Survey: Write-Up

We questioned a handful of locals that have frequented previous candy stores of similar nature, and customers of the existing candy shop market. The customers who frequented previous, similar, candy shops were mostly students and young adults. Whereas, most of the customers that frequent established candy shops these days are mostly older, and looking for gifts. This pre-existing customer base, seemed to have little interest in sweeter candies, enjoying mostly chocolate. They, did mention however, that the one-on-one customer service in chocolate shops was a nice feature, one that could easily be adopted by Candy King Inc. The majority of the most interested parties seemed to be women; men also responded but generally bought candy less frequently. Most customers reported that some of the most important factors of going to any candy shop are the choices offered, and the distance of the shop. It seemed that customers were looking for a wide selection of candy that can be hard to find elsewhere. Most customers would visit while they were walking around, or already in the area. Few people made a special trip to go pickup candy from the shops. One of the main groups of people who would shop there would be students from the local area, after school lets out. Most students like to walk home with friends and stop into shops on the way back home. Also, customers claimed they usually buy bulk from convenience stores for parties but can’t chose the exact mix of candy in the bag. It was recommended that the ability to customize bags of candy would be a big advantage. Another key demographic is the parents of small children who use trips to the candy store as rewards for their kids. One of the most important things for parents would be access to various health varieties of candies. Finally, one of the people that was surveyed had been to the store, they offered that: the site was by-and-large well stocked, but too cramped. They claimed, they felt too close to the other customers. Also, the hyper and excitable kids, were running around through the thin isles knocking into things. So, the space inside the store could be an important factor; especially these days space is important to people. It seems most customers frequenting a place such as Candy King Inc. expect a large array of rare candy; specifically, options that are not offered at convenience stores.