**How do people choose a fast food restaurant to visit?**

People usually choose restaurants based off of the location, menu, cost and convenience.

**a. What is important: location, price, assortment, or cuisine?**

There are many things that people consider when choosing a fast food restaurant. One of the prominent reasons for choosing a fast food restaurant is how healthy the restaurant is. They also prefer community and variety when choosing a restaurant.

**• Who do you think are Sticks’ customers, and what are their motivations for**

**visiting Sticks?**

Sticks’ customers want healthy food that is local and gives them some variety.

**• What does the survey data tell us about differences between customers and**

**noncustomers?**

Most noncustomers are bringing their lunch to work. They don’t usually buy their lunch from a restaurant. Their household income is lower.

**• What survey questions would you use to identify the customer segments?**

I would use gender, age, income, household type and factors that are important to patrons and if their even prefer to buy their lunch versus bringing it from home.

**• How many customer segments can you estimate from the survey data?**

I see 3 customer segments/clusters.

**a. What are the profiles of the customer segments?**

Gender- Mostly female

Age- 26-40

Household Income- 50,000 to 100,000

Household Type- Couple/Family

**b. Which customer segments should Sticks target?**

They should look at family households that have a middle to upper middle class income. They should target ages ranging from 26 to 40. Also, they should look to the customer that is health conscious and value community and variety.

**Provide a recommendation for the location of the next Sticks Kebob Shop based on the**

**segmentation analysis and the demographic profiles of the locations in the following**

**table. (Hint: Please consider differences in the set restaurants visited for lunch/dinner by**

**Sticks customers and noncustomers.)**