SANDWICH MASTER PLUS, LLC
Research Study

- Prepared by
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• Our marketing research team decided to research a combination of awareness among the Franklin Pierce University students, and expansion in the sandwich shop itself.
Problem Statement: Research is necessary to determine if Sandwich Plus, LLC should expand the current menu and increase awareness in the Franklin Pierce student community.
Research Objectives

Determine the desire for more variety on the menu among the Franklin Pierce student community.

Determine the level of awareness of Sandwich Master Plus among the Franklin Pierce student community.

Determine the best way to communicate the Franklin Pierce student community.

Determine the most attractive sales promotion for the Franklin Pierce student community.
Introduction

- Discussion of the importance of college students as consumers, their demand for convenience, food preferences and expectations, and price consciousness.

Students as Consumers

- “Students these days want their food, fast. And with the college student’s meager budgets, who can afford to resist the cheap and greasy tacos and fries they serve at the fast food joints around the corner?” ¹

- No longer the option or availability of a home-cooked meal, nor do they typically have the time, knowledge, or space to cook for themselves.
Demand for Convenience

- “About 90% of Americas purchase convenience foods and nearly 25% used more timesaving convenience foods [in 2003] than in 2001” ²
- College lifestyle demands a more convenient meal plan or schedule in order to focus on more important tasks.

College Student’s Food and Preference and Expectations

- Students spend more that $11 billion a year on snacks and beverages alone.
- “Their decisions about what to eat are currently made in an environment where no nutrition labeling is required” ³
Price Conscious Students

- In the year 2009, the market for food that could be eaten on the go totaled over 684 million dollars.  

- Coupons and Discounts
  - “75% of all internet users say they use the web to get information about products and services before they make a purchase in the store.”

Conclusions

- Students will most likely always choose the easiest and most convenient way to get and eat a meal.
Our research team used a non-probability convenience sampling method and a quota sampling method to collect data. Surveys were handed out at students dormitories from November 15 – 17, 2010. Equal number of male and female students were surveyed so as not to skew the data.
160 surveys went out to see what Franklin Pierce Student thought of Sandwich Master Plus.
Each class standing was surveyed equally:
- 40 Freshman
- 40 Sophomores
- 40 Juniors
- 40 Seniors
Our survey consisted of mostly “check here” answers to keep data consistent. Questions were worded to give maximum information with as little bias as possible.
Our team assumed that all the students participating answered questions honestly and accurately.

Our research team also assumed each participant answered the survey completely and thoroughly to the best of their ability.
The research team found that a limitation during the research process was time. More time would have allowed the use of probability sampling and a larger population sample.
Question 1

Awareness

- Yes: 76%
- No: 24%
Question 2

How did you first hear about Sandwich Master Plus?

- Word of Mouth: 70%
- Pierce A: 22%
- The Exchange: 4%
- Flyers: 2%
- Haven't heard before: 1%
Question 3

How many times have you purchased from Sandwich Master Plus in the past 30 days?
Question 4

Price is important to me

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
Question 5

Variety is important to me

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
The size of the sandwich matter most

Question 6
Question 7

Overall, how would you rate the quality of Sandwich Master Plus?
Question 8

Would you recommend Sandwich Master Plus to a friend or colleague?
Question 9

How likely are you to buy from Sandwich master Plus in the future?

- Very Likely: 57%
- Somewhat Likely: 17%
- Not Sure: 15%
- Somewhat Unlikely: 9%
- Very Unlikely: 1%
- NA: 1%
Question 10

Which sales promotion is most appealing?

- Coupons: 19%
- Free drink with purchase: 13%
- Temporary price reduction: 58%
- Rewards on purchases: 10%
Question 11

Please indicate your age

1% 1%

23%

4%

21%

19%

31%
Question 12

Please indicate your gender
Question 13

Please indicate your class standing
Crosstabs

Number of Purchases and Class Standing

Zero

Once

Twice

Three Times

Four Times

Five Times

More than Five
Crosstabs

Number of Purchases and Gender

- **Zero**: Male 28, Female 30
- **Once**: Male 17, Female 15
- **Twice**: Male 12, Female 10
- **Three Times**: Male 7, Female 6
- **Four Times**: Male 5, Female 4
- **Five Times**: Male 3, Female 2
- **More than Five**: Male 2, Female 2
Crosstabs
Awareness and Future Purchases
Discussion

Price
- The results show that 47.5% of the respondents strongly agree that price is important to them and 26.9% of the respondents agree that price is important to them.
- The literature review showed that students are very price conscious when it comes to purchases.

Promotion
- 75% of the population checks the internet for promotions before purchase.
- 58% of the FPU student community like the promotion of free drink and chips with purchase.
Variety

- 43% strongly agrees and 24% agrees that variety is important to them
- The literature review discusses the importance of variety for college students
Research Objectives:

43% strongly agrees and 24% agrees that variety is important to them.

76% of the student community is aware of Sandwich Master Plus.

70% said they heard of Sandwich Master Plus through word-of-mouth.

58% said that free drink and chips with purchase is the most appealing sales promotion.
Sandwich Master Plus should think about a possible name change
  - When most students were given the survey they did not know what Sandwich Master Plus was until they heard it said Foggs or Big Earls.

Advertise in more ways around campus.
  - Majority of students heard about Sandwich Master Plus from word of mouth.
  - Put menus in freshman orientation folder
  - Join social networks and become friends with FP student community

Put in place a free drink and chips with purchase of sandwich or rewards card for sales promotion.
References


