



Boyer's Ice Cream & Coffee

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Marketing Research and Analysis

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December 1, 2015

Overview



Background

Methodology

Objectives & Results

Takeaways

Background

Background

- ▶ Established in 2008
- ▶ Unique business model
- ▶ Sub-lease from The Richmond Center for Christian Study



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Motivations for Research

- ▶ Client Interview
 - ▶ Inconsistent customer flow
 - ▶ Brand confusion



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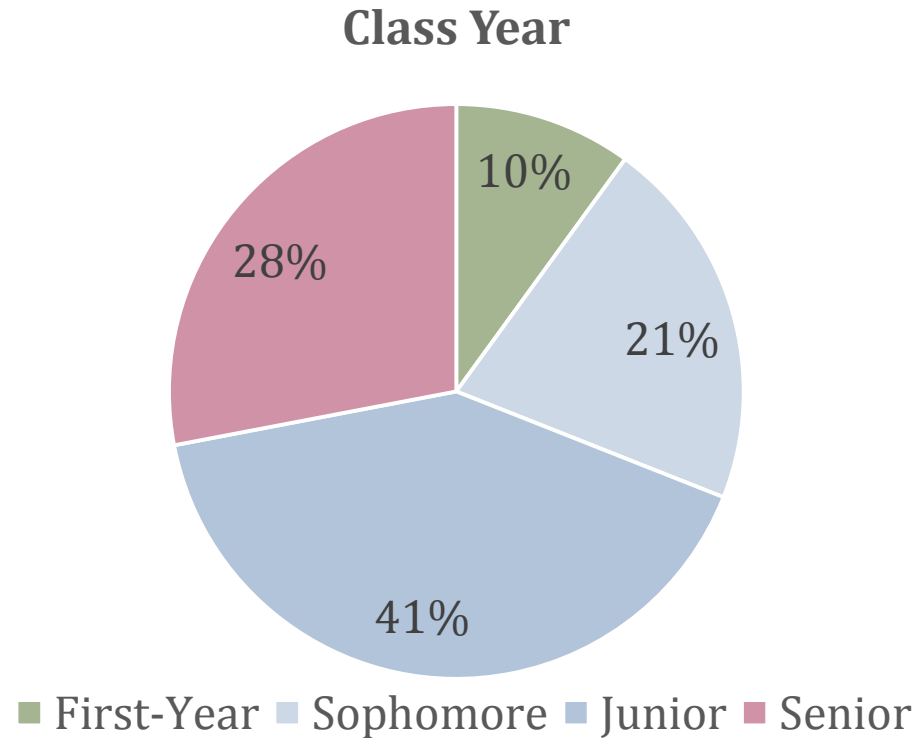
Objectives & Results

Takeaways

Methodology

Methodology

- ▶ Focus Group
 - ▶ 9 Participants
- ▶ Qualtrics Survey
 - ▶ Convenience Sample
 - ▶ 113 Responses
 - ▶ Richmond Students
- ▶ SPSS



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Objectives & Results

Objectives

1. Awareness of main business brand
2. Awareness of products and brands
3. Overall brand image
 - a) The Richmond Center for Christian Study
4. Promotions

Background

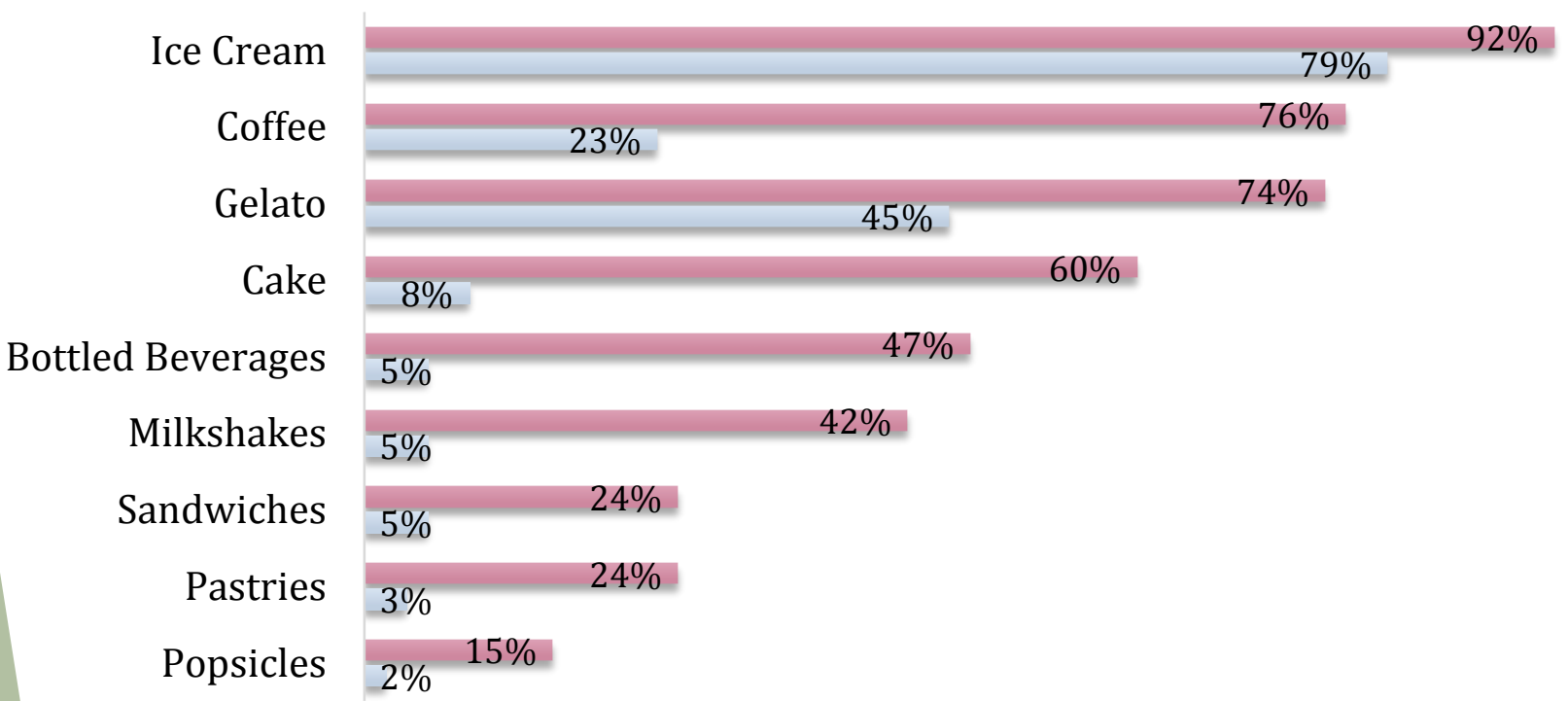
Methodology

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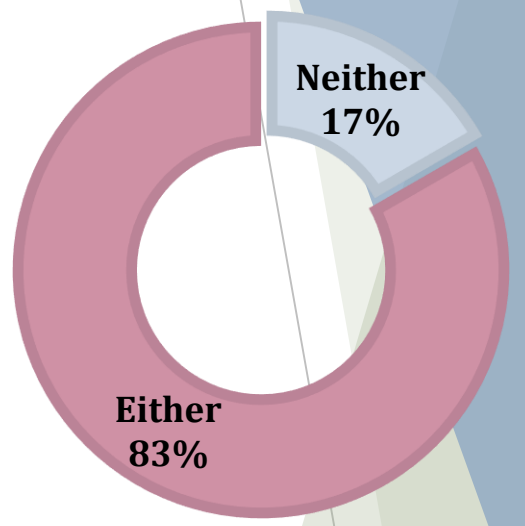
Takeaways

Awareness and Purchase History of Product Categories

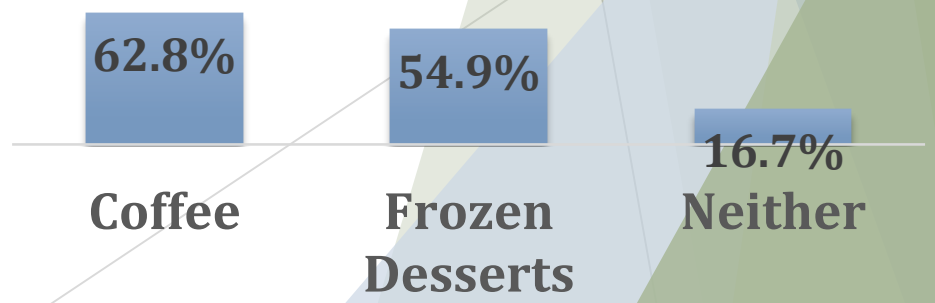
Know Purchased



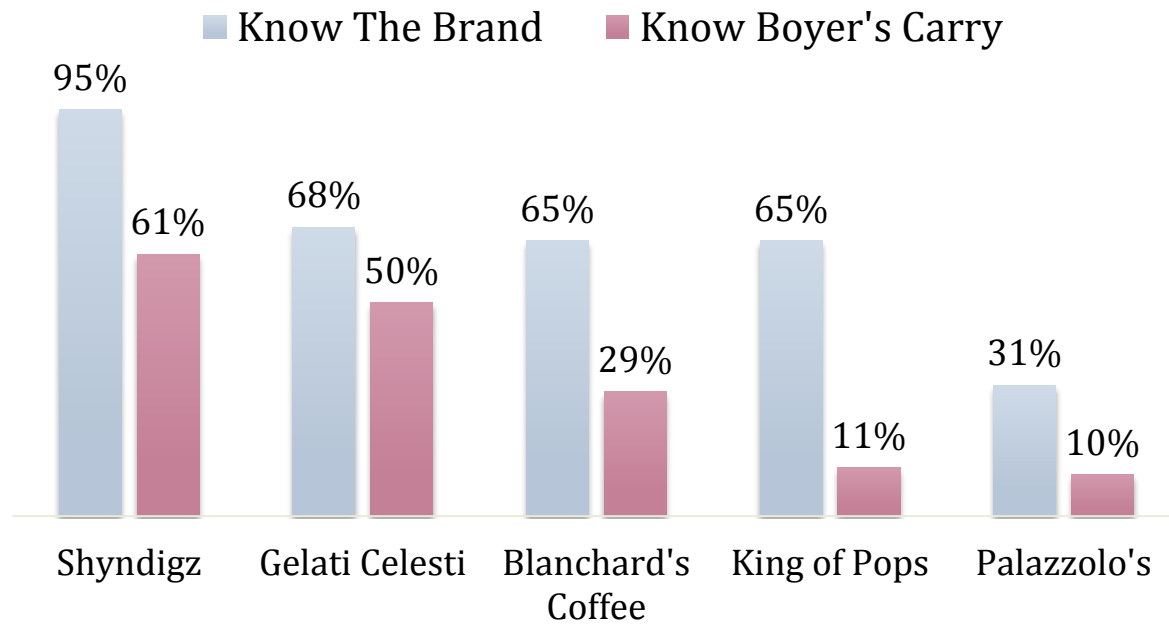
MARKET POTENTIAL



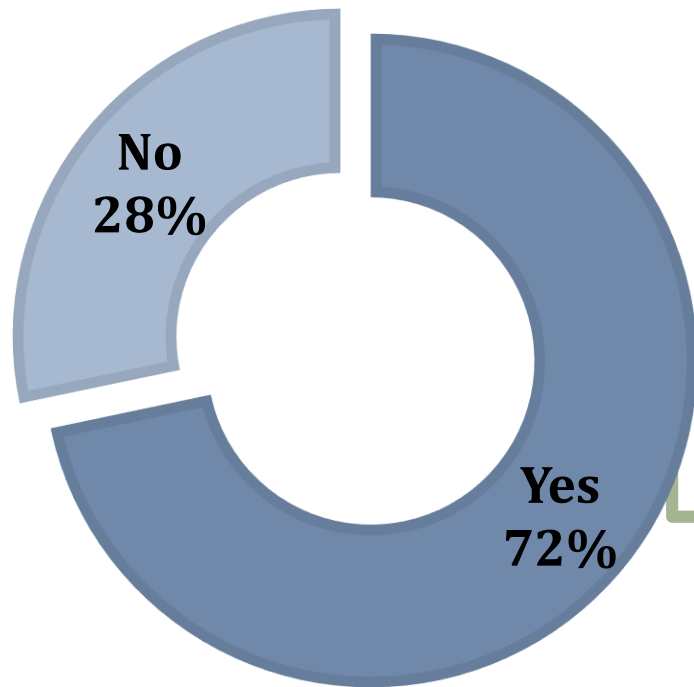
Market Potential



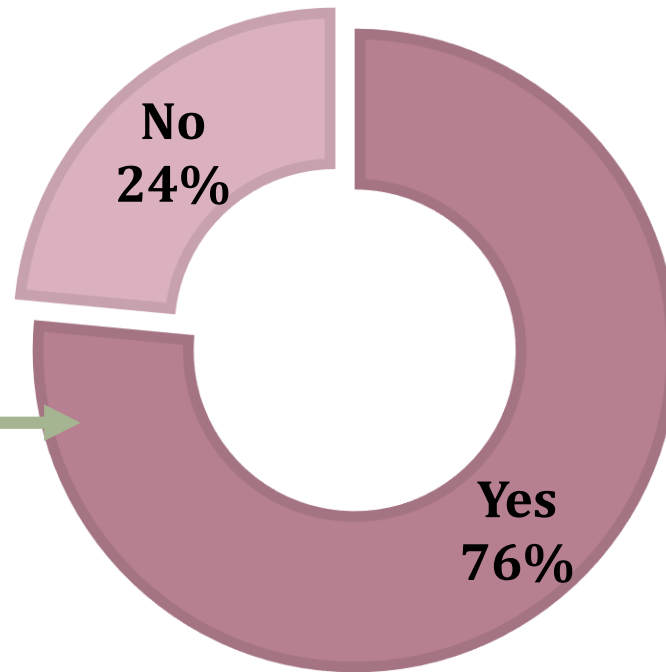
Awareness of Specific Brands



HEARD OF BOYER'S



BEEN TO BOYER'S

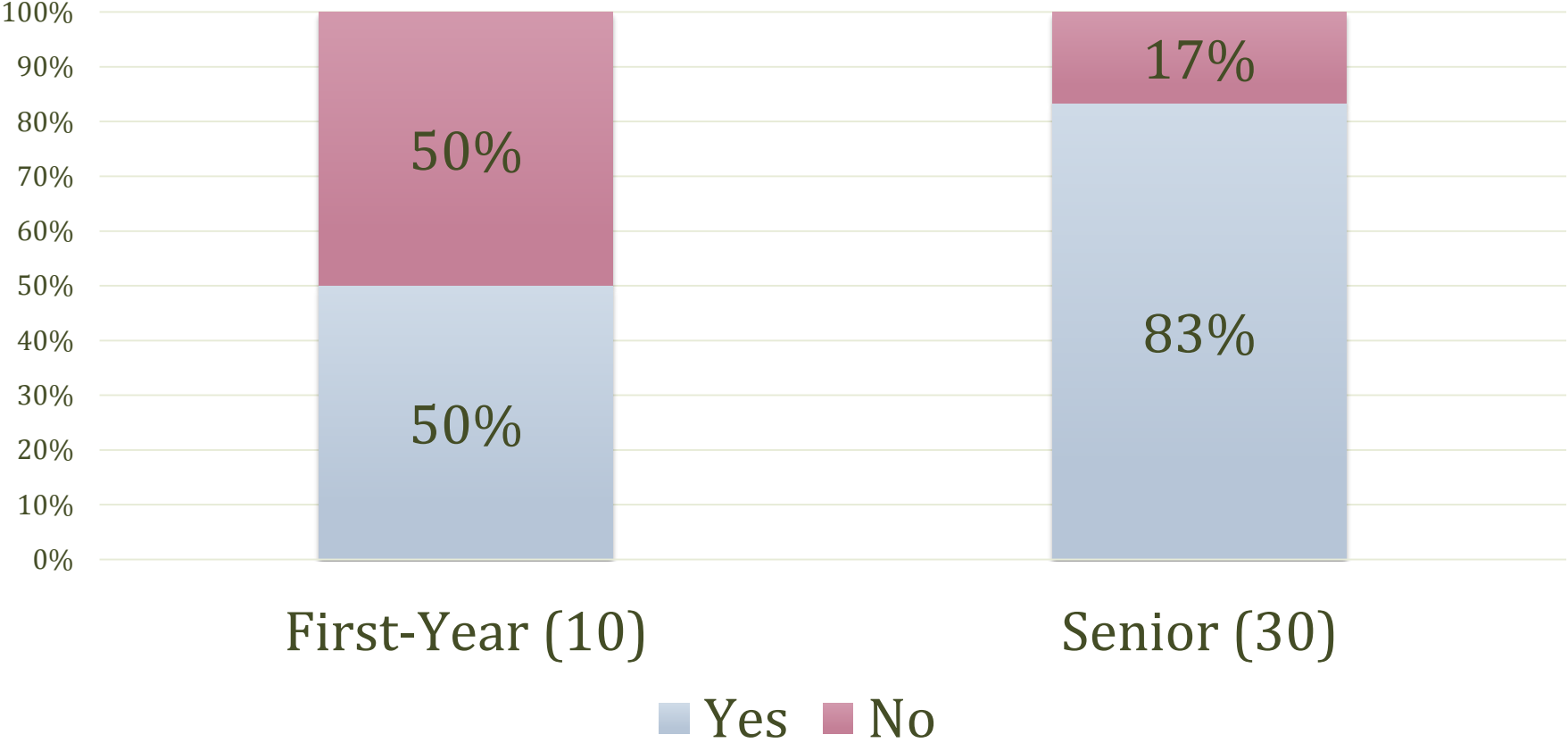


Heard & Been
54.7% (n=113)

Visit less than
once a month
56.5% (n=62)

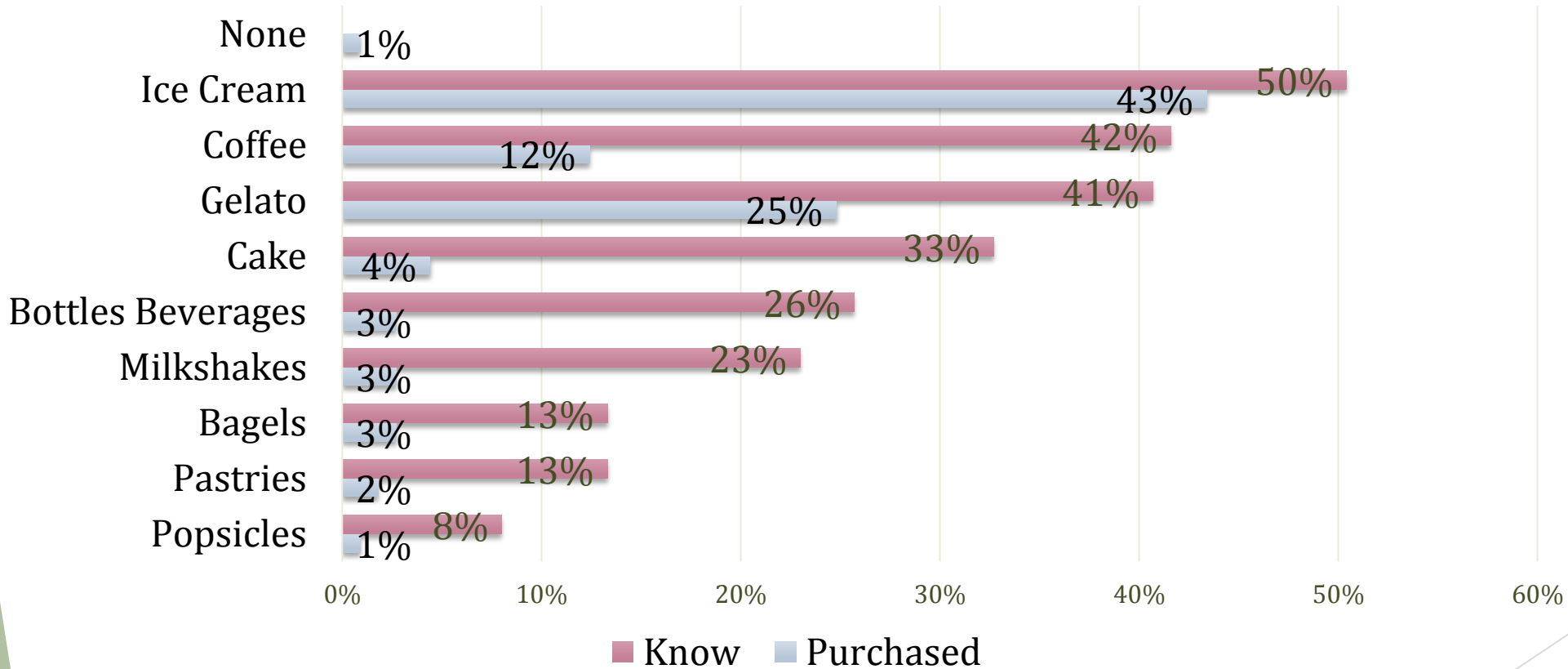
Objective 1: Brand Awareness

Heard of Boyer's



Objective 2: Product Awareness

Awareness and Purchase History of Product Categories



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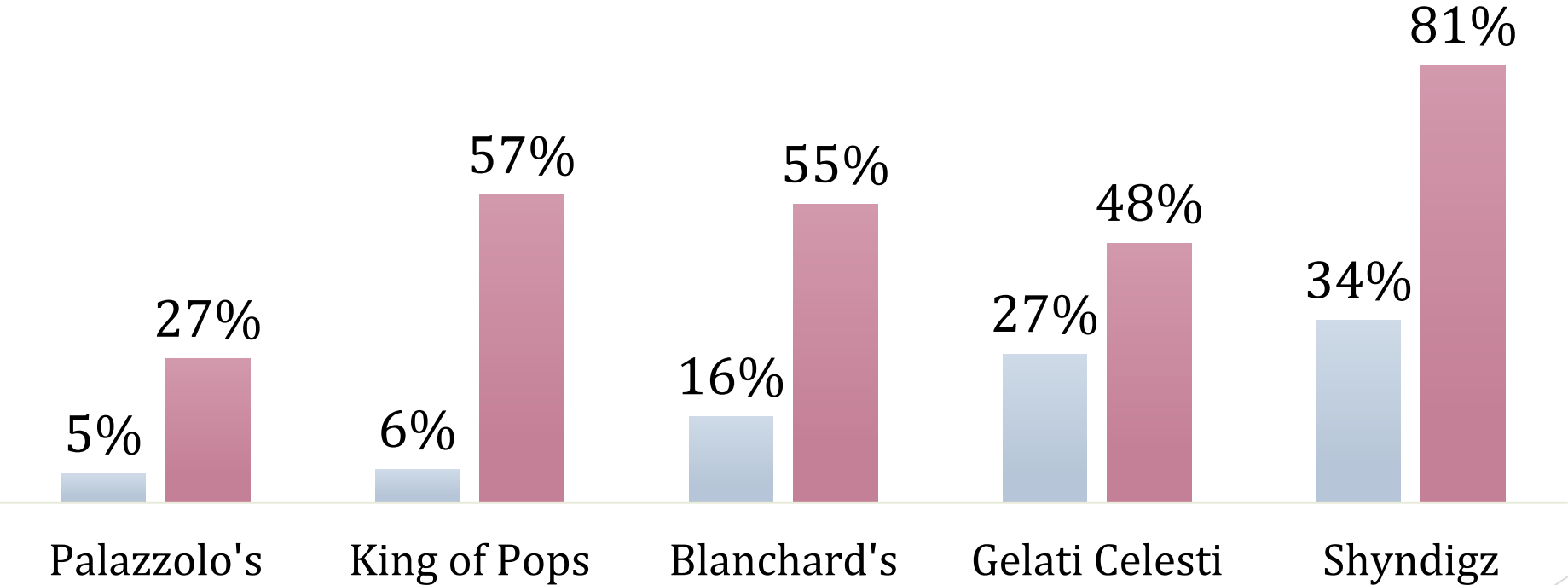
Objectives & Results

Takeaways

Objective 2: Product Awareness

Awareness of Specific Brands

■ Know that Boyer's Carries It ■ Know This Brand



Background

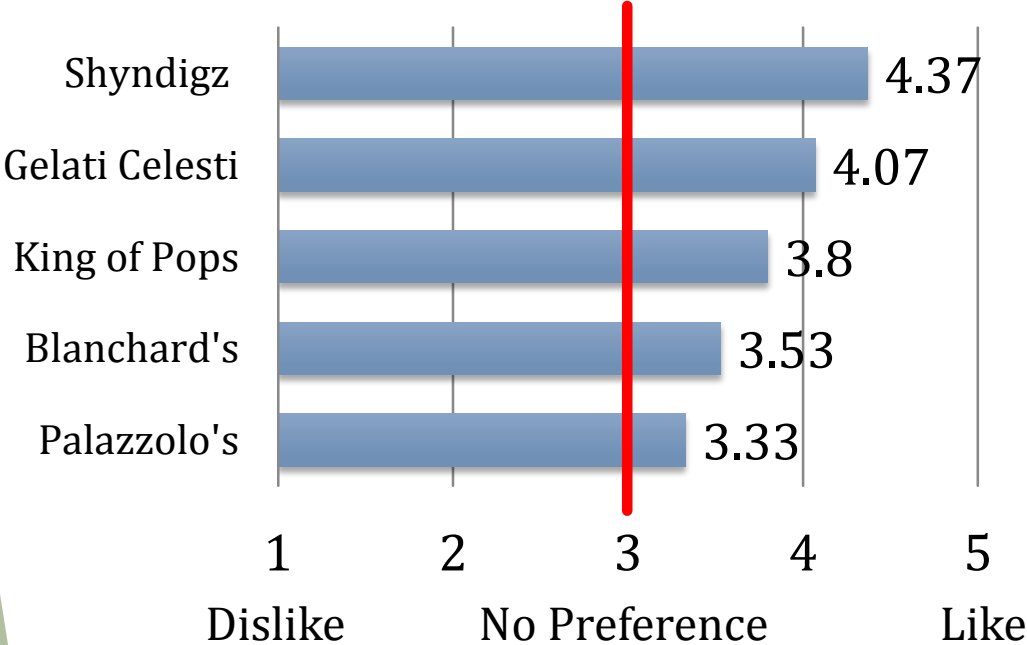
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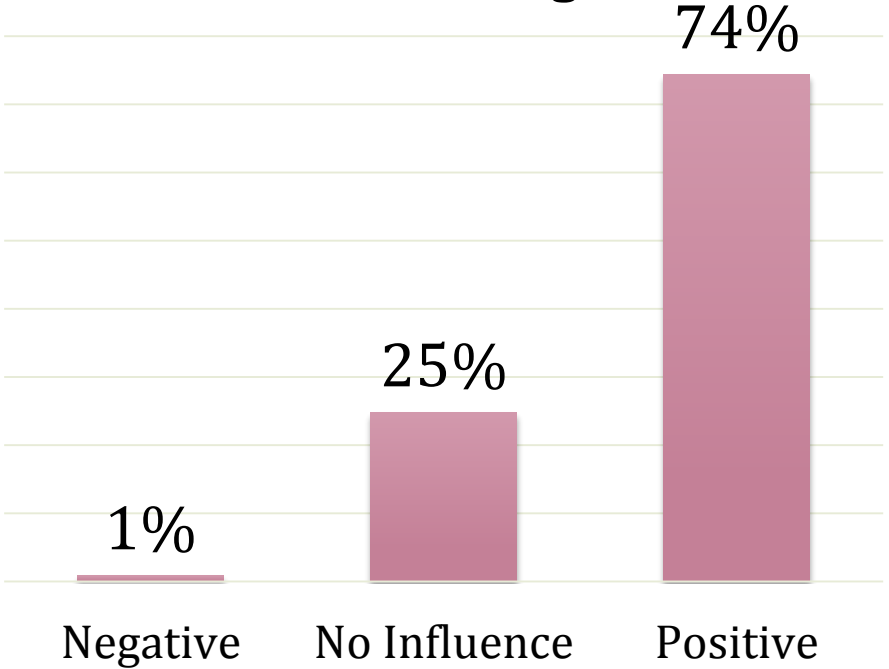
Takeaways

Objective 2: Product Awareness

Preference for Brands

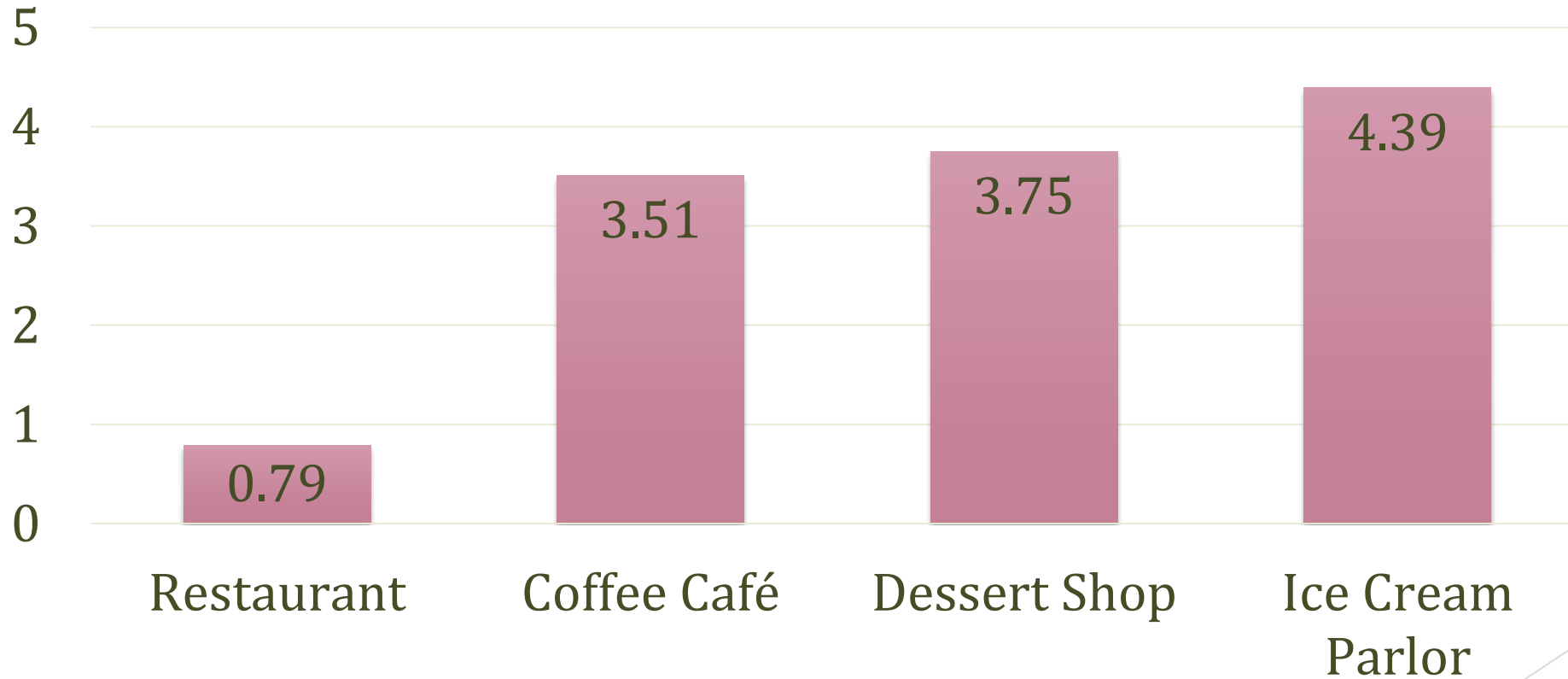


Influence of Being LOCAL



Objective 3: Brand Image

Overall Brand Image



Background

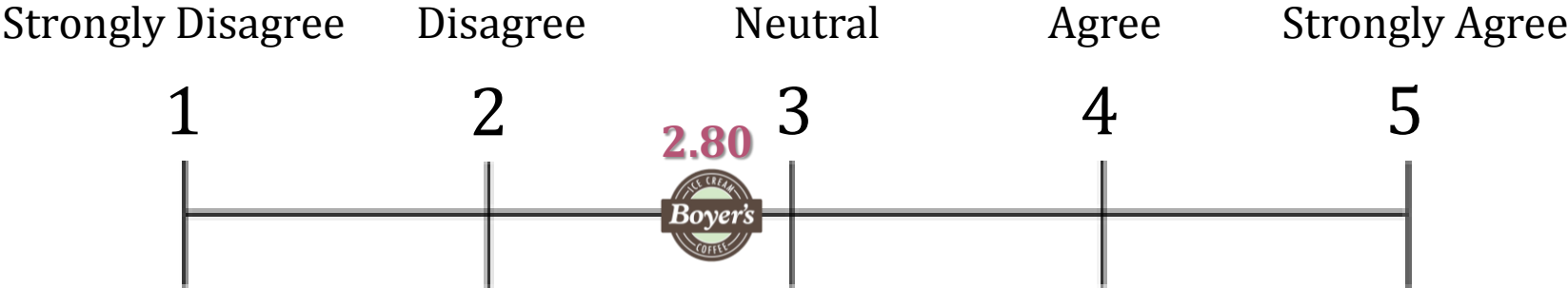
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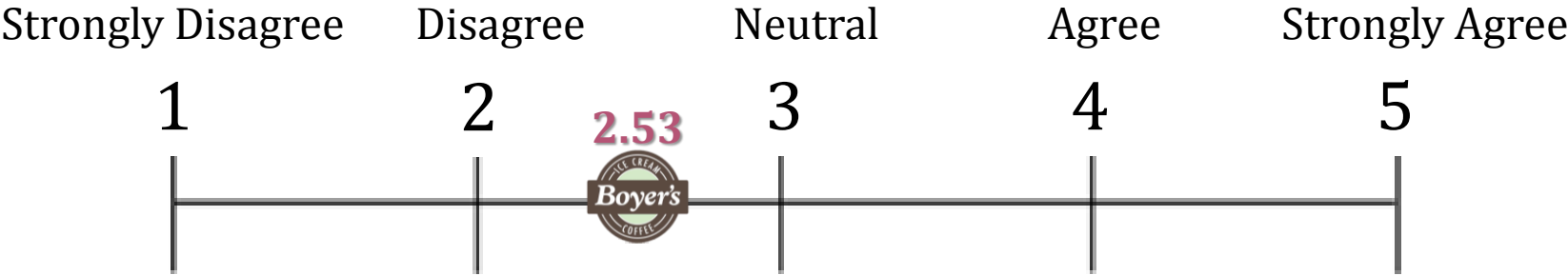
Takeaways

Objective 3: Brand Image

I like to go to religiously affiliated businesses.

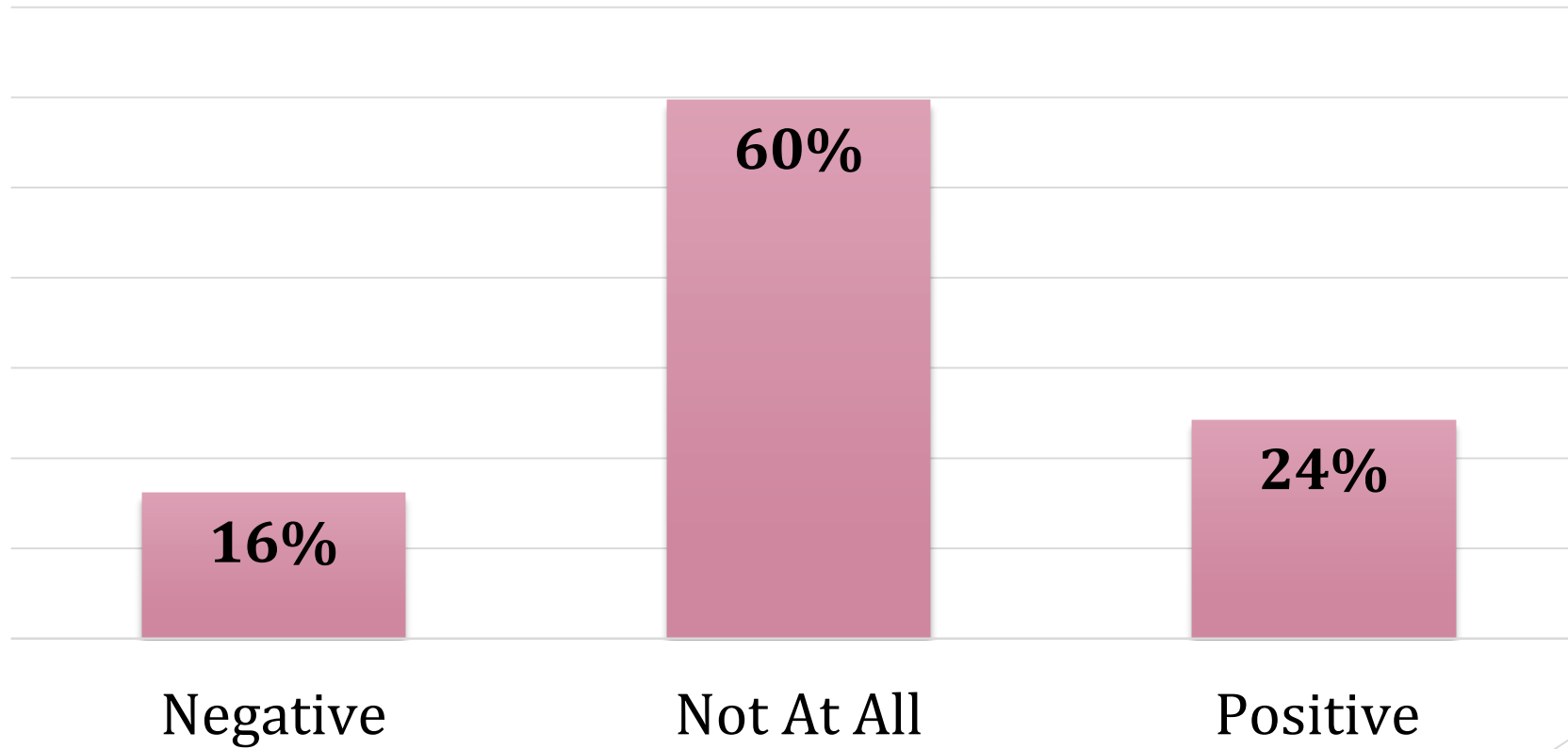


I avoid going to religiously affiliated businesses.



Objective 3: Brand Image

Effect of Shared Space



Background

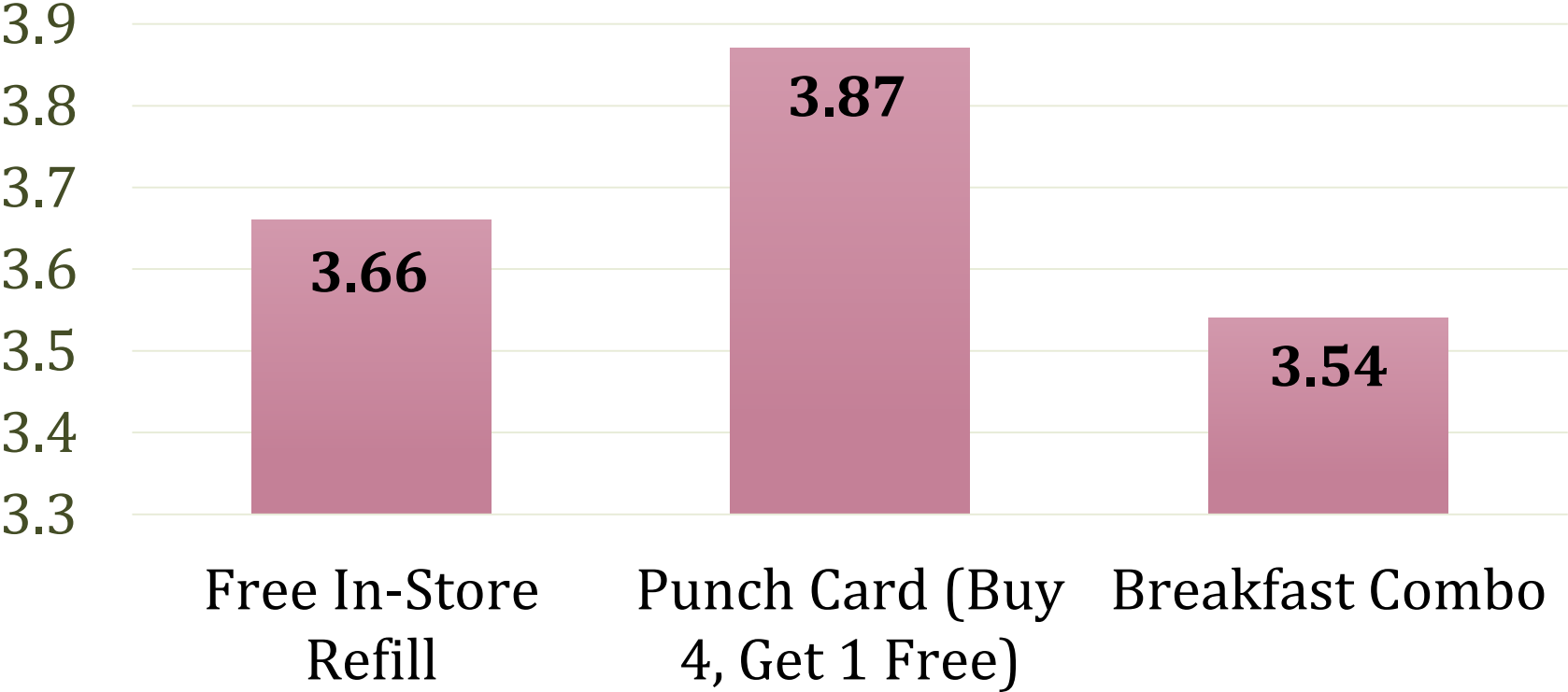
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Objective 4: Promotions

Promotion Preference



Takeaways

Recommendations

Finding

- ▶ Lack of loyalty
- ▶ Preference for loyalty card
- ▶ Indifference to shared space
- ▶ Lack of local brand knowledge
- ▶ Overemphasis on ice cream

Recommendation

- ▶ Increase on-campus promotion
 - ▶ Target first-years
- ▶ Promote current punch card
- ▶ Divider
- ▶ Have “Brand of the Week”
- ▶ Bring desserts and coffee into customer view

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Questions?



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