Catering to customer needs

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Customer needs analysis is used in a variety of product and brand management contexts, including concept development, product development, value analysis and customer value analysis.

We were approached by a medium-sized catering company based in Johannesburg that provides equipment from large commercial catering equipment to catering smalls (e.g. crockery, cutlery). They were eager to expand into the ever-growing pool of food service establishments and private restaurants. We were asked to conduct a B2B research study that would help them to understand the customers point of view, catering equipment **needs, opportunities** and the **purchase decision-making processes** among target market groups.

We began our research by conducting telephonic surveys across Gauteng, North West, Limpopo and Mpumalanga among food service establishments that had a commercial level kitchen: private restaurants; take-away (non-franchised); nightclubs and bars; boutique hotels and butcheries.

Each survey was conducted among owners and/or managers of the kitchen i.e. the person responsible for purchasing commercial catering equipment. The questionnaire was carefully designed during a Questionnaire Development Workshop with our client that ensured that we were asking the most insightful and relevant questions.

Thereafter we sourced the relevant databases and interviewed potential customers. In order to encourage participation and create brand awareness, respondents were entered into a lucky draw (the prize of which was a substantial catering equipment voucher). In addition we conducted a comprehensive competitor analysis through secondary desk research.

As a result we delivered an insightful quantitative report to our Client assisted them in developing a marketing strategy to expand into the new market segments. They were able to manufacture and supply products based on specific **customer needs**, as well as apply the most effect way to market their products and services through understanding the **purchase decision-making process** and communication preferences. Subsequent to this research study they have become key suppliers to new market sectors and have more than doubled in size and revenue.

About Insight Survey:

Insight Survey is a South African B2B market research company with almost 10 years of heritage, focusing on business-to-business (B2B) market research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

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