

oh my darling

OH MY DARLING RESEARCH REPORT

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OUR COMPANY

- Oh My Darling has become a staple of Armory Square in downtown Syracuse.
- During the school year, one can find students from various nearby campuses, as well as visiting families and faculty flocking to the restaurant for its specific city - like atmosphere and tasteful menu.
- Despite its popularity between the months of May and September, Oh My Darling faces a decrease in restaurant traffic when its student population leaves the city for the summer months.
- Statistically, Oh My Darling loses about 40% of its business during this time period each year.

Our proposed research study will focus on emphasizing the restaurant's current summer publics in an effort to drive more business.

TARGET PERSONAS



Connect, Engage, Impact

The Graduate School provides a variety of professional development, research, and support programs for the nearly 4,000 masters and 1,400 doctoral students on our campus.

SUBJECT: SU Graduates students

FEATURES

Age: 21 - 35

Gender: Male and Female

Subject: Graduate students

Where: Syracuse University

WHY CHOOSE THEM?



Higher education:



Fit OMD typical customer age



Stay on campus during summer



Have high business knowledge base

Research Design (revised)

Subject: SU Graduate students

Convenience Sampling

- can not regulate which identities were being represented
- confirm both males and females participated

Purposes

- To figure out what might drive more these graduate students traffic to OMD
- in-depth explanation from **14 participants**



OH MY DARLING

SURVEY

open-ended questions
know more about

- preferences
- interests
- buying habits

Data-collection

<https://forms.gle/whLyKu2FMSWDvcM86>

able to check **14** individual answers and sort data based on different responses

Reasons to change

- ongoing pandemic safety concerns
- hard to set up available time because of participants' different and busy schedule

Advantages

- provide them with opportunities to think about responses
- allow them compete answers accord to busy schedules
- limited possibilities of altering their own answers upon hearing other responses in the room

Survey questions:

- How often do you go off campus to eat? Explain why.
- Which meal are you most likely to eat out? Why?
- Are you more likely to eat at a restaurant or order food to go? Why?
- Have you heard of Oh My Darling? If so, where did you hear about it?
- If you have been to Oh My Darling, how was your experience?
- How much are you willing to spend on a meal on average?
- How much are you willing to spend on a cocktail on average?
- Would you be more enticed by a deal on drinks or food?
- Considering Oh My Darling's close proximity to campus, would you be more likely to go if they offered a discount for graduate students? If a discount does not entice you, what would?



Turn the responses to numeric data

How much are you willing to spend on a cocktail on average?

14 responses

10

\$10

8\$

\$5-\$15

Ideally \$6 up to \$12

\$6-10

I don't normally do alcohol so I don't know how much it's supposed to cost.

I'm allergic to alcohol :(so 0



How much are you willing to spend on a meal on average?

14 responses

\$30

15

20-30\$

20\$

It depends on the meal. I would say average of \$20.

\$15-\$25

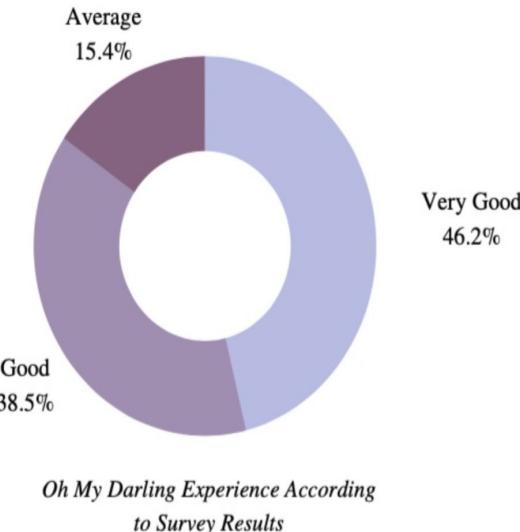
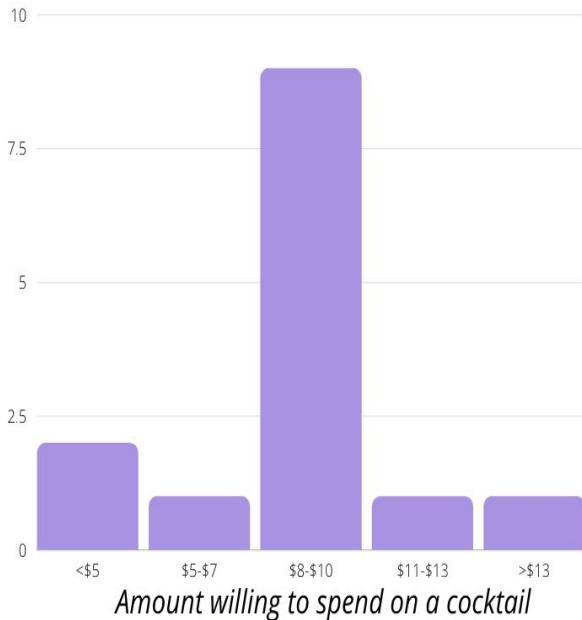
\$20

\$15

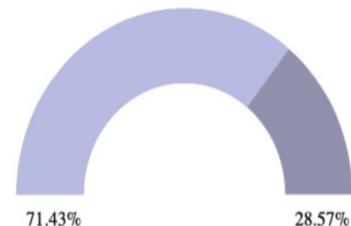
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Infographics



The majority of students surveyed prefer deals on drinks rather than deals on food



13 out of 14 participants had heard of Oh My Darling before



CONCLUSION



OVERVIEW

- operate fairly efficient: graduate students who had been to the restaurant, 100% had an average or better experience
- recommend special happy hour or other deal specifically for grad students in the area; \$2 less during the promotion

LIMITATION

- limited to find willing, larger amount of participants for focus group
- did not have enough of a budget to offer incentives that people actually wanted.



FUTURE RESEARCH

- propose continuing to conduct research such as surveys or a potential focus group motivated by more enticing rewards
- A free cocktail or appetizer at the restaurant itself would be a great way to capture interest for participation

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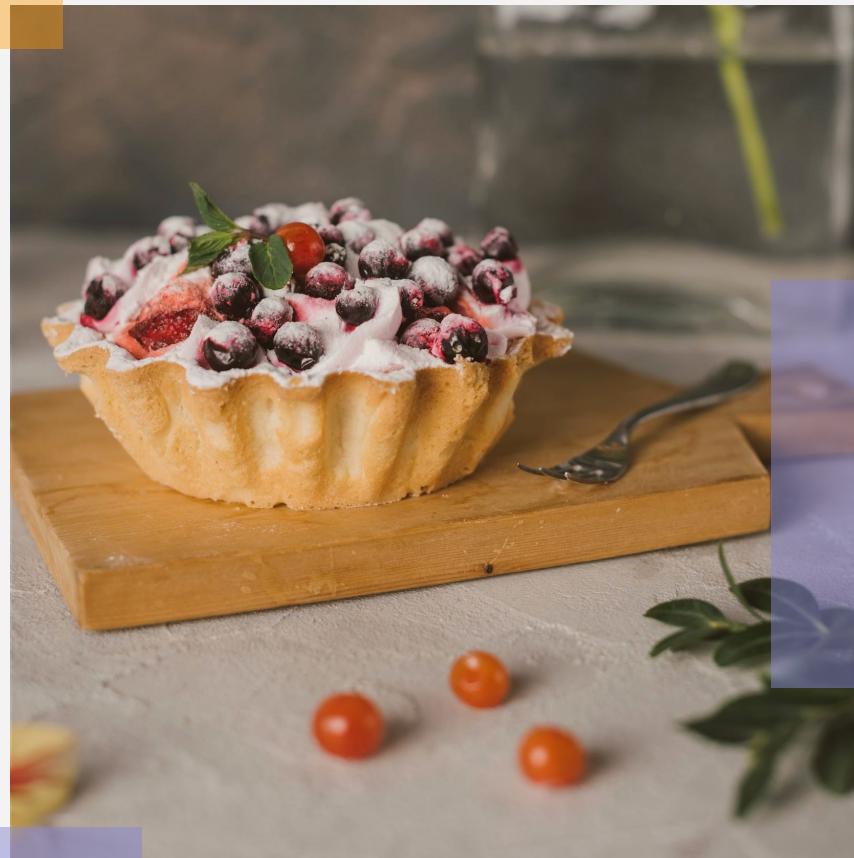
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Thanks!

Any questions?