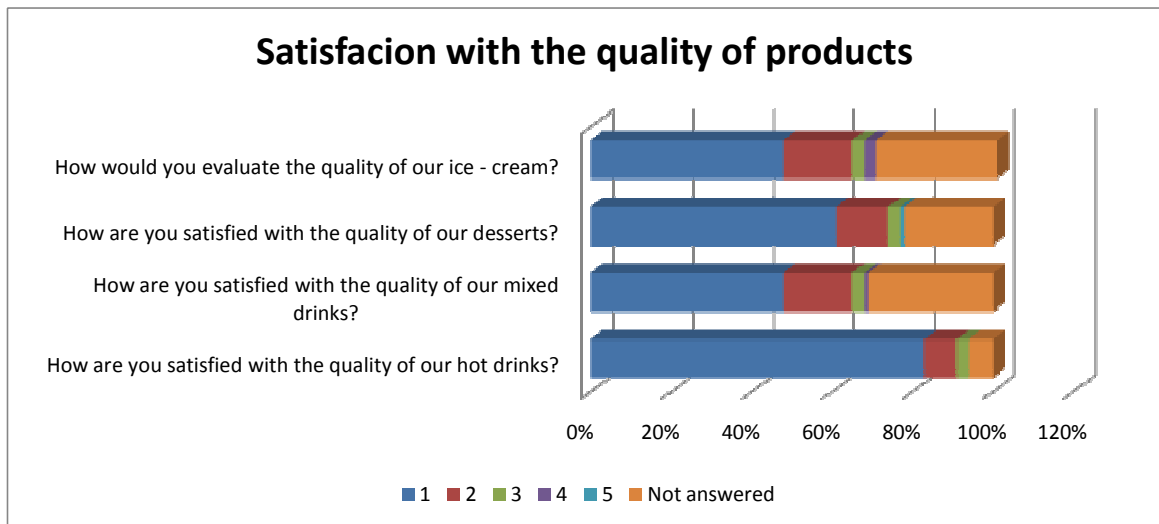


Figure 5: Satisfaction with the Quality of Products (self – created)

4.5.5 Competitors of Betulla Caffé

Almost at the end of the questionnaire is an opened question where customers should name other cafeterias, which they are visiting.

Answers	I don't visit any	Café Archa	Pekárna a cukrárna Kolář	Coffee & Co	Café bar Modus	Kafírna - galerie pod Radnicí
Relative frequency	26%	17%	9%	8%	7%	4%
Absolute frequency	42	25	15	13	11	7

Table 15: Visited Competitors of the Betulla Caffé – 1st Part (self – created)

Answers	Cukrárna Dino	Cukrárna Zlíňanka	Café Vienna	Kavárna Golem	Park Café
Relative frequency	4%	4%	3%	3%	3%
Absolute frequency	7	6	5	5	4

Table 16: Visited Competitors of the Betulla Caffé – 2nd Part (self – created)

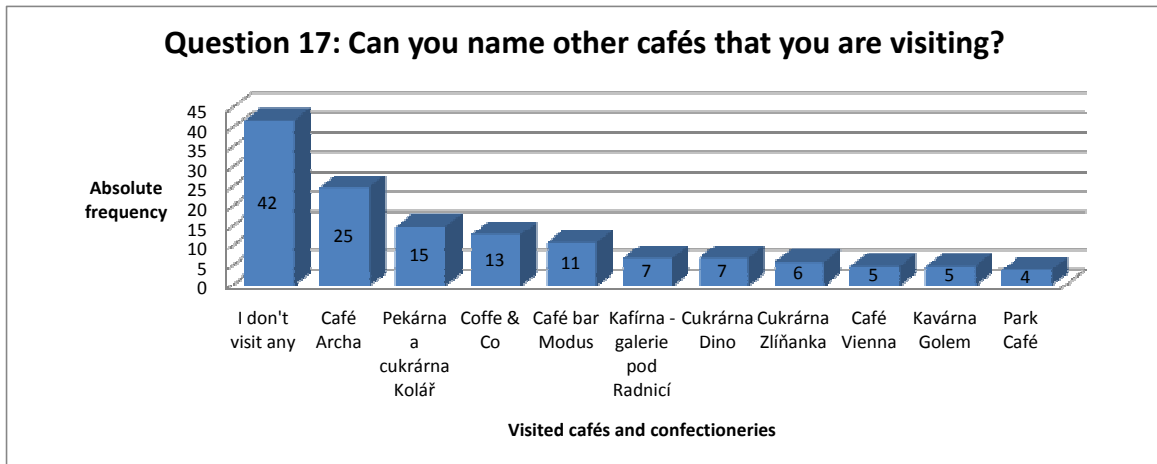


Figure 6: Visited Competitors of the Betulla Caffé (self – created)

In the previous tables and graph figure only cafés and confectioneries with the rate bigger than 1%. Forty – two of all respondents can be considered as loyal customers. Their answer to the question was that they do not visit any other cafés. The chief competitor of Betulla Caffé is cafeteria Café Archa. This cafeteria was named twenty – five times.. Very popular cafeterias or confectioneries are also Pekárna a cukrárna Kolář, Coffee & Co and Café bar Modus. Other cafés have been mentioned less than ten times.

4.5.6 Suggestion and Comments by the Customers

The author of the thesis put in the questionnaire opened question, where customers could write their own comments and suggestions. But sixty – six customers wasted this opportunity. Seven customers took this opportunity to express their satisfaction with cafeteria. There is an opinion to make the interior of the cafeteria complete. Another suggestion refers to the question about satisfaction with the assortment. The opinion is to crate a menu for diabetic people, to add some classical Czech desserts or to create an original ice – cream sundae called Betulla Caffé. These recommendations proceed from the unsatisfied customers with variations of offered products. Last suggestion is about

organized shows and concerts. Customers would like to visit more shows and concerts. Some suggestions are impracticable like to open a terrace or to create a children's room.

4.5.7 Data Correlation

At this point the author of the thesis explores some data correlation that can appear in the questionnaire.

It was found out that customers which are visiting the cafeteria more than once a week are absolutely satisfied with the quality of offered products. The average mark of the question about quality of products is 1.0. The variations of products are evaluated in very positive way, too. The average mark of those five questions is 1.062. Only two marks worse than excellent appeared in the evaluation it means that 96% of all answers are created by mark "excellent" and remaining 4% are created by the mark "commendable".

Regular customers who visit the café once a week are very satisfied with the quality of products and also with variations of the products. Average mark of the quality of products is 1.225 and average of marks of variations of products is 1.269. Both marks are very similar. Only one customer evaluates products as "satisfactory" and from the whole amount of answers it is only about 6%. Remaining 94% percents evaluated the quality and variations of products by mark better than "good".

Customers visiting Betulla Caffé more than once a month are 100% satisfied with quality of hot drinks. The average mark of quality of all products is 1.175. The worse average mark is for the variations of desserts and it is 1.750. But average mark of variations of all products is 1.443. Only 5% of all marks were "good". 95% of whole evaluation is better than "commendable".

Customers which are visiting the cafeteria once a month can be considered as satisfied. Their evaluation is very good for the café. Only three marks "good" appeared. It is 15% of all these customers. The rest of the customers evaluated quality and variations of product by mark better than "commendable".

Customers that visited the cafeteria for the first time evaluate products on the basis of their first impression. Variations of the products were evaluated by the average mark 1.631 which is the worst evaluation of all. Also the evaluation of quality of products it the worst with the average mark 1.571. But about 90% of these customers evaluated products by mark better than "good". Only about 10% evaluated by the mark "satisfactory". This evaluation is connected to quality and variations of offered ice – creams. But in this group

of customers can be the low rating caused by the fact that customers have any experiences with some products.

For the table of scales see Appendix PIII.

4.5.8 Strengths and Weaknesses

Strengths of the cafeteria can be non – smoker environment, easy - access for wheel – chairs, good quality of offered products, pleasant servants, calm environment, good access for the people with or without cars or the eye – catcher on the street in front of cafeteria.

On the other hand, weaknesses of the cafeteria can be the position on the first floor, impossibility of opening a terrace or lack of qualified personnel.

5 SUGGESTIONS AND RECOMMENDATIONS

In this chapter, the author of the thesis will give some recommendations according to results of the questionnaire survey.

In the chapter 4.2 were stated three main problems that have to be solved. First one is about opening hours. The owner wants to know if the customers of the cafeteria are satisfied with present opening hours. The author of the thesis suggests to make a new opening hours. Any customer wants earlier opening time, but for the cafeteria could be valuable to move closing time from seven to eight in the evening. The author of the thesis also recommends to open the cafeteria in the weekend, at least for one day in the weekend. These suggestions can bring more customers which have their working hours till evening. As it was written in chapter 3, the author of the thesis has no access to the financial files of the cafeteria. The calculation of the costs will be very general. To sum all the costs of this recommendation it is necessary to know how much many has to be paid for the operational costs. There is a need of calculation of the operational costs for one hour. Than can be calculated how these costs have grown. By knowing new operational costs can be calculated how many customers have to visit the cafeteria during new opening hours to have these costs covered. The fact that recommendation was only about one day during the weekend was caused by the lack of personnel.

Second problem is about customers' satisfaction with the assortment of the cafeteria. The author of the thesis divided all the questions into two groups. One group of questions is about variations of offered products. The author of the thesis suggests to enlarge product mix of desserts and ice – creams. More precisely the enlargement would be by classical Czech desserts or by adding some dessert for diabetic people. These two groups of products were not evaluated as good as it can be. The variations of ice – creams should be enlarged by the creation of the original ice – cream sundae called *Betulla Caffé*. But the best way how to satisfy the customers is to change the menu form time to time.

The third problem was about the competition. The author of the thesis found out that cafeteria *Betulla Caffé* has it own loyal customers which do not visit any other cafeterias. But the chief competitor is *Café Archa*. But this can be evaluated positively, because *Café Archa* is at very similar price level. The author of the thesis presumes that people are ready to pay more money for good - quality products.

The author of the thesis also recommends to invest money into own websites. On the websites can be placed terms of concerts or shows. It can be one of the investments into the

advertisement. This recommendation can cost about 10,000 CZK. Another kind of the promotion of the cafeteria is by the regional radio stations. For example Radio Zlín offers three spots a day for two weeks for 7,000 CZK. This radio station is the most heard station at the Zlin region. More publicity can bring new customers into the cafeteria.

Another recommendation is about the interior of cafeteria. The author of the thesis recommends more plants and to give a flower on each table. Artificial flowers do not look really good. Real flowers are on the other hand more expensive. There are twelve tables in the cafeteria, so the price for the flowers can be 500 CZK for a week. But the impression that leaves real flower is much better than one by artificial flower.

CONCLUSION

This bachelor thesis was focused on the marketing research. The research was taken in the cafeteria Betulla Caffé in Zlín. The target of the research was to analyze customers' satisfaction.

This bachelor thesis is divided into theoretical part and practical part. During writing the thesis there was a need to mention some rules and principles about the marketing research. The big part is given to methods of data collection, especially to the creation of questionnaire. Another chapter in theoretical part deals with costumers' satisfaction. There are mentioned their expectations and requirements for the quality of products and offered customer service.

In the practical part is stated an introduction of the cafeteria Betulla Caffé. There are stated basic facts about the café, like its history, personnel, suppliers or offered customer services. Next chapter in the theoretical part deals with the analysis of the costumers' satisfaction. The methods that were used during the whole process of analysis were mentioned in the theoretical part. The main part of the analysis was the questionnaire survey. Another used method was an interview with the owner of the cafeteria.

There were stated three main problems in front of which cafeteria stands. The first one was about the opening hours, second was about satisfaction of customers with the assortment and third was about the competition. It was found out that present opening hours suits to most of the customers. But it was recommended to change the closing time from present 7 pm to 8 pm. It was also recommended to open the cafeteria for at least one day during the weekend. Costumers' satisfaction with the assortment is at quite high level. But there were some recommendations too. It was suggested to enlarge the product mix of offered desserts and ice – creams. Results of the analysis of the competitors showed quite large amount of loyal customers that do not visit any other cafeterias. The chief competitors of the Betulla Caffé are Café Archa, Pekárna a cukrárna Kolář, Coffee & Co and Café bar Modus. These competitors are situated in the neighborhood of the cafeteria Betulla Caffé. Last suggestion was about the promotion of the cafeteria. It was found out, that café has no websites and it does not pay for any kind of advertisement. It was recommended to create own websites and advertise the cafeteria in one of the regional radio stations.

All important marketing problems were analyzed, so the target of the bachelor thesis was fulfilled.

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APPENDICES

- P I Questionnaire – Customers Satisfaction with Betulla Caffé
- P II Results of the questionnaire in tables and graphs
- P III Absolute frequency converted into a scale

APPENDIX P I: QUESTIONNAIRE – COSTUMERS SATISFACTION WITH BETULLA CAFFÉ

Good day,

I beg to address you and ask you for complete the questionnaire in the same time. I am a student of the third year at the Tomas Bata University in Zlin and this questionnaire will help me to elaborate my bachelor thesis. Results of this investigation will be simultaneously interpreted to the management of the cafeteria for the prospective improvement of the offered services.

The questionnaire is completely anonymous and its results won't be misused for another purpose.

Please, select only one choice at each question.

1. You are visiting our cafeteria:

- for the first time - more than once a week - once a week
- more than once a month - once a month - less

2. How did you learn about us?

.....

3. Do our opening hours suit to you?

- YES - NO

If your answer is NO, please write down, how you would imagine our new opening hours (e.g. weekends, earlier in the morning, later in the evening, etc.).

.....

4. Are you visiting our shows with music?

- YES - NO

5. Would you make use of our offer and organize your celebration at our place?

- YES

- I don't know

- NO

Please, at the following questions, select an appropriate mark, just like in school. (1 = the best, 5 = the worst)

	1	2	3	4	5
How are you satisfied with the environment of our café?					
How are you satisfied with our servers?					
How are you satisfied with variations of our hot drinks?					
How are you satisfied with the quality of our hot drinks?					
How are you satisfied with our product mix of iced drinks?					
How are you satisfied with variations of our mixed drinks?					
How are you satisfied with the quality of our mixed drinks?					
How would you evaluate variations of our desserts?					
How are you satisfied with the quality of our desserts?					
How are you satisfied with the selection of ice-creams?					
How would you evaluate the quality of our ice-cream?					

6. Can you name other cafés that you are visiting?

.....

7. Do you have any comments or suggestions that were not mentioned in this questionnaire?

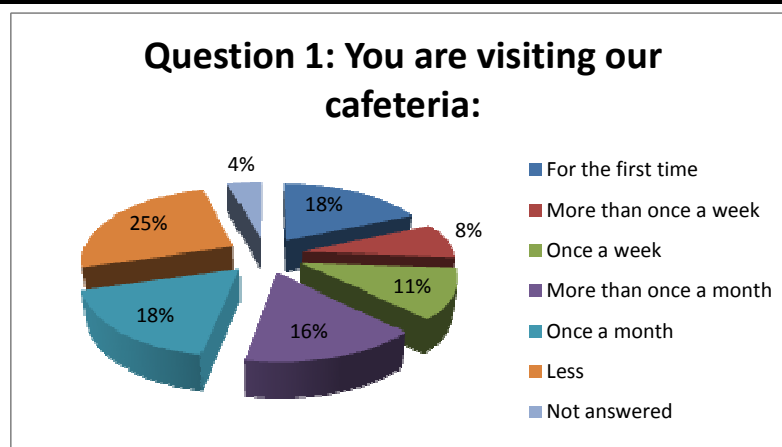
.....

Thank you for your time and have a nice day.

APPENDIX P II: RESULTS OF QUESTIONNAIRE IN TABLES AND GRAPHS

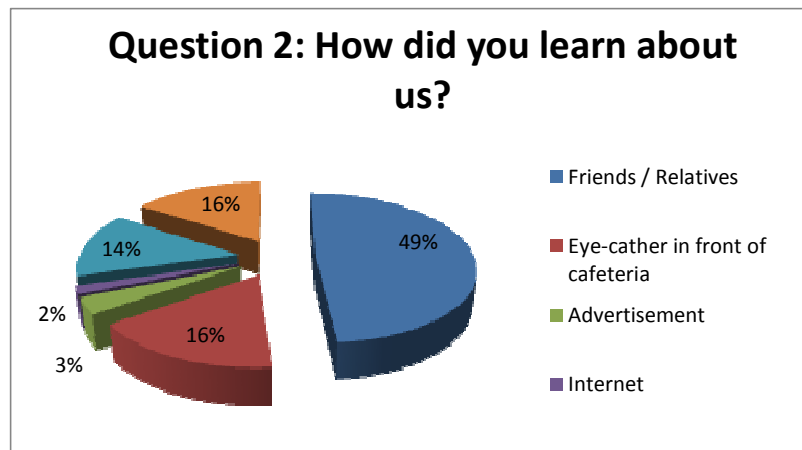
1. You are visiting our cafeteria:

Answers	For the first time	More than once a week	Once a week	More than once a month	Once a month	Less	Not answered
Absolute frequency	21	9	13	18	20	29	5
Relative frequency	18%	8%	11%	16%	17%	25%	4%



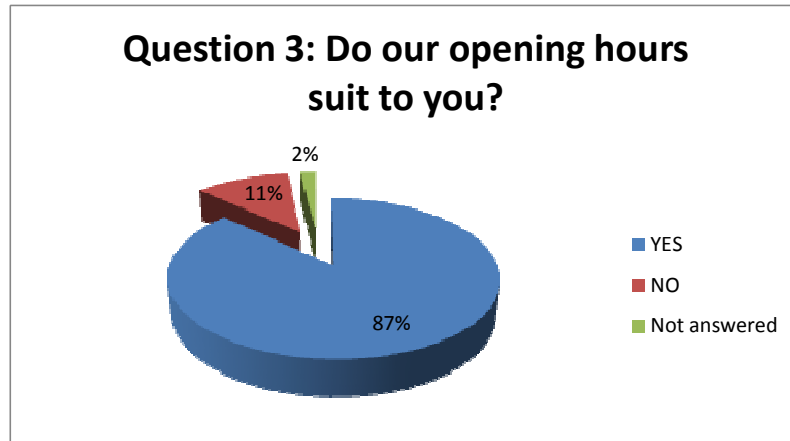
2. How did you learn about us?

Answers	Friends / Relatives	Eye-cather in front of cafeteria	Advertisement	Internet	Coincidence / Curiosity	Not answered
Absolute frequency	56	19	4	2	16	18
Relative frequency	49%	17%	3%	2%	14%	16%



3. Do our opening hours suit to you?

Answers	YES	NO	Not answered
Absolute frequency	100	13	2
Relative frequency	87%	11%	2%

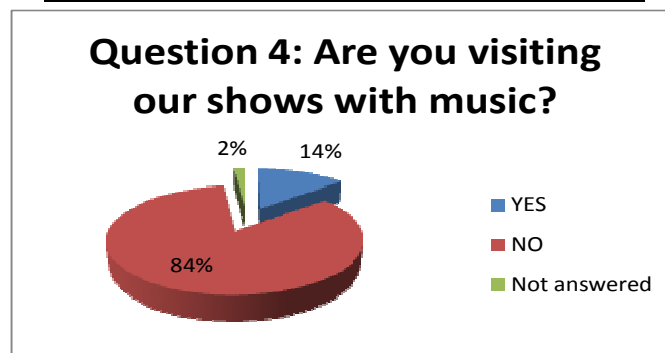


If your answer is NO, please write down, how you would imagine our new opening hours

Answers	Later evening	Weekends
Absolute frequency	8	5
Relative frequency	62%	38%

4. Are you visiting our shows with music?

Answers	YES	NO	Not answered
Absolute frequency	16	97	2
Relative frequency	14%	84%	2%



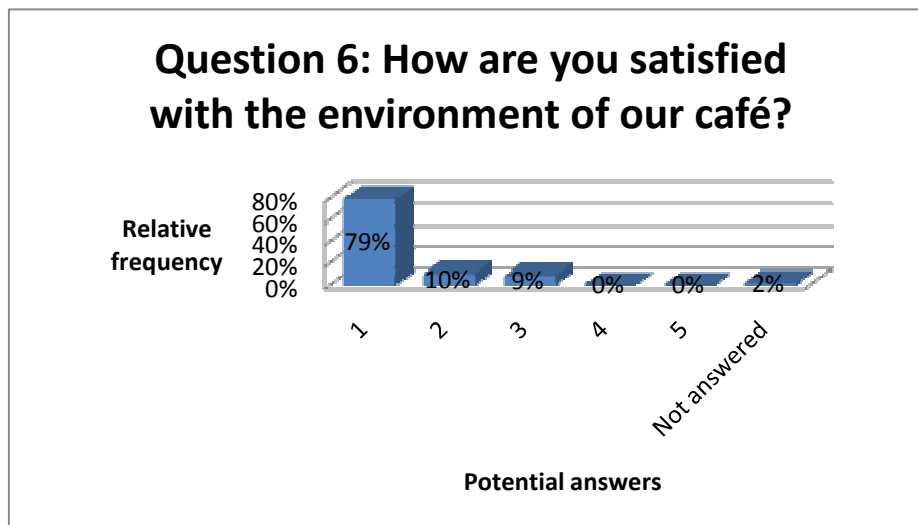
5. Would you make use of our offer and organize your celebration at our place?

Answers	YES	I don't know	NO	Not answered
Absolute frequency	61	38	13	3
Relative frequency	53%	33%	11%	3%



6. How are you satisfied with the environment of our café?

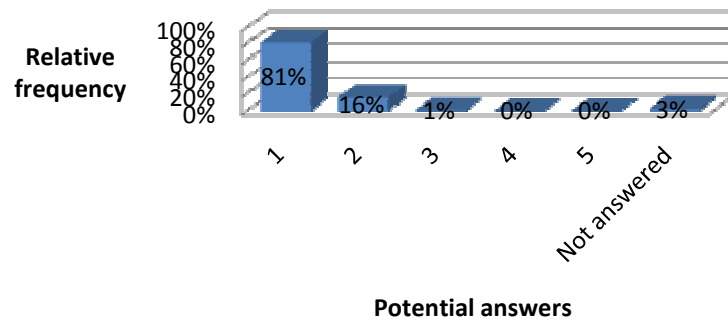
Answers	1	2	3	4	5	Not answered
Absolute frequency	91	12	10	0	0	2
Relative frequency	79%	10%	9%	0%	0%	2%



7. How are you satisfied with our servers?

Answers	1	2	3	4	5	Not answered
Absolute frequency	93	18	1	0	0	3
Relative frequency	81%	16%	1%	0%	0%	3%

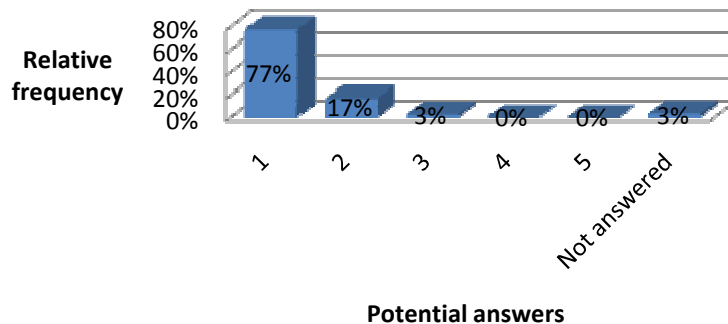
Question 7: How are you satisfied with our servers?



8. How are you satisfied with variations of our hot drinks?

Answers	1	2	3	4	5	Not answered
Absolute frequency	89	19	3	0	0	4
Relative frequency	77%	17%	3%	0%	0%	3%

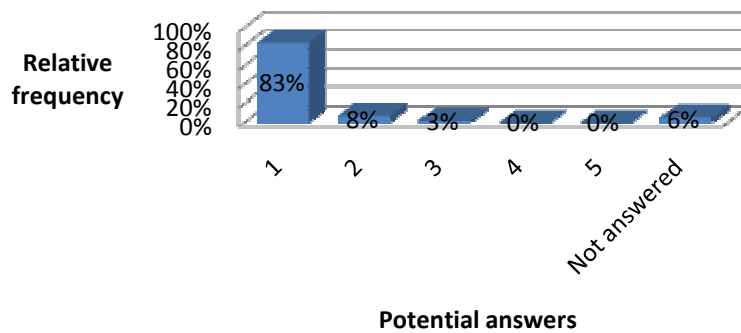
Question 8: How are you satisfied with variations of our hot drinks?



9. How are you satisfied with the quality of our hot drinks?

Answers	1	2	3	4	5	Not answered
Absolute frequency	96	9	3	0	0	7
Relative frequency	83%	8%	3%	0%	0%	6%

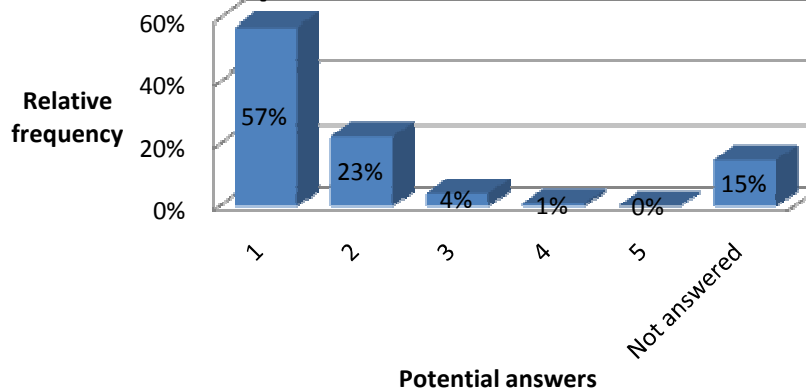
Question 9: How are you satisfied with the quality of our hot drinks?



10. How are you satisfied with our product mix of iced drinks?

Answers	1	2	3	4	5	Not answered
Absolute frequency	66	26	5	1	0	17
Relative frequency	57%	23%	4%	1%	0%	15%

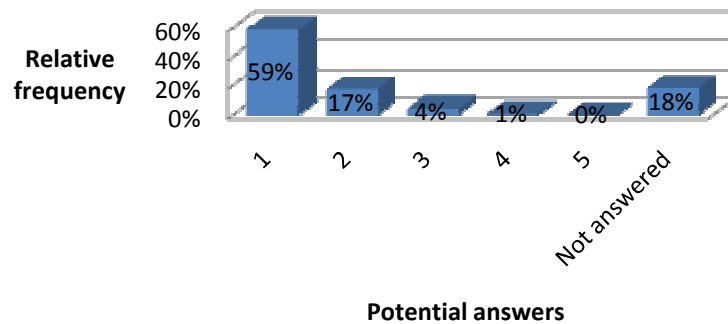
Question 10: How are you satisfied with our product mix of iced drinks?



11. How are you satisfied with variations of our mixed drinks?

Answers	1	2	3	4	5	Not answered
Absolute frequency	68	20	5	1	0	21
Relative frequency	59%	17%	4%	1%	0%	18%

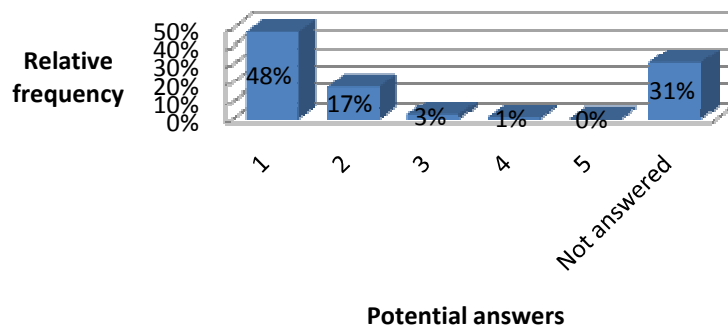
Question 11: How are you satisfied with variations of our mixed drinks?



12. How are you satisfied with the quality of our mixed drinks?

Answers	1	2	3	4	5	Not answered
Absolute frequency	55	20	3	1	0	36
Relative frequency	48%	17%	3%	1%	0%	31%

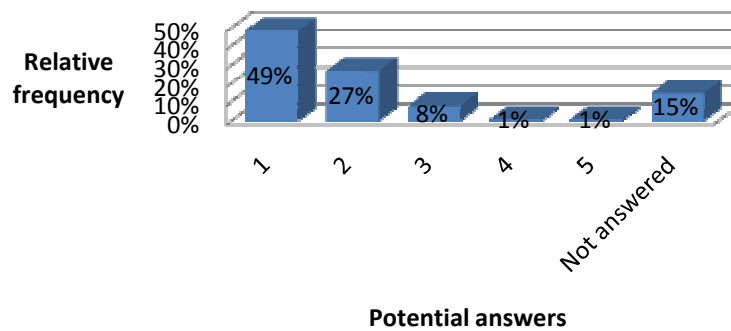
Question 12: How are you satisfied with the quality of our mixed drinks?



13. How would you evaluate variations of our desserts?

Answers	1	2	3	4	5	Not answered
Absolute frequency	56	31	9	1	1	17
Relative frequency	49%	27%	8%	1%	1%	15%

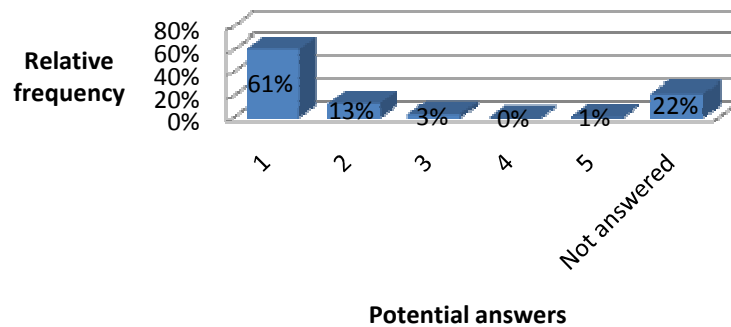
Question 13: How would you evaluate variations of our desserts?



14. How are you satisfied with the quality of our desserts?

Answers	1	2	3	4	5	Not answered
Absolute frequency	70	15	4	0	1	25
Relative frequency	61%	13%	3%	0%	1%	22%

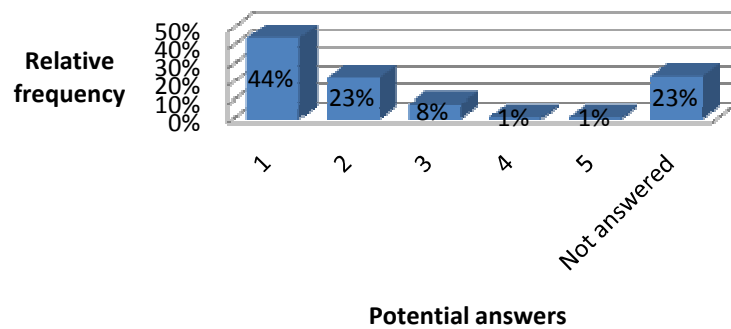
Question 14: How are you satisfied with the quality of our desserts?



15. How are you satisfied with the selection of ice – creams?

Answers	1	2	3	4	5	Not answered
Absolute frequency	51	26	9	1	1	27
Relative frequency	44%	23%	8%	1%	1%	23%

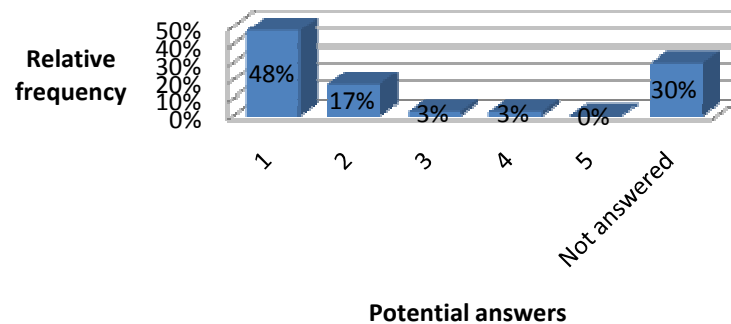
Question 15: How are you satisfied with the selection of ice - creams?



16. How would you evaluate the quality of our ice-cream?

Answers	1	2	3	4	5	Not answered
Absolute frequency	55	20	3	3	0	34
Relative frequency	48%	17%	3%	3%	0%	30%

Question 16: How would you evaluate the quality of our ice - cream?

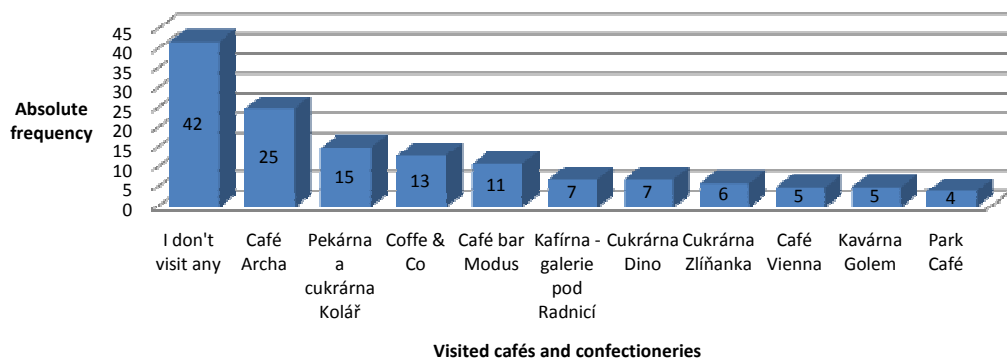


17. Can you name other cafés that you are visiting?

Answers	I don't visit any	Café Archa	Pekárna a cukrárna Kolář	Coffee & Co	Café bar Modus	Kafírna - galerie pod Radnicí
Relative frequency	26%	17%	9%	8%	7%	4%
Absolute frequency	42	25	15	13	11	7

Answers	Cukrárna Dino	Cukrárna Zlíňanka	Café Vienna	Kavárna Golem	Park Café
Relative frequency	4%	4%	3%	3%	3%
Absolute frequency	7	6	5	5	4

Question 17: Can you name other cafés that you are visiting?



APPENDIX P III: ABSOLUTE FREQUENCY CONVERTED INTO A SCALE.

Question	Absolute frequency					SCALE COUNT					SUM	SCALE
	1	2	3	4	5	1	2	3	4	5		
6	91	12	10	0	0	91	24	30	0	0	145	1,283
7	93	18	1	0	0	93	36	3	0	0	132	1,179
8	89	19	3	0	0	89	38	9	0	0	136	1,225
9	96	9	3	0	0	96	18	9	0	0	123	1,139
10	66	26	5	1	0	66	52	15	4	0	137	1,398
11	68	20	5	1	0	68	40	15	4	0	127	1,351
12	55	20	3	1	0	55	40	9	4	0	108	1,367
13	56	31	9	1	1	56	62	27	4	5	154	1,571
14	70	15	4	0	1	70	30	12	0	5	117	1,300
15	51	26	9	1	1	51	52	27	4	5	139	1,580
16	55	20	3	3	0	55	40	9	12	0	116	1,432