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# Data Gathering Results

1. Can you describe your business in a few words?
   1. Klaus Brewing Company crafts German style bier and offers a taproom and biergarten for those that would like to enjoy an onsite experience.
2. What services does Klaus brewing company offer?
   1. Klaus Brewing currently sells their bier to other local bars and restaurants in the greater Houston area.
3. Can you briefly explain your current system and what issues are you facing because of it?
   1. Marketing – Currently no system in place, no email distribution at all for promotions and events.
   2. Shipping and Procurement – paper, by hand.
4. Which department is responsible for monitoring shipments and what techniques do they use?
   1. The taproom department is responsible for monitoring shipments.
   2. Maintaining records of shipments and major transactions is done manually via paper and pencil.
5. What are procedures for cycle count and in what specific way are they documented?
   1. Cycles are by season (four). Reports are made through Square. Reports only document how much money was made, nothing in depth or specific.
6. What systems in your business need improvement?
   1. Marketing – Mass emails for promotions, events, etc.
   2. Website – More interactive, more appealing, easier to use.
   3. Shipment – Use more electronic means to record data.
7. Would you want to create invoices and reports for the systems?
   1. No need for invoices. Square already produces satisfactory reports.
8. How would you all like to interact with the new system?
   1. Via computer. It must be easy to access and easy to use for the non-technologically inclined.
   2. Ideally add an email into a database and have the ability to mass email that list.
9. Do you currently have a database that we can host here and connect to it?
   1. Yes. Square database
10. What additional features do you want to add to your website? For example, are you interested in increasing your usual number of visitors or want to add some tool that clients can make their order online?
    1. The website should have a contact form and food truck, entertainment and event calendar.
11. What parts of your processes are slow or come to stall during business practices.
    1. Social media and marketing. Currently the responsibilities are all on one person and done by hand.
12. Is it possible for you to provide a google analytics report for your website?
    1. No
13. Do you have current methods for brand visibility? Any email or newsletter sign up available for customers?
    1. No methods for brand visibility, most it is by mouth
14. Who is your target audience? (Asking this can be used to determine website’s appearance or layout for target audience).
    1. Target audience is adults. Currently, most customers are generation X. Klaus wants more millennials (21-35) because they drink more.
15. How do you want to structure your loyalty rewards program?
    1. Dollar based. Every X amount you spend, you get Y amount back.
16. What specific features are you willing to offer your returning customers as rewards?
    1. Rewards can include things such as to-go bottles, merchandise and tokens (one token = one point).

1. Physical environment can play a huge role in terms of marketing and your customers need to feel comfortable in the set environment. Describe the environment of Klaus brewing. How would you describe an employee’s interaction with customers?
   1. Environment: Casual, comfortable, family & pet-friendly, social.
   2. Interaction with customers: highly interactive, friendly, fast-paced. Frequent returning customers
2. What is your brewery aiming to accomplish through social media?
   1. Exposure, which leads to more brand visibility, more customers through the door, more brand-customer interactions.
3. What current social media sites is your company using?
   1. Facebook, Instagram
4. Who is responsible for your social media marketing and how often do they post on these sites?
   1. Nanhi Tran is responsible for social media marketing. Her current goal is 5-6 posts a week.
5. Providing customer service through social media can help a business improve their reputation. Are you providing customer service by responding back to your customers comments, post and complaints?
   1. Yes. Basic customer service through social media. Liking posts, sharing posts, asking customers to come in whenever they have a complaint.
6. Is there a way to measure your social media marketing metrics? Are tools like google analytics used to measure your social media statistics?
   1. Not sure if there’s a way to measure social media marketing metrics. Facebook Pages for business but she doesn’t know how to read it.
7. Hashtag campaigns can be a great addition towards marketing. Do you have a current hashtag campaign? if not what would your hashtag be?
   1. No current active hashtag campaigns. #KlausInYourHouse
8. What are the overall company objectives in the next 3-5 years?
   1. EXPANSION. Bigger Facility, Bigger Brand. Similar to Saint Arnold
9. What are the current business rules
   1. TABC compliance. What can be given out? All decisions are approved by boss/CEO. Small company.