Interview Merchant

*Voice to Text*

**Time:** 13th Aug 2024

**Location:** lakeside café

**Interviewer:** Xuanrui Zhou

**Interviewee:** Nha

**Interview process:**

*Before interview, I have already asked Nha to read and sign the Inform Consent Form.*

**Interviewer:** OK. It can begin. Thank you for taking your time to talk with me. We are conducting interviews to better understand perspective and potential collaborations in community group buying, your insights are very valuable to us and help us to shape our projects. The interview will take about 10 minutes, and with your permission, we would like to record it for accuracy.

**Nha:** Sure.

**Interviewer:** Let's begin. I want to ask, have you ever heard of community group buying? Could you share what you know about it?

**Nha:** From what I know is groups and some together and try to buy in mass to get a discount. So as a business owner for that, because it's good for providing the business, even though the profit margin might be a little bit smaller, you would get that. That mass number of business, say, for example, 100 cups coffee sold.

**Interviewer:** That's correct.

**Nha:** You might get that. And how the benefits from a business point of view, I see is that out of those hundred people, it gives them, like it gives us Free advertising in a way where they might not have come, and they might like our coffee or like our food and they might come back another time.

**Interviewer:** Yeah. And what was your first impression or if you have any experience with community group buying?

**Nha:** We do get groups that come and do that every now and then. So, it's not it's common but it does happen in YouTube, at least.

**Interviewer:** Yeah, it did. If I could bring 100 customers to lakeside cafe and to buy a large number of coffees in the morning, would you be willing to set up a discount for them, knowing you have about over 100 customers? Why or why not?

**Nha:** We would offer a discount. We probably offer around about 10% discount.

**Interviewer:** That's really big. About other discounts, maybe you will offer over than 10% discount?

**Nha:** Sometimes. The way I operate my business is I keep the prices quite reasonable, for example, like my small coffees are for $4.20, the large coffee is five dollars. We use our premium products, a lot of coffee that use the same coffee beans.

**Interviewer:** Yes.

**Nha:** We then sell the small coffee at $4.50, some even 4.8. So, we rather keep our prices low. So, it's more affordable for the customers sold more, but it's a price we will sell more. Profit less but will sell more and they will make more.

**Interviewer:** Yeah~

**Nha:** A lot of being on campus at YouTube, there's a lot of students and staff where they don't have a big budget, so we rather make a little bit less money from them each time, but hope they come back more often.

**Interviewer:** Yeah, yeah, that's really a good idea for business. What if there is an opportunity for cooperation now, what benefits do you hope the cooperation will bring you?

**Nha:** Can you explain that question?

**Interviewer:** Yes, if there is an opportunity like for us to offer about the group buying, for you to get cooperation, what do you want in this cooperation? What do you want from this corporation can bring you?

**Nha:** The group buying will bring new customers.

**Interviewer:** That’s correct.

**Nha:** That has a benefit in itself. Part of growing a business or even improving a business is exposure. And this group buying will bring that exposure. Out of those hundred people. We might gain five or ten new customers. So that's how I see it.

**Interviewer:** And I can summarize that you are really willing to join this group buying,

**Nha:** Yeah, I'd be interested.

**Interviewer:** Yes. Thank you very much for sharing your thoughts with me today. Your feedback is incredibly valuable and help us understand how to approach a better potential partnership in community group buying. So, before we finish, is there anything you would like to add or any thoughts you want to share?

**Nha:** Give you? En, I think this group buying can work. For some advice, form me, during the university semester. Most businesses on campus are already busy. So, you need to try to find a time in the day, right time you get this (group buying). When the businesses are too busy. Yeah, you need to push that time, because most businesses on campus (at that time) are already busy.

**Interviewer:** We should find the correct time to do it.

**Nha:** That's right. For example, at lakeside, we're busy during the semester. We're busy from 8 to 14 o'clock. It's nonstop. So, if you come to me and ask me to promote group buying, that time, I would probably say no. But if we work together and you said, okay, why don't I try to increase your afternoon coffee? We will provide this for students or staff to come between 14 to 15 o’clock and group by then. And that would work.

**Interviewer:** These are really good advice.

**Nha:** Yeah. So, you need to keep that in mind when you're trying to promote it.

**Interviewer:** Thank you so much for taking your time to share your thoughts in this interview,

**Nha:** Glad I could help, I thought.