

Oakland, MI Bar Trends Report

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Introduction

Thank you for choosing Cogent Integrated Business Solutions Inc. to provide you with the market insights you need to succeed. Over our businesses history we have demonstrated to numerous clients our ability to attain and analyze data giving them an advantage over competitors in their field.

Through our extensive research, we have prepared an analysis on Oakland's Bar Trends that will benefit and strengthen your business.



Market Analysis

- In order to look at what customers like the most at these bars, we took a look at the best sports bars in the areas
- All sports bars include a common theme that will be helpful for an increased productivity in a bar. They not only sell alcohol, but they also provide a certain cuisine of food such as American
- All of the bars/restaurants provided food items that are a part of the American cuisine such as Burgers, Fries, Wings, etc. They had excellent service, and their waiters knew what they were serving and what to recommend customers
- Restaurant was aesthetic encouraging customers to keep coming back and had a variety of alcohol selection
- TV's everywhere for all the games on at the time (Especially during NFL Season) and most bars were very spacious with plenty of room to occupy customers

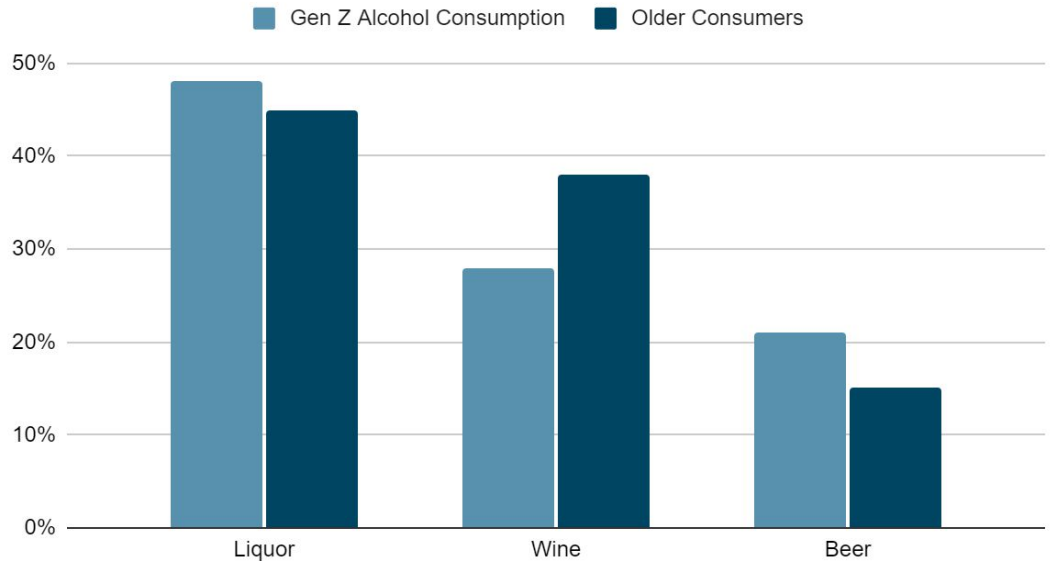


Customer Trends

Based on National Trends on alcohol consumption, we can see that younger customers tend to drink more liquor and beer rather than wine

According to Budget Branders, younger customers tend to drink more sweetened and more lower calorie drinks

Gen Z Alcohol Consumption and Older Consumers



According to the Detroit Free Press, new restaurant trends in the Michigan Area include:

- Plant Based Cuisines
- Interactive Dining
- Global Cuisines
 - Mexican
 - Caribbean
 - Southeast Asian
 - Chinese
- Local Culture/Experience



What Makes a University Restaurant/Bar Successful?

Here are a few ways to market to college students

- Establishing a Social Media Presence
 - Interacting with students via social media is key to spreading the word about your restaurant
- Catering to Colleges in Your Neighborhood
 - Look at what colleges are nearby and reach out to see if you can advertise your restaurant to students
- Build Relationships with Students
 - Meeting with fraternities and sororities can be crucial as they hold multiple events throughout a year and this can bring a ton of business
- Provide Student Discounts
 - Students will be more tempted to bring their business to a restaurant that has a discount dedicated to them.



Local Trends

To improve effectiveness of a sports bar in Oakland, having vintage and aesthetic decorations are critical

Michigan has two major colleges (University of Michigan and Michigan State University) whose football teams are extremely popular. The Detroit Lions, Pistons, and other major league teams are also very popular.

Having aesthetics that reach out to the fanbases of these teams would increase the amount of customers the bar receives.



MICHIGAN STATE
UNIVERSITY

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Conclusion

In conclusion, to allow for increased productivity, especially at sports bars in the Oakland area, implementing more TV's, having a variety of food options but primarily American, also have a variety of drink options, while also reaching out to the newer Gen Z population will allow for an increase in customers and a successful restaurant/bar.

