Marketing Research Report
Patty's Cakes and Desserts

Researchers
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Presented to
Philip Gomez

Advisor
Les Harman

Date
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Executive Summary

Purpose
The purpose of this report is to provide Philip Gomez, co-owner of Patty's Cakes and Desserts, with a detailed analysis of customer knowledge, opinions, desires, and input on new menu items.

Primary Problems
- Lack of awareness of customers' knowledge of Patty's website's capabilities.
- Customers showed uncertainty about where to stand while ordering and waiting for baked goods.
- Unaware of factors that would add value to the shopping experience of loyal customers.
- Desire to understand what, other than the goods they sell, differentiates Patty's from competitors.
- Low awareness of customer attitude toward price.

Primary Research Objectives
- How to add unexpected value to already satisfied customers?
- What makes people choose Patty's over other bakeries?
- How do we bring awareness to the benefits and capabilities of Patty's website ordering platform?
- How could we make the in-store buying process streamlined?
- What is most important to our best customers?

Demographics of Who Filled Out the Survey
- 82 of the 98 respondents ordered in-store.
- 26 of the 101 respondents never visit other bakeries besides Patty's.
- 35 of the 101 respondents have been Patty's customers for 2-10 years.
- 67 of the 100 respondents have recommended Patty's to others.

Methodology
Research was conducted in three phases over about three months. The first was to conduct secondary research and consult a swath of articles and websites about cupcakes and bakery trends to learn more about the industry as a whole. The second phase consisted of conducting **twenty-nine** customer interviews. After this initial research, a survey was distributed from October 31, 2020 and November 13, 2020. **101 surveys** were completed. It is important to note that this was not a random sample.

Significant Findings

- The overall satisfaction of the customers is a 9.09 out of 10
- Respondents were most satisfied with the Friendly Service, which garnered a mean score of 9.55 out of 10.
- Customers are least satisfied with the Affordability of Cupcakes, which had a mean score of 8.32.
- 90 of 101 respondents AGREE they would be excited to purchase cake-by-the-slice
- 70 of 100 respondents would be interested if Patty's added more desserts to their menu.
- 36 of 100 respondents AGREE that they prefer to order their desserts online.
- 83 of 100 respondents would be interested in a rewards-based loyalty program.
- 13 of 33 respondents who were first-time customers were unsure of where to stand in line.
- 11 of 14 respondents who ordered online did so for an event.
- The 39 of 100 respondents who rated GF/Vegan options a 10 satisfaction also rated it a 10 on importance.
- The 39 of 100 respondents who rated Seasonal Cupcake options a 10 importance also rated it a 10 on satisfaction.

Recommendations

- It is recommended that Patty's creates a loyalty program, it be one that rewards customers for their amount of purchases and specifically rewards long standing customers.
- It is recommended that Patty's begin offering brownies, macaroons, pastries and milkshakes.
- It is recommended that Patty's provides customers with an option of looking at a smaller menu while waiting to order.

Researcher's Note

Philip, we were thankful to conduct this research for Patty's Cakes and Desserts. It is truly inspiring to learn about the business your mother and family have built from the ground up. Partnering with you to learn more about the things your customers' love about Patty's was a privilege. We sincerely hope this report is useful to you in making future marketing decisions.

Sincerely,
Estie Dragt & Rachael Jackson

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Background

Purpose:
The purpose of this research report is to identify what differentiates Patty's Cakes and Desserts from other bakeries, ways to add unexpected value to the customer experience, and potential problems with in-store visits. The report includes secondary research from websites and articles as well as primary research collected through customer interviews. The majority of the research presented is based on the customer surveys that were handed out at Patty's. Based on this research, the report provides findings, conclusions, and recommendations for Patty's to help them better serve their customers.

Store Background and History:
Patty's Cakes and Desserts is dedicated to providing their customers yummy treats that are freshly baked to order and personally decorated, all with top-notch customer service. This shop began in Patty's home kitchen where she decorated cakes for fun while raising her kids. She had always had a passion for baking and dreamt of owning her own bakery. In October of 2010, this dream became a reality when Patty's Cakes and Desserts opened in Fullerton. Today, Patty's has expanded to their current location and serves up amazing sweet treats that leave their customers with a smile.

Store Location and Contact Information:
825 W. Commonwealth Ave., Fullerton, CA 92832

Phone: (714) 525-8350
Website: https://pattys-cakes.com

Discussion of Primary Problems

Purpose:

Problems are the motivating force behind the research conducted. It is important to establish what is already known and what remains to be discovered before conducting interviews or administering a survey. This section describes problems identified before the research was conducted.

Primary Problems:

Lack of awareness of customers' knowledge of Patty's website's capabilities: Patty's Cakes and Desserts has an incredible website that presents the menu and other important store information in a clear and straightforward manner. However, most customers are unaware that they can order any good, in any quantity through the website. Along with that, customers are unaware that these goods can be delivered through Patty's own delivery service.

Customers showed uncertainty about where to stand while ordering and waiting for baked goods: The interior of Patty's Cakes and Desserts is appealing and comfortable, but most customers who come in store express confusion with where to stand while waiting to be served. The flow of the checkout line and pick-up counter tend to crowd people in a certain area of the store which makes new walk-in customers unsure of where to go.

Unaware of factors that would add value to the shopping experience of loyal customers: There are many long-term Patty's customers who are accustomed to spending a high amount on their orders regularly. However, Patty's is seeking to find ways to grow this loyalty base. The question for Patty's is how to continue to bring unexpected delight into a regular customer's visit.

Desire to understand what, other than the goods they sell, differentiates Patty's from competitors: Customers value the taste of the cake and the quality of the mousse frostings at Patty's. However, there is more to a bakery than the quality of the goods. What else makes people come to Patty's, since there are other bakeries in the area that produce tasty baked goods? We are seeking to solidify what makes Patty's different from the rest.

Low awareness of customer attitude toward price: Patty's prices over the years have been reasonable in comparison to others in their industry. But, competitors and other national bakeries have raised their prices far beyond Patty's current prices. The traditional price threshold for cupcakes was $4 or less, however, many bakeries now charge much more than that. Patty's is looking to find out if their customers would continue to visit and remain loyal if the prices were increased.

Research Objectives

Purpose:
Research objectives are the specific questions that this project will seek to answer. They have changed over the course of this project as the researcher discovered new information. The objectives below include both the original objectives from the beginning of the research process and the final objectives used to develop the survey.

Initial Research Objectives:

- What makes a loyal Patty's customer?

- Is a large menu helping or hindering Patty's?

- What makes a bad customer experience?

- What do customers value most in their cupcake?

Final Research Objectives:

A. **How to add unexpected value to already satisfied customers?**

B. **What makes people choose Patty's over other bakeries?**

C. **How do we bring awareness to the benefits and capabilities of Patty's website ordering platform?**

D. **How could we make the in-store buying process streamlined?**

E. **What is most important to our best customers?**

Methodology

Purpose:

This section describes the methods used throughout the research process. These methods were used to obtain data from current customers at Patty's Cakes and Desserts. It includes data from secondary research (articles and websites) as well as feedback received from customers. Ultimately this information will be helpful for making recommendations to Patty's.

A. Secondary Research (Websites & Articles)

Purpose:

Consulting secondary sources before conducting primary research is of utmost importance. This allows the researchers to understand the industry being researched before interacting with customers. It also ensures that the researchers conduct succinct interviews which focus on gathering the most pertinent information. Thus, research was conducted on the cupcake and baked desserts industry through articles, industry reports, and websites. Five websites and thirteen articles were reviewed in total. But, for the sake of space, only two websites and four articles are described here.

Major Websites & Articles Consulted:

Website #1: https://www.yelp.com

Why Relevant: Customer reviews helped identify areas of satisfaction and complaints.
- Customers enjoy that baked goods are not overly sweet.
- Appreciate how fast and easy it is to order online.
- Drawn by the friendly customer service.

Website #2: https://trends.google.com/trends/explore?geo=US-CA-803&q=cupcake

Why Relevant: Google Trends shows peak times for a term to be searched. It also can refine results to be specific to an area (like LA), and display terms searched for alongside the term you have entered.
- Gives information on how many people are looking for cupcakes.
- Details what about cupcakes people are specifically searching, such as location of stores, flavors, gluten-free availability, etc.

Article #1: Parker, Liz "The impact of COVID-19 on U.S. shopping habits and the snack and baking industry" *Snack Food & Wholesale Bakery* 30 Mar. 2020, https://www.snackandbakery.com
Why Relevant: Explained the current state of the baking industry in regards to how people are behaving since COVID-19.
- Analyzed the way that shoppers will shift their spending.
- Shows the increase of dessert purchases in the future

Article #2: Hyslop, Gill. "Industry Insight into US Baking Market". *Bakeryandsnacks.com.* https://www.bakeryandsnacks.com
Why Relevant: Discusses the baking industry as a whole, not just cupcakes or cookies.
- Describes how baked goods will only expand 1% due to slow population growth and low disposable income in the US.
- The exception is bread, which will grow an expected 7.2%

Article #3: Oni the Spokestronaut, "State of the Baking Industry 2018 [Infographic]" *OrderNova*, 9 August 2018, https://www.ordernova.com
Why Relevant: Summarizes the growth and trends in the baking industry
- Shows that consumers are more health conscious
- Bakeries were expected to grow in 5.5% per year
- Sales or organic items are increasing

Article #4: Beilfuss, Lily. "Americans Slowed Spending as Income Fell in June. That's Before Covid-19 Cases Spiked Anew". Barron's. 31 July 2020. Barrons.com.
Why Relevant: Describes the economic impact of COVID.
- Details what some Patty's Customers may be dealing with.
- Reinforces the idea that cost does matter to customers.

B. <u>In-Depth Customer Interviews</u>

Purpose:
The purpose of the interviews was to discover customer attitudes and expectations about cakes and cupcakes in general, and about Patty's specifically. They were conducted over the phone or face to face with Patty's customers in-store. **Twenty-nine interviews were conducted**, but the five which impacted the course of further research most are listed here.

Interviews:
Customer Interview #1: Male, late thirties, store interview on 10/6/20
Why relevant: Very frequent customer who comes to Patty's at least once a week and really values the business

- Chooses this shop because of convenience and consistently
- Likes to change up his order and is interested in new flavors
- Never used their delivery service or looked at website or social media
- Their speed and made to order cupcakes are what matter most

Customer Interview #2: Female, early sixties, store interview on 10/6/20

Why relevant: Frequent customer who comes couple times a month since trying cupcakes early this year
- Came in for the Gluten Free flavors
- Has told friends about Patty's
- Fresh frosting and service matters most to her

Customer Interview #3: Female, early thirties, store interview on 10/6/20

Why relevant: Back for the second time after finding the shop on Yelp.
- Ordered online for party and really liked the experience
- Knew about getting a cake in store but didn't know about custom cakes and wishes it was advertised more
- Cares about taste of cupcakes the most

Customer Interview #4: Female, twenties, face-to-face interview on 10/14/20

Why relevant: New customer at Patty's but is a frequent buyer of baked goods
- Came in for cake balls and was overwhelmed by the options of cupcakes
- Was confused about layout of store at first and wished there were some cupcakes in the case
- Didn't know that they had ice cream and plans to go back for it
- Would go back if there was a student discount
- Relies the most on word of mouth for recommendations

Customer Interview #5: female adult & daughter, 30s/40s, in-store interview, works & lives in the area.

Why relevant: first time at Patty's
- Came in because it was a cute shop, they always drive by
- Thought there were no cupcakes available any more because there were none in display case (2nd person to think that)
- Price at Patty's seemed fair
- Got a variety of stuff for the whole family waiting in car: cupcakes, cookies & an ice cream for the daughter

C. <u>Survey Respondents</u>

Purpose:
The final step of the research process includes the development and distribution of a customer satisfaction survey. This survey was formulated based on the information gathered using the research methods described in Section A & B. Surveys were distributed in two ways. First, a flyer was attached to the back of each customer's order box inviting them to take the survey online. Secondly, the Researchers either handed out paper copies of the survey to customers or invited customers to use the QR code to take the digital copy of the survey while in-store.

A total of 101 surveys were collected between October 31, 2020 and November 13, 2020. The answers the survey respondents provided may aid in developing strategies for customer satisfaction.

Who Filled Out the Survey:

- 70 of the 101 respondents are female
- 82 of the 98 respondents ordered in store
- 26 of the 101 respondents never visit other bakeries besides Patty's
- 35 of the 101 respondents have been Patty's customers for 2-10 years
- 67 of the 100 respondents have recommended Patty's to others
- 75 of the 99 respondents AGREED that Patty's is their go-to bakery

D. <u>Data Collection Method</u>

Purpose:
This section describes the way in which the Researchers distributed and collected surveys. The purpose of this collection method is to ensure respondents' answers remain unbiased and accurately represent customer opinions.

Number Collected:
A total of 101 surveys were collected during the allotted time period.

When:
The surveys were distributed from October 31, 2020 and November 13, 2020. The time frame was brief in order to compile the report in a timely manner.

Where:
The surveys were either passed out in paper copies at Patty's Cakes and Desserts, or were completed by the customer online.

How:
Surveys were only passed out in paper form by the Researchers after asking a customer if they would be willing to share their thoughts about Patty's. Digital surveys were shared through the QR code that the Researchers showed customers, or through the flyer taped to the back of customer order boxes. Completed surveys were kept by the Researchers or stored online in Google Forms.

Incentives Used:
Customers were offered a lollipop and hand sanitizer that the Researchers procured after filling out the paper survey.

Why:
Data was collected in this manner due to convenience given the time and budget constraints and to ensure consistent results.

E. <u>Sampling Process</u>

Purpose:
The purpose of this section is to describe the sampling technique and methods used to determine the sample used. The following section will explain and provide the necessary calculations regarding the accuracy of the research findings.

Sampling Techniques and Methods Used:
Due to limitations such as time constraints and limited budget, the researcher could not survey the entire customer population of Patty's Cakes and Desserts or use a true random sample. A convenience sample was used under the assumption that typical customers who walked into the shop would be representative of the entire population of Patty's. Due to the above limitations, **the sample in the report is not random.** This convenience sample is non-probabilistic since not every customer in the target population has the ability to take the survey.

Sample Size Formula:
The following formula describes an optimal sample size for a random sample.

Note: The value (p) has little effect on the final answer and is assumed to be 0.5.

Sample Size Formula:

$$n = \frac{Z^2[p(1-p)]}{E^2}$$

Estimated Sample Size Formula for Patty's Cakes and Dessert:

$$\mathbf{101} = \frac{\mathbf{1.65^2[0.5(1-0.5)]}}{\mathbf{0.08209}}$$

Key
n= sample size (101)
Z= confidence level (1.65 or 90%)
P= population standard deviation (0.5)
E= allowable level of error (±0.08209 or ±8.2%)

Explanation:

Given a sample size of 101 respondents, it can be said with 90% confidence that the numerical responses (means, standard deviations) will be within a plus or minus allowable error of 8.2%. It is important to note that this formula is intended for a random sample. Since a random sample is not being used, the confident level and allowable level or error are approximations.

F. <u>Data Analysis</u>

Purpose:
It is essential to understand how the data collected from the surveys was analyzed in order to be assured that the results are as accurate as possible. This includes an explanation of the software and terminology used for the purposes of the project.

Software Used:
The software used for this exploratory research project was SurveyPro4. This program has many functions, including survey creation, data entry, data calculations, and table creation. Because SurveyPro4 has so many features included it was used for this project.

Explanation of Statistical Analysis:
An understanding of certain terms and tables used throughout the report is essential to best understanding of the report as a whole. Definitions are provided below for clarity.

Statistical Tools and Key Terms:

Summary Text:
The summary text provides an abstract of all the statistical data gathered from the surveys. Responses from all of the completed surveys are summarized within the summary text. The number of replies, means, and standard deviations are also included as necessary.

Means:
The mean within this report represents the average of respondents' answers for a given question. The mean is calculated by taking the sum of all the respondents' answers to a specific question and dividing it by the number of replies. It is important to consider the average because it may reveal respondent inclinations.

Standard Deviation:
The value of a standard deviation represents the variance of answers to a specific question. In this report, the standard deviation reveals how close customer responses are to the mean. This is a significant measure because it allows the researcher to gauge the accuracy of the mean. For example, there may be a high mean for overall satisfaction. Yet, a high standard deviation would signify there might be a group of customers who are dissatisfied, or a group that fall well below the average.

Cross Tabulations:
Cross tabulations allow the researcher to compare one question with another. They are signified within the report with an "x" in the title, above the figure. The comparisons are useful because they may indicate how certain demographics answered specific questions. Cross tabulations are also useful in analyzing how different groups of customers rated overall satisfaction.

Select Filter:
A select filter highlights all of the data gathered from a particular chosen customer group. After a cross tabulation is done and an interest is found, a select filter may be run in order to find out

more information about a certain customer group. For example, a select filter may be run to show how customers in the age group 21-30 answered every question on the survey.

G. <u>Limitations</u>

The results found from this research report are not fully conclusive since the research was primarily for purposes. The report rather aims to provide initial research to identify further areas to study. This section recognizes the limitations of the research conducted for the purposes of full disclosure.

NOT *a Random Sample*
Since a convenience sample was used, the sample cannot be viewed as a perfect representation of all Patty's customers.

Time Constraints
There was only a two-week time frame in which the surveys were distributed and collected. There were also time constraints on the secondary research and the creation of the survey.

Experience
The researchers have little experience in the marketing research process

Customer Bias
Customers may have chosen answers that were not an accurate representation of their views or opinions.

Final Constraints
The budget was insufficient for a research project of this scale.

Explanation of Survey Terms

Purpose:
The following section provides copies of the surveys used to collect and input the data as well as the data obtained. The original survey is included in order to display the exact paper survey the customers filled out, which was translated almost verbatim to a Google Form for digital responses. The data entry survey is included so that question numbers may be easily referenced for the Major Findings section. The summary text includes all of the answers that respondents gave.

A. Distributed Survey
This is the original survey that was distributed to customers at Patty's Cakes and Desserts. All the data collected was directly retrieved from the answers that respondents gave on this survey.

B. Data Entry Survey
This is a copy of the survey that was used to input the data. The data was then used to breakdown the answers and provide an analysis for Patty's Cakes and Desserts. This survey is a slightly modified version of the original survey. It is important to note that the content of the questions and answers were not altered in any way. These small adjustments were made in order to provide an efficient way to input the data and for easier analysis.

C. Summary Text
The summary text includes all of the responses that customers gave to every question on the survey. It includes the statistical measurements of counts, percentages, no answers, means, and standard deviations.

Customer Feedback Survey
This is a *confidential* and *anonymous* survey.
We seek to conduct this survey to see how we can better serve you.
Please answer the following questions completely and honestly.

What's your gender?
- ❏ Female
- ❏ Male
- ❏ Decline to answer

Who are you shopping for today?
- ❏ Yourself
- ❏ Family / Friends
- ❏ An Event

How did you order today?
- ❏ In-store
- ❏ Website
- ❏ Yelp
- ❏ Delivery Platform

Which descibes how often you buy from Patty's?
- ❏ Weekly
- ❏ Monthly
- ❏ Every 6 Months
- ❏ Once a year

How often do you visit other bakeries?
- ❏ Often
- ❏ Sometimes
- ❏ Never

Have you ever recommended Patty's?
- ❏ Yes
- ❏ No

What day do you typically come? (Check one)
- ❏ Tuesday
- ❏ Wednesday
- ❏ Thursday
- ❏ Friday
- ❏ Saturday

How long have you been a customer? (Check one)
- ❏ First visit
- ❏ < 3 months
- ❏ 3 months-1yr
- ❏ 2-4 yrs
- ❏ 5-10 yrs

How did you first hear about Pattys?
- ❏ Family / Friends
- ❏ Walked / Drove by
- ❏ Yelp
- ❏ Internet
- ❏ Other: _____

When I visit Patty's I usually purchase: (Check all that apply)
- ❏ Cupcake
- ❏ Cookie
- ❏ Cake
- ❏ Cake Ball
- ❏ Ice Cream
- ❏ GF / Vegan Cupcake

If you have used Patty's for an event, what size was the party?
- ❏ < 25
- ❏ 25-75
- ❏ > 75
- ❏ N/A

If you have used Patty's for an event, did you order: (Check all that apply)
- ❏ Cupcakes/ Desserts
- ❏ 1-2 layer cake
- ❏ Custom cake
- ❏ N/A

DIRECTIONS: Please circle the number that best represents how **IMPORTANT** each item is to you AND how **SATISFIED** you are with each item.

	Importance											Satisfaction										
	Low								High			Low								High		
Affordability of Cupcakes	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Informative Website	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Easy Website Ordering	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Delivery Platform Ordering	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Friendly Service	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Speed of Service	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Shop Atmosphere	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Menu Readability	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Cupcake Flavor Variety	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Comfortable Waiting Area	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Seasonal Flavors	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Gluten-Free/Vegan Options	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A

DIRECTIONS: Please **rank from 1-5** in **order of importance** why you chose to come to Patty's today. 1 being most important, 5 being least important and using each number only **once**.

Speed of Service___   Cupcake Flavor Variety___   Shop Aesthetic___   Quality of Product___   Convenient Location___

PLEASE TURN OVER TO COMPLETE

13

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
"Patty's has the highest quality cupcakes in town."	❏	❏	❏	❏	❏	❏
"The employees are without a doubt always warm and friendly."	❏	❏	❏	❏	❏	❏
"I was aware that Patty's had Thrifty Ice Cream"	❏	❏	❏	❏	❏	❏
If Patty's had a loyalty program that offered an award for amount of purchases per month, I would definitely come to the store more often.	❏	❏	❏	❏	❏	❏
"I knew I could order all my desserts and get delivery through Patty's website."	❏	❏	❏	❏	❏	❏
"I was aware that Patty's uses mousse frostings."	❏	❏	❏	❏	❏	❏
"I would be excited to purchase cake-by-the-slice if it were offered."	❏	❏	❏	❏	❏	❏
"I was not sure where to stand in line when I came in store."	❏	❏	❏	❏	❏	❏
If the menu were placed somewhere else in the store, it would help me read it and make a decision faster.	❏	❏	❏	❏	❏	❏
"I was aware that Patty's has ready-to-purchase cakes in store daily."	❏	❏	❏	❏	❏	❏
"The price of the cupcake I purchased was lower than I expected it to be."	❏	❏	❏	❏	❏	❏
"I prefer to place my dessert orders online."	❏	❏	❏	❏	❏	❏
"Patty's is my go-to bakery."	❏	❏	❏	❏	❏	❏
"I choose Patty's because of the freshly frosted cupcakes."	❏	❏	❏	❏	❏	❏
"I would be interested if Patty's added more types of desserts to their menu."	❏	❏	❏	❏	❏	❏

Which **four** desserts would you be most interested in seeing on Patty's menu? (<u>Check four favorites</u>)

❏ Brownies   ❏ Macaroons   ❏ Donuts   ❏ Milkshakes
❏ Lemon Squares   ❏ Pastries   ❏ Coke/Root Beer Floats   ❏ Sundays & Banana Splits

What's one thing that Patty's could improve upon?

_____

What's your overall satisfaction with Patty's Cakes and Desserts? . . . . .   Low   1   2   3   4   5   6   7   8   9   10   High

Thanks you for completing this survey. We really appreciate your feedback!
Please turn in your the survey to the cashier.

Patty's Cakes and Desserts Data Entry Survey

Q1:
Gender

- ❏ Female
- ❏ Male
- ❏ Decline to answer

Q2:
Purchase Recipient

- ❏ Yourself
- ❏ Family / Friends
- ❏ An Event

Q3:
Order Method

- ❏ In-store
- ❏ Website
- ❏ Yelp
- ❏ Delivery Platform

Q4:
Order Frequency

- ❏ Weekly
- ❏ Monthly
- ❏ Every 6 Months
- ❏ Once a year

Q5:
How often do you visit other bakeries?

- ❏ Often
- ❏ Sometimes
- ❏ Never

Q6:
Have you ever recommended Patty's?

- ❏ Yes
- ❏ No

Q7:
What day do you typically come? (Check one)

- ❏ Tuesday
- ❏ Wednesday
- ❏ Thursday
- ❏ Friday
- ❏ Saturday

Q8:
How long have you been a customer? (Check one)

- ❏ First visit
- ❏ < 3 months
- ❏ 3 months-1yr
- ❏ 2-4 yrs
- ❏ 5-10 yrs

Q9:
How did you first hear about Pattys?

- ❏ Family / Friends
- ❏ Walked / Drove by
- ❏ Yelp
- ❏ Internet
- ❏ Other: _____

Q10:
Typical Purchase (Check all that apply)

- ❏ Cupcake
- ❏ Cookie
- ❏ Cake
- ❏ Cake Ball
- ❏ Ice Cream
- ❏ GF / Vegan Cupcake

Q11:
If you have used Patty's for an event, what size was the party?

- ❏ < 25
- ❏ 25-75
- ❏ > 75
- ❏ N/A

Q12:
If you have used Patty's for an event, did you order: (Check all that apply)

- ❏ Cupcakes/ Desserts
- ❏ 1-2 layer cake
- ❏ Custom cake
- ❏ N/A

	1	2	3	4	5	6	7	8	9	10	N/A
Q13: IMP Affordability of Cupcakes	1	2	3	4	5	6	7	8	9	10	N/A
Q14: SAT Affordability of Cupcakes	1	2	3	4	5	6	7	8	9	10	N/A
Q15: IMP Informative Website	1	2	3	4	5	6	7	8	9	10	N/A
Q16: SAT Informative Website	1	2	3	4	5	6	7	8	9	10	N/A
Q17: IMP Easy Website Ordering	1	2	3	4	5	6	7	8	9	10	N/A
Q18: SAT Easy Website Ordering	1	2	3	4	5	6	7	8	9	10	N/A
Q19: IMP Delivery Platform Ordering	1	2	3	4	5	6	7	8	9	10	N/A
Q20: SAT Delivery Platform Ordering	1	2	3	4	5	6	7	8	9	10	N/A
Q21: IMP Friendly Service	1	2	3	4	5	6	7	8	9	10	N/A
Q22: SAT Friendly Service	1	2	3	4	5	6	7	8	9	10	N/A
Q23: IMP Speed of Service	1	2	3	4	5	6	7	8	9	10	N/A
Q24: SAT Speed of Service	1	2	3	4	5	6	7	8	9	10	N/A
Q25: IMP Shop Atmosphere	1	2	3	4	5	6	7	8	9	10	N/A
Q26: SAT Shop Atmosphere	1	2	3	4	5	6	7	8	9	10	N/A
Q27: IMP Menu Readability	1	2	3	4	5	6	7	8	9	10	N/A
Q28: SAT Menu Readability	1	2	3	4	5	6	7	8	9	10	N/A
Q29: IMP Cupcake Flavor Variety	1	2	3	4	5	6	7	8	9	10	N/A
Q30: SAT Cupcake Flavor Variety	1	2	3	4	5	6	7	8	9	10	N/A
Q31: IMP Comfortable Waiting Area	1	2	3	4	5	6	7	8	9	10	N/A
Q32: SAT Comfortable Waiting Area	1	2	3	4	5	6	7	8	9	10	N/A
Q33: IMP Seasonal Flavors	1	2	3	4	5	6	7	8	9	10	N/A
Q34: SAT Seasonal Flavors	1	2	3	4	5	6	7	8	9	10	N/A
Q35: IMP Gluten-Free/Vegan Options	1	2	3	4	5	6	7	8	9	10	N/A
Q36: SAT Gluten-Free/Vegan	1	2	3	4	5	6	7	8	9	10	N/A

Q37: Did you rank Speed of Service as #1? . . . . ❏ ❏

Q38: Did you rank Cupcake Flavor Variety as #1? . . . . ❏ ❏

Q39: Did you rank Shop Aesthetic as #1? . . . . ❏ ❏

Q40: Did you rank Quality of Product as #1? . . . . ❏ ❏

Q41: Did you rank Convenient Location as #1? . . . . ❏ ❏

Q42: Did you rank Speed of Service as #5? . . . . ❏ ❏

Q43: Did you rank Cupcake Flavor Variety as #5? . . . . ❏ ❏

Q44: Did you rank Shop Aesthetic as #5? . . . . ❏ ❏

Q45: Did you rank Quality of Product as #5? . . . . ❏ ❏

Q46: Did you rank Convenient Location as #5? . . . . ❏ ❏

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
Q47: "Patty's has the highest quality cupcakes in town."	❏	❏	❏	❏	❏	❏
Q48: "The employees are always warm and friendly."	❏	❏	❏	❏	❏	❏
Q49: "I was aware that Patty's had Thrifty Ice Cream"	❏	❏	❏	❏	❏	❏
Q50: A loyalty program that offered an award for amount of purchases would make me come more."	❏	❏	❏	❏	❏	❏
Q51: "I knew I could order all my desserts and get delivery through Patty's website."	❏	❏	❏	❏	❏	❏
Q52: "I was aware that Patty's uses mousse frostings."	❏	❏	❏	❏	❏	❏
Q53: "I would be excited to purchase cake-by-the-slice if it were offered."	❏	❏	❏	❏	❏	❏
Q54: "Wasn't sure where to stand in line when I came in store."	❏	❏	❏	❏	❏	❏
Q55: Placing the menu elsewhere would help.	❏	❏	❏	❏	❏	❏
Q56: "Aware there are ready-to-purchase cakes."	❏	❏	❏	❏	❏	❏
Q57: "Price of cupcake was cheaper than expected."	❏	❏	❏	❏	❏	❏
Q58: "I prefer to place my dessert orders online."	❏	❏	❏	❏	❏	❏
Q59: "Patty's is my go-to bakery."	❏	❏	❏	❏	❏	❏
Q60: "I come because of Patty's freshly frosted cupcakes."	❏	❏	❏	❏	❏	❏
Q61: "I would be interested if Patty's added more desserts."	❏	❏	❏	❏	❏	❏

Q62: Patty's should add these four desserts to their menu:

❏ Brownies
❏ Lemon Squares
❏ Macaroons
❏ Pastries

❏ Donuts
❏ Coke/Root Beer Floats
❏ Milkshakes
❏ Sundays & Banana Splits

Q63: What's one thing that Patty's could improve upon?

❏ Menu Display
❏ Dessert Variety
❏ Employee Friendliness
❏ Other: _____

❏ Seasonal Flavor
❏ Store Flow

Q64: What's your overall satisfaction with Patty's Cakes and Desserts? 1 2 3 4 5 6 7 8 9 10

Q65: What type of survey was this? . . . . ❏ Paper   ❏ Digital: Patty's   ❏ Digital: General Cupcakes

Q1: Gender

Q1: Gender

70; 69.3%   Female   31; 30.7%   Male   0; 0.0%   Decline to answer

Replies 101

Q2: Purchase Recipient

Q2:Purchase Recipient

47; 50.0%   Family / Friends   33; 35.1%   Yourself   14; 14.9%   An Event

Replies 94

Q3: Order Method

Q3:Order Method

82; 83.7%   In-store   1; 1.0%   Delivery Platform
15; 15.3%   Website   0; 0.0%   Yelp

Replies 98

Q4: Order Frequency

Q4:Order Frequency

33; 35.9%   Once a year   25; 27.2%   Monthly
29; 31.5%   Every 6 Months   5; 5.4%   Weekly

Replies 92

Q5: How often do you visit other bakeries?

Q5:How often do you visit other bakeries?

58; 57.4%   Sometimes   26; 25.7%   Never   17; 16.8%   Often

Replies 101

Q6: Have you ever recommended Patty's?

Q6:Have you ever recommended Patty's?

67; 67.0%   Yes   33; 33.0%   No

Replies 100

Q7: What day do you typically come? (Check one)

Q7:What day do you typically come?(Check one)

42; 52.5%   Saturday   8; 10.0%   Tuesday   6; 7.5%   Wednesday
17; 21.3%   Friday   7; 8.8%   Thursday

Replies 80

Q8: How long have you been a customer? (Check one)

Q8:How long have you been a customer? (Check one)

33; 32.7%   First visit   25; 24.8%   2-4 yrs   7; 6.9%   < 3 months
26; 25.7%   3 months-1yr   10; 9.9%   5-10 yrs

Replies 101

Q9: How did you first hear about Patty's?

Q9:How did you first hear about Patty's?

44; 43.6%   Family / Friends   1; 1.0%   e-foodie   1; 1.0%   Somebody
26; 25.7%   Walked / Drove by   1; 1.0%   Facebook   1; 1.0%   Summit House
13; 12.9%   Yelp   1; 1.0%   orange hill   1; 1.0%   The Knot
 10; 9.9%   Internet   1; 1.0%   School   1; 1.0%   Other

Replies 101

Q10: Typical Purchase (Check all that apply)

Q10:Typical Purchase (Check all that apply)

83; 85.6%	Cupcake	9; 9.3%	Cake Ball
22; 22.7%	Cake	8; 8.2%	Cookie
13; 13.4%	GF / Vegan Cupcake	3; 3.1%	Ice Cream

Replies 97

Q11: If you have used Patty's for an event, what size was the party?

Q11:If you have used Patty's for an event, what size was the party?

31; 32.0%	< 25	3; 3.1%	> 75
10; 10.3%	25-75	53; 54.6%	Not Applicable

Replies 97

Q12: If you have used Patty's for an event, did you order: (Check all that apply)

Q12:If you have used Patty's for an event, did you order: (Check all that apply)

29; 29.6%	Cupcakes/ Desserts	13; 13.3%	Custom cake
14; 14.3%	1-2 layer cake	55; 56.1%	Not Applicable

Replies 98

Q13: IMP Affordability of Cupcakes

IMP Affordability of Cupcakes

1; 1.0%	Rated 1	13; 13.1%	Rated 5	10; 10.1%	Rated 9
0; 0.0%	Rated 2	7; 7.1%	Rated 6	31; 31.3%	Rated 10
0; 0.0%	Rated 3	15; 15.2%	Rated 7	2; 2.0%	Not Applicable
2; 2.0%	Rated 4	18; 18.2%	Rated 8		

Replies 99; Mean 7.89; Std Dev 1.97

Q14: SAT Affordability of Cupcakes

SAT Affordability of Cupcakes

1; 1.0%	Rated 1	5; 5.2%	Rated 5	9; 9.3%	Rated 9
0; 0.0%	Rated 2	9; 9.3%	Rated 6	37; 38.1%	Rated 10
0; 0.0%	Rated 3	13; 13.4%	Rated 7	4; 4.1%	Not Applicable
0; 0.0%	Rated 4	19; 19.6%	Rated 8		

Replies 97; Mean 8.32; Std Dev 1.78

Q15: IMP Informative Website

IMP Informative Website

4; 4.0%	Rated 1	10; 9.9%	Rated 5	16; 15.8%	Rated 9
1; 1.0%	Rated 2	2; 2.0%	Rated 6	30; 29.7%	Rated 10
0; 0.0%	Rated 3	9; 8.9%	Rated 7	19; 18.8%	Not Applicable
4; 4.0%	Rated 4	6; 5.9%	Rated 8		

Replies 101; Mean 7.79; Std Dev 2.57

Q16: SAT Informative Website

SAT Informative Website

1; 1.0%	Rated 1	4; 4.2%	Rated 5	14; 14.6%	Rated 9
2; 2.1%	Rated 2	1; 1.0%	Rated 6	38; 39.6%	Rated 10
0; 0.0%	Rated 3	2; 2.1%	Rated 7	23; 24.0%	Not Applicable
0; 0.0%	Rated 4	11; 11.5%	Rated 8		

Replies 96; Mean 8.75; Std Dev 2.00

Q17: IMP Easy Website Ordering

IMP Easy Website Ordering

4; 4.1%	Rated 1	5; 5.1%	Rated 5	17; 17.3%	Rated 9
2; 2.0%	Rated 2	5; 5.1%	Rated 6	30; 30.6%	Rated 10
2; 2.0%	Rated 3	7; 7.1%	Rated 7	19; 19.4%	Not Applicable
2; 2.0%	Rated 4	5; 5.1%	Rated 8		

Replies 98; Mean 7.84; Std Dev 2.67

Q18: SAT Easy Website Ordering

SAT Easy Website Ordering

3; 3.2% Rated 1	3; 3.2% Rated 5	11; 11.6% Rated 9
1; 1.1% Rated 2	1; 1.1% Rated 6	39; 41.1% Rated 10
0; 0.0% Rated 3	2; 2.1% Rated 7	25; 26.3% Not Applicable
0; 0.0% Rated 4	10; 10.5% Rated 8	

Replies 95; Mean 8.70; Std Dev 2.25

Q19: IMP Delivery Platform Ordering

IMP Delivery Platform Ordering

5; 5.1% Rated 1	8; 8.1% Rated 5	9; 9.1% Rated 9
1; 1.0% Rated 2	3; 3.0% Rated 6	28; 28.3% Rated 10
2; 2.0% Rated 3	5; 5.1% Rated 7	31; 31.3% Not Applicable
2; 2.0% Rated 4	5; 5.1% Rated 8	

Replies 99; Mean 7.57; Std Dev 2.89

Q20: SAT Delivery Platform Ordering

SAT Delivery Platform Ordering

1; 1.1% Rated 1	4; 4.3% Rated 5	9; 9.7% Rated 9
0; 0.0% Rated 2	1; 1.1% Rated 6	34; 36.6% Rated 10
0; 0.0% Rated 3	0; 0.0% Rated 7	36; 38.7% Not Applicable
0; 0.0% Rated 4	8; 8.6% Rated 8	

Replies 93; Mean 8.98; Std Dev 1.79

Q21: IMP Friendly Service

IMP Friendly Service

1; 1.0% Rated 1	2; 2.0% Rated 5	15; 15.0% Rated 9
0; 0.0% Rated 2	0; 0.0% Rated 6	67; 67.0% Rated 10
0; 0.0% Rated 3	6; 6.0% Rated 7	1; 1.0% Not Applicable
0; 0.0% Rated 4	8; 8.0% Rated 8	

Replies 100; Mean 9.31; Std Dev 1.38

Q22: SAT Friendly Service

SAT Friendly Service

0; 0.0%	Rated 1	0; 0.0%	Rated 5	14; 14.6%	Rated 9
0; 0.0%	Rated 2	1; 1.0%	Rated 6	68; 70.8%	Rated 10
0; 0.0%	Rated 3	4; 4.2%	Rated 7	3; 3.1%	Not Applicable
0; 0.0%	Rated 4	6; 6.3%	Rated 8		

Replies 96; Mean 9.55; Std Dev 0.88

Q23: IMP Speed of Service

IMP Speed of Service

1; 1.0%	Rated 1	7; 6.9%	Rated 5	18; 17.8%	Rated 9
0; 0.0%	Rated 2	4; 4.0%	Rated 6	48; 47.5%	Rated 10
0; 0.0%	Rated 3	6; 5.9%	Rated 7	1; 1.0%	Not Applicable
0; 0.0%	Rated 4	16; 15.8%	Rated 8		

Replies 101; Mean 8.72; Std Dev 1.72

Q24: SAT Speed of Service

SAT Speed of Service

0; 0.0%	Rated 1	0; 0.0%	Rated 5	21; 21.9%	Rated 9
0; 0.0%	Rated 2	1; 1.0%	Rated 6	54; 56.3%	Rated 10
0; 0.0%	Rated 3	6; 6.3%	Rated 7	3; 3.1%	Not Applicable
1; 1.0%	Rated 4	10; 10.4%	Rated 8		

Replies 96; Mean 9.26; Std Dev 1.12

Q25: IMP Shop Atmosphere

IMP Shop Atmosphere

1; 1.0%	Rated 1	4; 4.0%	Rated 5	17; 17.0%	Rated 9
0; 0.0%	Rated 2	4; 4.0%	Rated 6	52; 52.0%	Rated 10
1; 1.0%	Rated 3	6; 6.0%	Rated 7	2; 2.0%	Not Applicable
1; 1.0%	Rated 4	12; 12.0%	Rated 8		

Replies 100; Mean 8.81; Std Dev 1.79

Q26: SAT Shop Atmosphere

SAT Shop Atmosphere

0; 0.0%	Rated 1	0; 0.0%	Rated 5	14; 14.6%	Rated 9
0; 0.0%	Rated 2	0; 0.0%	Rated 6	61; 63.5%	Rated 10
0; 0.0%	Rated 3	5; 5.2%	Rated 7	5; 5.2%	Not Applicable
0; 0.0%	Rated 4	11; 11.5%	Rated 8		

Replies 96; Mean 9.44; Std Dev 0.91

Q27: IMP Menu Readability

IMP Menu Readability

2; 2.0%	Rated 1	3; 3.0%	Rated 5	15; 14.9%	Rated 9
0; 0.0%	Rated 2	3; 3.0%	Rated 6	60; 59.4%	Rated 10
0; 0.0%	Rated 3	7; 6.9%	Rated 7	1; 1.0%	Not Applicable
1; 1.0%	Rated 4	9; 8.9%	Rated 8		

Replies 101; Mean 8.95; Std Dev 1.81

Q28: SAT Menu Readability

SAT Menu Readability

0; 0.0%	Rated 1	1; 1.0%	Rated 5	17; 17.7%	Rated 9
0; 0.0%	Rated 2	5; 5.2%	Rated 6	58; 60.4%	Rated 10
0; 0.0%	Rated 3	3; 3.1%	Rated 7	4; 4.2%	Not Applicable
1; 1.0%	Rated 4	7; 7.3%	Rated 8		

Replies 96; Mean 9.23; Std Dev 1.32

Q29: IMP Cupcake Flavor Variety

IMP Cupcake Flavor Variety

1; 1.0%	Rated 1	2; 2.0%	Rated 5	12; 12.0%	Rated 9
1; 1.0%	Rated 2	0; 0.0%	Rated 6	67; 67.0%	Rated 10
1; 1.0%	Rated 3	3; 3.0%	Rated 7	1; 1.0%	Not Applicable
1; 1.0%	Rated 4	11; 11.0%	Rated 8		

Replies 100; Mean 9.16; Std Dev 1.73

Q30: SAT Cupcake Flavor Variety

SAT Cupcake Flavor Variety

0; 0.0% Rated 1	1; 1.0% Rated 5	10; 10.4% Rated 9
0; 0.0% Rated 2	2; 2.1% Rated 6	68; 70.8% Rated 10
0; 0.0% Rated 3	1; 1.0% Rated 7	6; 6.3% Not Applicable
1; 1.0% Rated 4	7; 7.3% Rated 8	

Replies 96; Mean 9.49; Std Dev 1.14

Q31: IMP Comfortable Waiting Area

IMP Comfortable Waiting Area

2; 2.0% Rated 1	8; 7.9% Rated 5	10; 9.9% Rated 9
0; 0.0% Rated 2	6; 5.9% Rated 6	41; 40.6% Rated 10
2; 2.0% Rated 3	12; 11.9% Rated 7	1; 1.0% Not Applicable
2; 2.0% Rated 4	17; 16.8% Rated 8	

Replies 101; Mean 8.12; Std Dev 2.16

Q32: SAT Comfortable Waiting Area

SAT Comfortable Waiting Area

0; 0.0% Rated 1	1; 1.0% Rated 5	14; 14.6% Rated 9
0; 0.0% Rated 2	2; 2.1% Rated 6	47; 49.0% Rated 10
0; 0.0% Rated 3	8; 8.3% Rated 7	5; 5.2% Not Applicable
2; 2.1% Rated 4	17; 17.7% Rated 8	

Replies 96; Mean 8.93; Std Dev 1.41

Q33: IMP Seasonal Flavors

IMP Seasonal Flavors

2; 2.0% Rated 1	7; 7.1% Rated 5	14; 14.3% Rated 9
1; 1.0% Rated 2	6; 6.1% Rated 6	39; 39.8% Rated 10
0; 0.0% Rated 3	7; 7.1% Rated 7	9; 9.2% Not Applicable
3; 3.1% Rated 4	10; 10.2% Rated 8	

Replies 98; Mean 8.22; Std Dev 2.24

Q34: SAT Seasonal Flavors

SAT Seasonal Flavors

0; 0.0%	Rated 1	4; 4.2%	Rated 5	15; 15.6%	Rated 9
0; 0.0%	Rated 2	5; 5.2%	Rated 6	44; 45.8%	Rated 10
0; 0.0%	Rated 3	3; 3.1%	Rated 7	18; 18.8%	Not Applicable
0; 0.0%	Rated 4	7; 7.3%	Rated 8		

Replies 96; Mean 9.00; Std Dev 1.49

Q35: IMP Gluten-Free/Vegan Options

IMP Gluten-Free/Vegan Options

10; 10.0%	Rated 1	7; 7.0%	Rated 5	10; 10.0%	Rated 9
1; 1.0%	Rated 2	2; 2.0%	Rated 6	39; 39.0%	Rated 10
5; 5.0%	Rated 3	3; 3.0%	Rated 7	17; 17.0%	Not Applicable
1; 1.0%	Rated 4	5; 5.0%	Rated 8		

Replies 100; Mean 7.46; Std Dev 3.28

Q36: SAT Gluten-Free/Vegan

SAT Gluten-Free/Vegan

1; 1.1%	Rated 1	4; 4.2%	Rated 5	11; 11.6%	Rated 9
0; 0.0%	Rated 2	1; 1.1%	Rated 6	43; 45.3%	Rated 10
0; 0.0%	Rated 3	2; 2.1%	Rated 7	27; 28.4%	Not Applicable
1; 1.1%	Rated 4	5; 5.3%	Rated 8		

Replies 95; Mean 9.03; Std Dev 1.80

Q37: Did you rank Speed of Service as #1?

Did you rank Speed of Service as #1?

61; 95.3%	No	3; 4.7%	Yes

Replies 64

Q38: Did you rank Cupcake Flavor Variety as #1?

Did you rank Cupcake Flavor Variety as #1?

53; 82.8%   No   11; 17.2%   Yes

Replies 64

Q39: Did you rank Shop Aesthetic as #1?

Did you rank Shop Aesthetic as #1?

60; 93.8%   No   4; 6.3%   Yes

Replies 64

Q40: Did you rank Quality of Product as #1?

Did you rank Quality of Product as #1?

39; 60.9%   Yes   25; 39.1%   No

Replies 64

Q41: Did you rank Convenient Location as #1?

Did you rank Convenient Location as #1?

59; 92.2%   No   5; 7.8%   Yes

Replies 64

Q42: Did you rank Speed of Service as #5?

Did you rank Speed of Service as #5?

57; 87.7%   No   8; 12.3%   Yes

Replies 65

Q43: Did you rank Cupcake Flavor Variety as #5?

Did you rank Cupcake Flavor Variety as #5?

62; 95.4%   No   3; 4.6%   Yes

Replies 65

Q44: Did you rank Shop Aesthetic as #5?

Did you rank Shop Aesthetic as #5?

35; 53.8%   Yes   30; 46.2%   No

Replies 65

Q45: Did you rank Quality of Product as #5?

Did you rank Quality of Product as #5?

63; 96.9%   No   2; 3.1%   Yes

Replies 65

Q46: Did you rank Convenient Location as #5?

Did you rank Convenient Location as #5?

52; 80.0%   No   13; 20.0%   Yes

Replies 65

Q47: "Patty's has the highest quality cupcakes in town."

"Patty's has the highest quality cupcakes in town."

2; 2.0%	Very Strongly Disagree	15; 15.3% Mildly Agree
1; 1.0%	Disagree	35; 35.7% Agree
2; 2.0%	Mildly Disagree	43; 43.9% Very Strongly Agree

Replies 98; Mean 5.13; Std Dev 1.04

Q48: "The employees are always warm and friendly."

"The employees are always warm and friendly."

1; 1.0%	Very Strongly Disagree	7; 7.0%	Mildly Agree
1; 1.0%	Disagree	41; 41.0%	Agree
1; 1.0%	Mildly Disagree	49; 49.0%	Very Strongly Agree

Replies 100; Mean 5.33; Std Dev 0.87

Q49: "I was aware that Patty's had Thrifty Ice Cream"

"I was aware that Patty's had Thrifty Ice Cream"

18; 18.2%	Very Strongly Disagree	8; 8.1%	Mildly Agree
23; 23.2%	Disagree	22; 22.2%	Agree
8; 8.1%	Mildly Disagree	20; 20.2%	Very Strongly Agree

Replies 99; Mean 3.54; Std Dev 1.87

Q50: A loyalty program that offered an award for amount of purchases would make me come more."

A loyalty program that offered an award for amount of purchases would make me come more."

3; 3.0%	Very Strongly Disagree	26; 26.0%	Mildly Agree
8; 8.0%	Disagree	21; 21.0%	Agree
6; 6.0%	Mildly Disagree	36; 36.0%	Very Strongly Agree

Replies 100; Mean 4.62; Std Dev 1.39

Q51: "I knew I could order all my desserts and get delivery through Patty's website."

"I knew I could order all my desserts and get delivery through Patty's website."

14; 13.9%	Very Strongly Disagree	20; 19.8%	Mildly Agree
14; 13.9%	Disagree	21; 20.8%	Agree
6; 5.9%	Mildly Disagree	26; 25.7%	Very Strongly Agree

Replies 101; Mean 3.97; Std Dev 1.77

Q52: "I was aware that Patty's uses mousse frostings."

"I was aware that Patty's uses mousse frostings."

8; 7.9%	Very Strongly Disagree	12; 11.9%	Mildly Agree
8; 7.9%	Disagree	29; 28.7%	Agree
8; 7.9%	Mildly Disagree	36; 35.6%	Very Strongly Agree

Replies 101; Mean 4.52; Std Dev 1.60

Q53: "I would be excited to purchase cake-by-the-slice if it were offered."

"I would be excited to purchase cake-by-the-slice if it were offered."

2; 2.0%	Very Strongly Disagree	14; 13.9%	Mildly Agree
4; 4.0%	Disagree	32; 31.7%	Agree
5; 5.0%	Mildly Disagree	44; 43.6%	Very Strongly Agree

Replies 101; Mean 5.00; Std Dev 1.21

Q54: "Wasn't sure where to stand in line when I came in store."

"Wasn't sure where to stand in line when I came in store."

38; 38.4%	Very Strongly Disagree	7; 7.1%	Mildly Agree
28; 28.3%	Disagree	13; 13.1%	Agree
5; 5.1%	Mildly Disagree	8; 8.1%	Very Strongly Agree

Replies 99; Mean 2.53; Std Dev 1.72

Q55: Placing the menu elsewhere would help.

Placing the menu elsewhere would help.

24; 24.2%	Very Strongly Disagree	10; 10.1%	Mildly Agree
30; 30.3%	Disagree	17; 17.2%	Agree
10; 10.1%	Mildly Disagree	8; 8.1%	Very Strongly Agree

Replies 99; Mean 2.90; Std Dev 1.68

Q56: "Aware there are ready-to-purchase cakes."

"Aware there are ready-to-purchase cakes."

11; 11.1%	Very Strongly Disagree	10; 10.1%	Mildly Agree
11; 11.1%	Disagree	28; 28.3%	Agree
8; 8.1%	Mildly Disagree	31; 31.3%	Very Strongly Agree

Replies 99; Mean 4.27; Std Dev 1.74

Q57: "Price of cupcake was cheaper than expected."

"Price of cupcake was cheaper than expected."

11; 11.1%	Very Strongly Disagree	28; 28.3%	Mildly Agree
14; 14.1%	Disagree	16; 16.2%	Agree
24; 24.2%	Mildly Disagree	6; 6.1%	Very Strongly Agree

Replies 99; Mean 3.42; Std Dev 1.38

Q58: "I prefer to place my dessert orders online."

"I prefer to place my dessert orders online."

29; 29.0%	Very Strongly Disagree	16; 16.0%	Mildly Agree
19; 19.0%	Disagree	13; 13.0%	Agree
16; 16.0%	Mildly Disagree	7; 7.0%	Very Strongly Agree

Replies 100; Mean 2.86; Std Dev 1.63

Q59: "Patty's is my go-to bakery."

"Patty's is my go-to bakery."

8; 8.1%	Very Strongly Disagree	28; 28.3%	Mildly Agree
7; 7.1%	Disagree	23; 23.2%	Agree
9; 9.1%	Mildly Disagree	24; 24.2%	Very Strongly Agree

Replies 99; Mean 4.24; Std Dev 1.51

Q60: "I come because of Patty's freshly frosted cupcakes."

"I come because of Patty's freshly frosted cupcakes."

5; 5.1%	Very Strongly Disagree	13; 13.1%	Mildly Agree
6; 6.1%	Disagree	28; 28.3%	Agree
10; 10.1%	Mildly Disagree	37; 37.4%	Very Strongly Agree

Replies 99; Mean 4.66; Std Dev 1.47

Q61: "I would be interested if Patty's added more desserts."

"I would be interested if Patty's added more desserts."

6; 5.9%	Very Strongly Disagree	20; 19.8%	Mildly Agree
8; 7.9%	Disagree	28; 27.7%	Agree
17; 16.8%	Mildly Disagree	22; 21.8%	Very Strongly Agree

Replies 101; Mean 4.21; Std Dev 1.47

Q62: Patty's should add these four desserts to their menu:

Patty's should add these four desserts to their menu:

58; 59.8%	Brownies	37; 38.1%	Lemon Squares
58; 59.8%	Pastries	34; 35.1%	Donuts
52; 53.6%	Milkshakes	26; 26.8%	Sundays & Banana Splits
44; 45.4%	Macaroons	19; 19.6%	Coke/Root Beer Floats

Replies 97

Q63: What's one thing that Patty's could improve upon?

What's one thing that Patty's could improve upon?

6; 13.6%	Menu Display	2; 4.5%	Parking
6; 13.6%	Dessert Variety	2; 4.5%	store hours (sunday & monday)
6; 13.6%	Store Flow	1; 2.3%	"friendliness towards blacks"
3; 6.8%	Employee Friendliness	1; 2.3%	Better frosting options
3; 6.8%	Affordable Prices	1; 2.3%	Bigger Cupcake Size
3; 6.8%	Samples	1; 2.3%	Digital Gift Cards
2; 4.5%	More drinks	1; 2.3%	Display Case
2; 4.5%	More vegan options	4; 9.1%	Other

Replies 44
Speed of service ... More Filled Cupcakes ... More Bag-o-cake ... Emphasize made from scratch

Q64: What's your overall satisfaction with Patty's Cakes and Desserts?

What's your overall satisfaction with Patty's Cakes and Desserts?

1; 1.0% Rated 1	0; 0.0% Rated 4	6; 6.0% Rated 7	53; 53.0% Rated 10
0; 0.0% Rated 2	1; 1.0% Rated 5	14; 14.0% Rated 8	
0; 0.0% Rated 3	2; 2.0% Rated 6	23; 23.0% Rated 9	

Replies 100; Mean 9.09; Std Dev 1.38

Q65: What type of survey was this?

What type of survey was this?

90; 89.1% Paper	0; 0.0% Digital: General Cupcakes
11; 10.9% Digital: Patty's	

Replies 101

Major Findings and Conclusions

Purpose:

The purpose of this section is to categorically display all of the major findings from the data analysis. Conclusions are then derived from the major findings and listed in their respective finding section.

Breakdown of Survey Respondents

Major Findings A: Who Filled Out the Survey?

Major Findings B: Which Customers Are the Most Loyal?

Major Findings C: Patty's Website Experience

Major Findings D: Customer Opinions on the In-Store Process

Major Findings E: Patty's First-Time Customers

Major Findings F: Potential Marketing Strategies

Major Findings G: Specialty Cupcakes- Gluten-Free/Vegan & Seasonal Flavors

Major Findings: A
Who Filled Out the Survey?

Q1: Gender
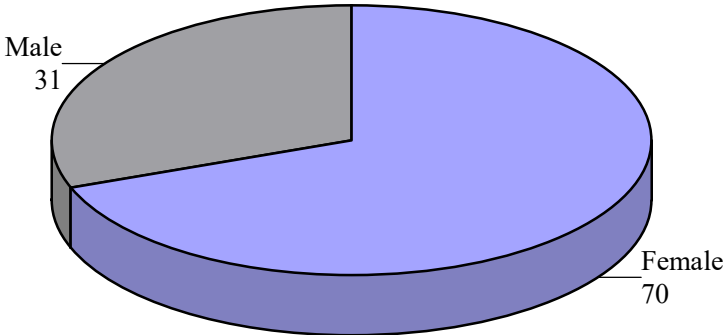
Male
31

Female
70

Gender

Figure 1:

Finding: 70 of 101 respondents are **female**.

Q3: Order Method

Order Method

In-store 82

Website 15

Delivery Platform | 1

0.0   20.0   40.0   60.0   80.0   100.0
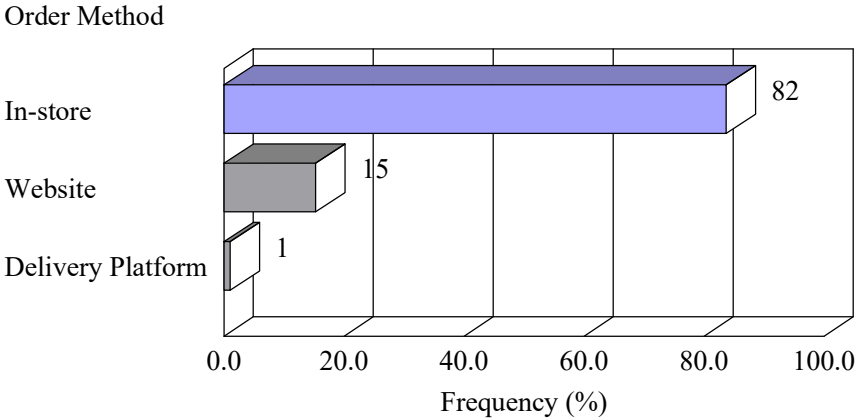
Frequency (%)

Figure 2:

Finding: 82 of 98 respondents ordered **in-store.**

Q4: Order Frequency

Order Frequency
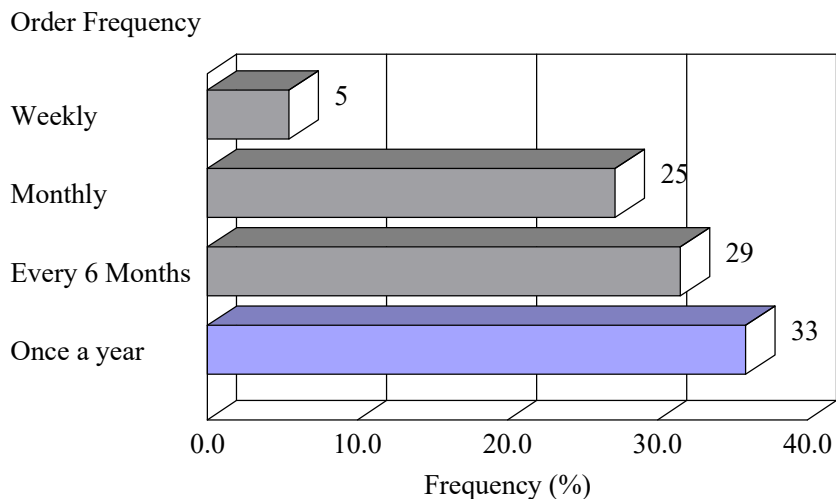
Figure 3:

Finding: 33 of 92 respondents order from Patty's **only once a year.**

Q9: How did you first hear about Patty's?

How did you first hear about Patty's?
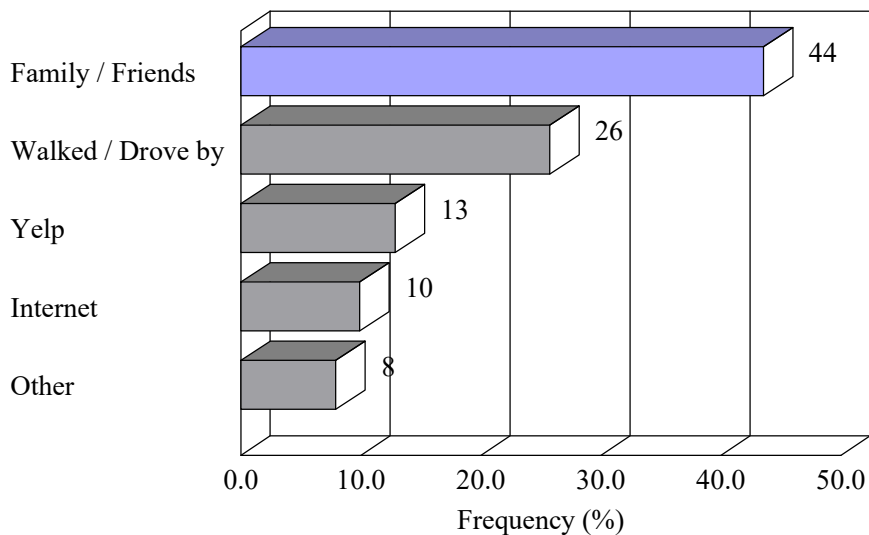
Figure 4:

Finding: 44 of 101 respondents heard about Patty's through **family and friends.**

Q10: What do you typically purchase?

Typical Purchase (Check all that apply)
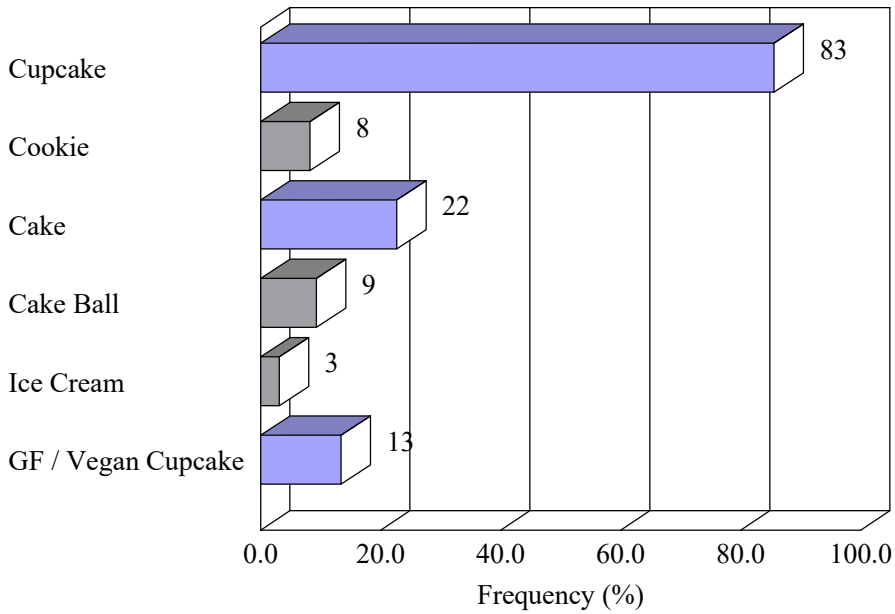
* Note: Multiple answer percentage-count totals not meaningful.

Figure 5:

Finding: Of the 97 respondents, the top three purchased items were: **Cupcakes (83), Cakes (22),** and **GF/Vegan Cupcakes (13).**

Major Findings: B
Which Customers Are the Most Loyal?

Q8: How long have you been a customer?

How long have you been a customer? (Check one)
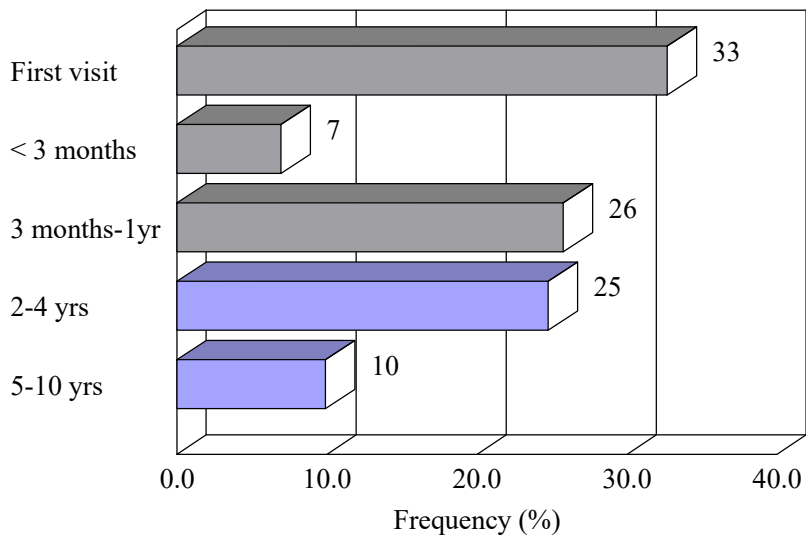
Figure 6:

Finding: 35 (25+10) of 101 customers have been customers for **2-10 years**.

Q5: How often do you visit other bakeries?

How often do you visit other bakeries?
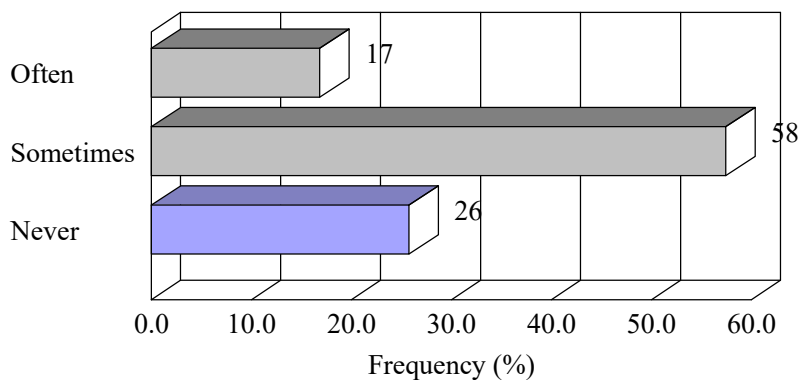
Figure 7:

Finding: 26 of 101 customer's **NEVER** visit other bakeries.

Q6: Have you ever recommended Patty's?
X Q8: ONLY 35 2-10 year customers

2-10 Year Customers

Have you ever recommended Patty's?
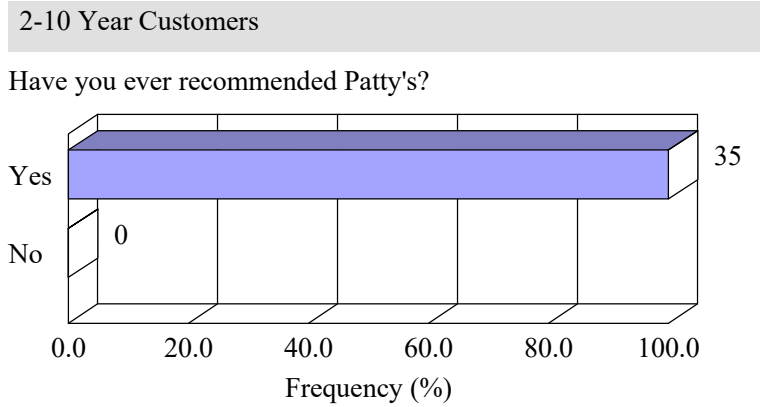
Figure 8:

Finding: ALL 35 respondents who have been customers for 2-10 years answered that they **have recommended** Patty's before.

Entire Survey of ONLY 35 respondents who have been customers at Patty's for 2-10 years.

Figure 9:
A select filter was run of ONLY the 35 respondents who have been Patty's customers for 2-10 years. This information is helpful in understanding more about Patty's loyal, long-term customers.

Demographics
30 of 35 respondents ordered in-store.

6 of 35 respondents never visit other bakeries.

35 of 35 respondents have recommended Patty's to others.

Importance and Satisfaction
Friendly Service had an importance mean of 9.34 and a satisfaction mean of 9.56.

25 of 34 respondents rated their satisfaction of the cupcake flavor variety a 10.

Potential Marketing Strategies
28 of 35 respondents AGREED that a reward based loyalty program would make them come more.

29 of the 35 respondents AGREED that they would purchase cake-by-the-slice if offered.

Agreement
33 of 35 respondents AGREE that Patty's has the highest quality cupcakes in town.

32 of 35 respondents AGREE that they come because of the frosted cupcakes.

Disagreement
29 of 35 respondents DISAGREE that they were unaware of where to stand when they came in-store.

Conclusion
In regards to Figures 6, 7, 8 and 9, this may suggest that Patty's most loyal customers are those who have been coming for 2-10 years and never visit other bakeries. But, this group is only 6 of 101 respondents. Thus, this may suggest that the majority of the most loyal customers are those who have been coming for 2-10 years since they have all recommended Patty's and continue to choose Patty's even though they sometimes visit other bakeries.

Q51: Knowledge of website ordering and delivery

"I knew I could order all my desserts and get delivery through Patty's website."
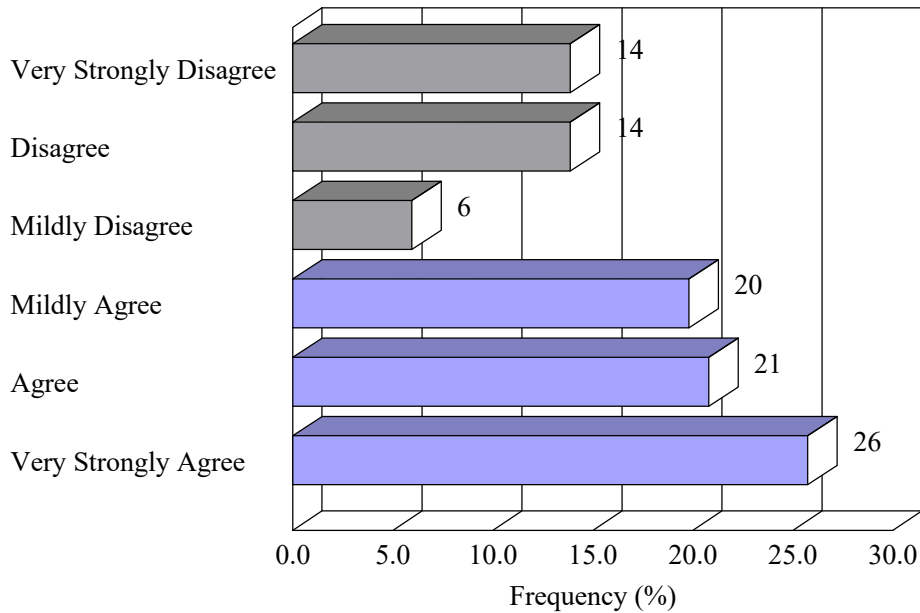
Figure 10:

Finding: 67 (20+21+26) of 101 respondents **AGREE** that they knew they could order all their desserts and get delivery through Patty's website.

Q58: Prefer to order online

"I prefer to place my dessert orders online."
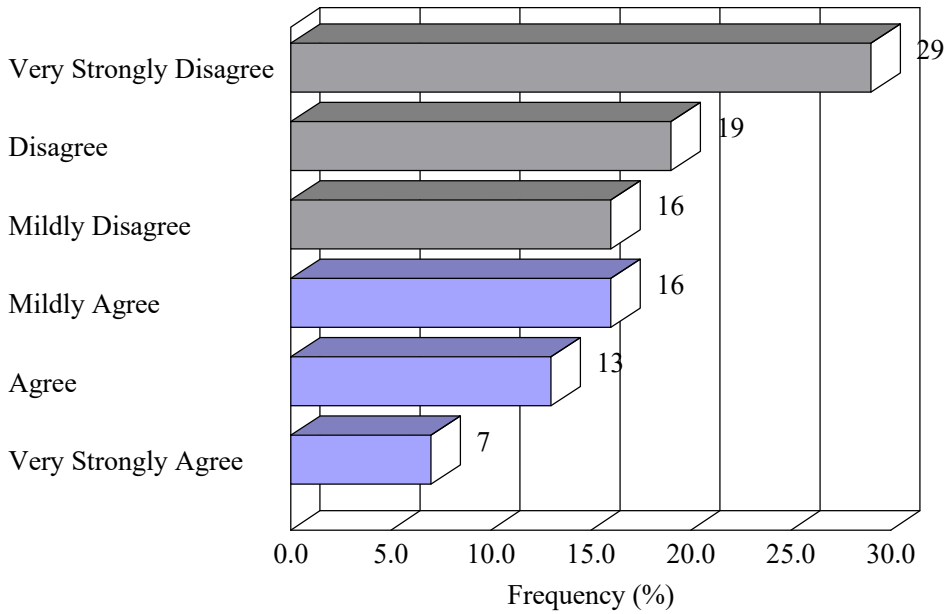
Figure 11:

Finding: 36 (16+13+7) of 100 respondents **AGREE** that they prefer to order online.

Q3: Order Method
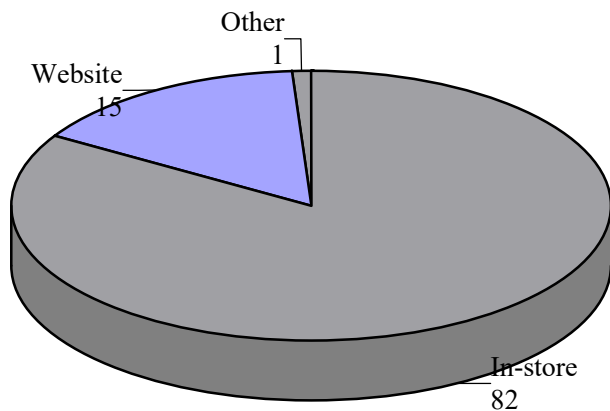
Order Method

Figure 12:

Finding: 15 of 98 respondents ordered online at Patty's.

Entire Survey of ONLY 15 customers who ordered through Patty's website.

Figure 13:
A select filter was run of ONLY the 15 respondents who ordered through Patty's website. This information is helpful in understanding more about Patty's online customers and their preferences.

Demographics
11 of 14 respondents ordered for an event.

10 of 15 respondents have recommended Patty's to others.

8 of 15 respondents sometimes visit other bakeries.

Importance and Satisfaction
Informative website had a satisfaction mean of 9.15.

Easy website ordering had a satisfaction mean of 9.31.

Potential Marketing Strategies
13 of 15 respondents AGREE that a reward based loyalty program would make them come more.

12 of 15 respondents AGREE that they would purchase cake-by-the-slice if offered.

13 of 15 respondents AGREE that they would be interested if Patty's added new desserts to their menu. The respondents voted most highly for brownies, lemon squares, pastries and macaroons.

Agreement
14 of 15 respondents AGREE that Patty's has the highest quality cupcakes in town.

11 of 15 respondents AGREE that they prefer to order online.

Conclusion
In regards to Figures 10, 11 and 12, this may suggest those who use Patty's website know about it and prefer to use it to order their baked goods. Figure 13 may suggest that Patty's website customers are highly satisfied with the website and its functions. They have recommended Patty's to others, and cater events using Patty's services. Although the majority of website customers sometimes visit other bakeries, they would come to Patty's more often if there was a loyalty program, if cake-by-the-slice were offered, or new desserts were added to the menu.

Q48: "The employees are always warm and friendly"

"The employees are always warm and friendly."
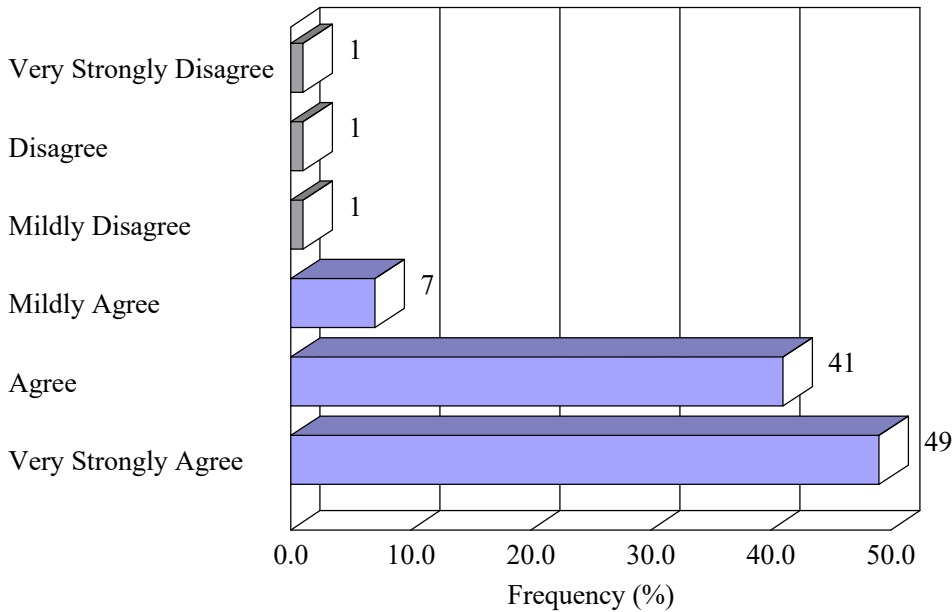
Figure 14:

Finding: 97 (7+41+49) of 100 respondents **AGREE** that the employees are always warm and friendly.

Q55: Changing the menu placement would be helpful
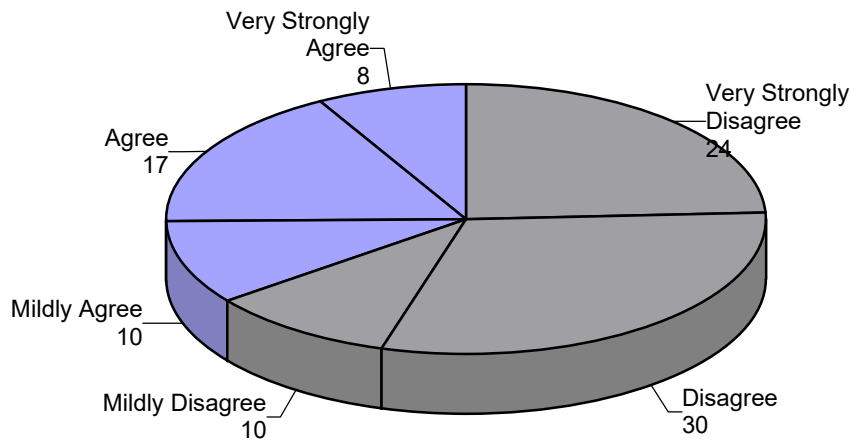
Placing the menu elsewhere would help.

Figure 15:

Finding: 35 (10+17+8) of 99 respondents **AGREE** that changing the menu placement would help them make a decision faster.

Q54: "I wasn't sure where to stand in line"

"Wasn't sure where to stand in line when I came in store."
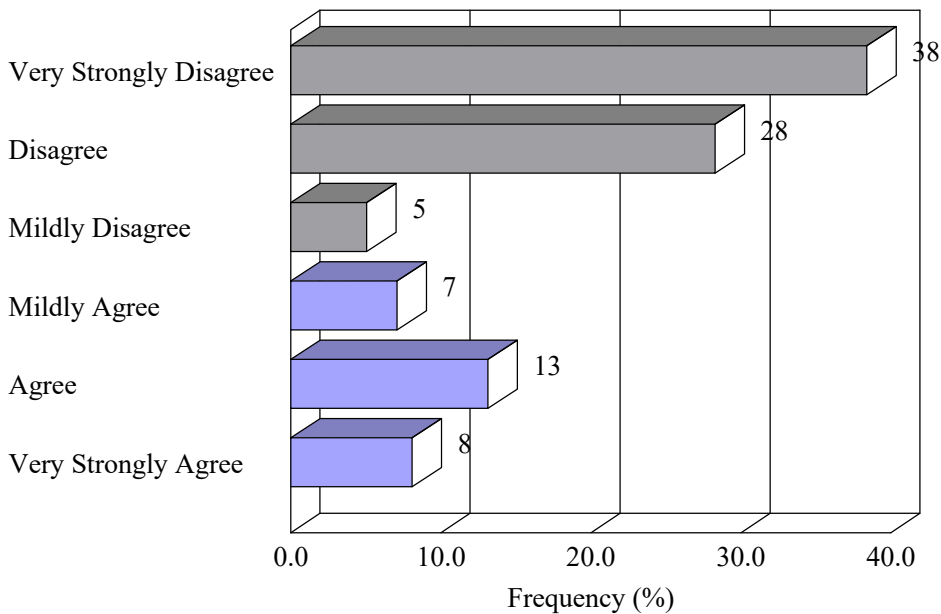
Figure 16:

Finding: 28 (7+13+8) of 99 respondents **AGREE** that they were unsure of where to stand in line when they came in-store.

Ranking the Importance and Satisfaction Means from Highest to Lowest for ONLY 82 In-Store Orders

	Ordered In-Store
IMP Friendly Service Mean	9.35
IMP Cupcake Flavor Variety Mean	9.14
IMP Menu Readability Mean	9.02
IMP Shop Atmosphere Mean	8.95
IMP Speed of Service Mean	8.78
IMP Seasonal Flavors Mean	8.31
IMP Comfortable Waiting Area Mean	8.24
IMP Affordability of Cupcakes Mean	7.85
IMP Informative Website Mean	7.68
IMP Easy Website Ordering Mean	7.67
IMP Delivery Platform Ordering Mean	7.55
IMP Gluten-Free/Vegan Options Mean	7.34

Figure 17:

	Ordered In-Store
SAT Friendly Service Mean	9.57
SAT Cupcake Flavor Variety Mean	9.48
SAT Shop Atmosphere Mean	9.41
SAT Speed of Service Mean	9.27
SAT Menu Readability Mean	9.20
SAT Seasonal Flavors Mean	8.97
SAT Gluten-Free/Vegan Mean	8.96
SAT Comfortable Waiting Area Mean	8.91
SAT Delivery Platform Ordering Mean	8.84
SAT Informative Website Mean	8.62
SAT Easy Website Ordering Mean	8.48
SAT Affordability of Cupcakes Mean	8.20

Figure 18:

Finding: The two highest areas of **importance AND satisfaction** for the 82 respondents who ordered **in-store are both Friendly Service with a mean of 9.35 and 9.57.**

Conclusion:

In regards to Figure 14, this may suggest that the customers that are coming in-store generally agree that the customer service is consistently friendly. Figures 15 may suggest that some customers would like another copy of the menu to help with their decision making process. Also, Figure 16 may suggest that some customers were confused where to stand in line when they came in-store. Figures 17 and 18 may suggest that in-store customers are highly satisfied with their Patty's experience.

Major Findings: E
Patty's First-Time Customers
Q8: How long have you been a customer?

How long have you been a customer? (Check one)
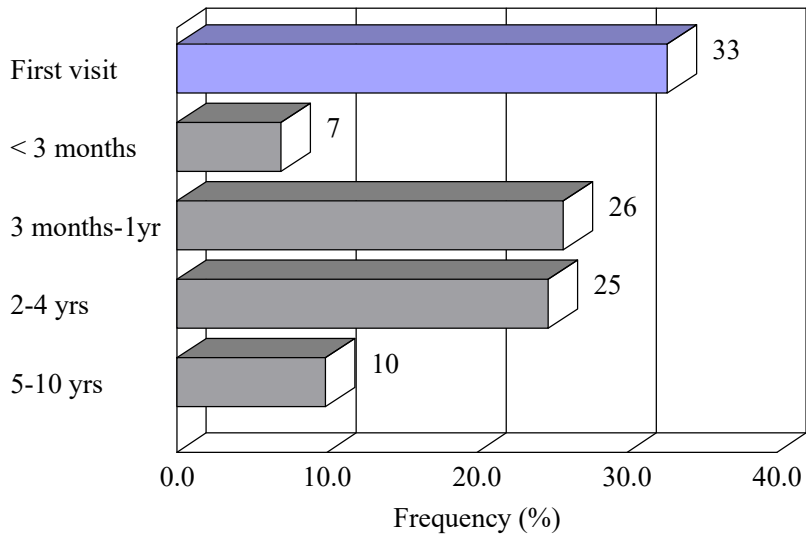
Figure 19:

Finding: 33 of 101 respondents were **first-time customers**.

Entire Survey of ONLY 33 respondents who were first-time customers at Patty's.

Figure 20:

A select filter was run of ONLY the 33 respondents who were first-time customers at Patty's. This information is helpful in understanding the characteristics of new customers.

Demographics

27 of 33 respondents ordered in-store.

17 of 33 respondents heard about Patty's through a family or friend.

24 of 33 respondents purchased a cupcake.

Importance and Satisfaction

12 of 31 respondents rated their satisfaction with the website as "not applicable".

20 of 31 respondents rated their satisfaction with friendly service a 10.

Potential Marketing Strategies

25 of 33 respondents AGREE that a loyalty program that rewarded them for the amount of purchases would incentivize them to come more frequently.

30 of 33 respondents AGREE they would be excited to purchase cake-by-the-slice if it was offered.

Agreement

13 of 31 respondents AGREE they were unsure of where to stand in line when they came in-store.

20 of 33 respondents AGREE they did not know that they were ready-to-purchase cakes in-store daily.

Disagreement

22 of 33 respondents DISAGREE that they prefer ordering online.

15 of 33 respondents DISAGREE that they knew they could order all their desserts and get delivery through Patty's website.

Conclusion

In regard to Figure 19, this may suggest that a large segment of Patty's customers are first-time customers. Overall, first-time customers heard about Patty's through family or friends as suggested in Figure 20. It also suggest that this group overwhelmingly orders in-person, prefers doing so to ordering online, and is satisfied with the service they recieve. Overall, first-time customers were satisfied with Patty's Cakes and Desserts upon their initial visit.

Q64: Overall Satisfaction
X Q8:ONLY 33 First-Time Customers

	First-Time Customers
What's your overall satisfaction with Patty's Cakes and Desserts?	
Rated 1	0
Rated 2	0
Rated 3	0
Rated 4	0
Rated 5	1
Rated 6	2
Rated 7	4
Rated 8	9
Rated 9	7
Rated 10	9
Totals	32
Mean	8.44

Figure 21:

Finding: First-time customers rated their overall satisfaction a **8.44**.

Q49: "I was aware Patty's had Thrifty Ice Cream"

"I was aware that Patty's had Thrifty Ice Cream"
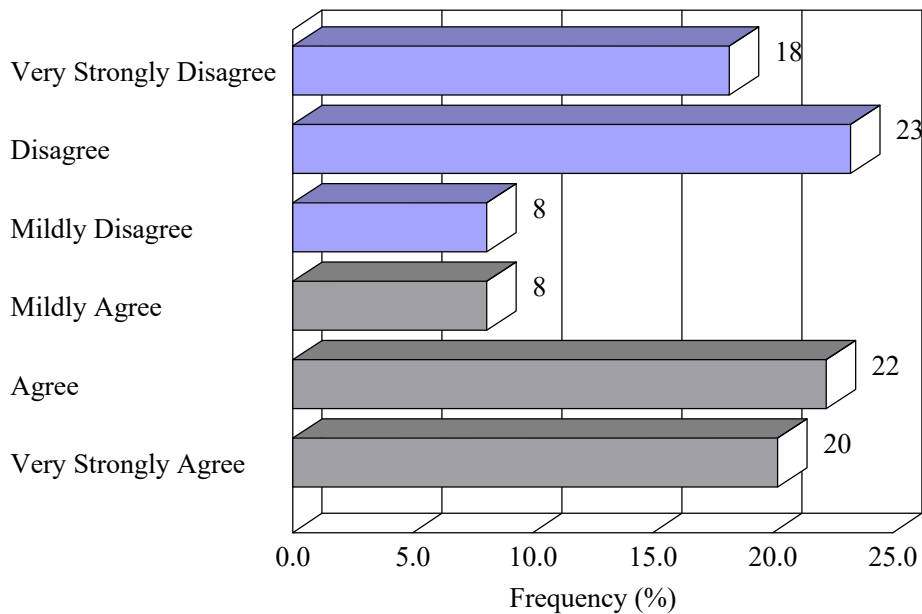
Figure 22:

Finding: 49 (18+23+8) of 99 respondents **DISAGREE** that they were aware Patty's had Thrifty Ice Cream.

Q52: "I was aware that Patty's uses mousse frostings."

"I was aware that Patty's uses mousse frostings."
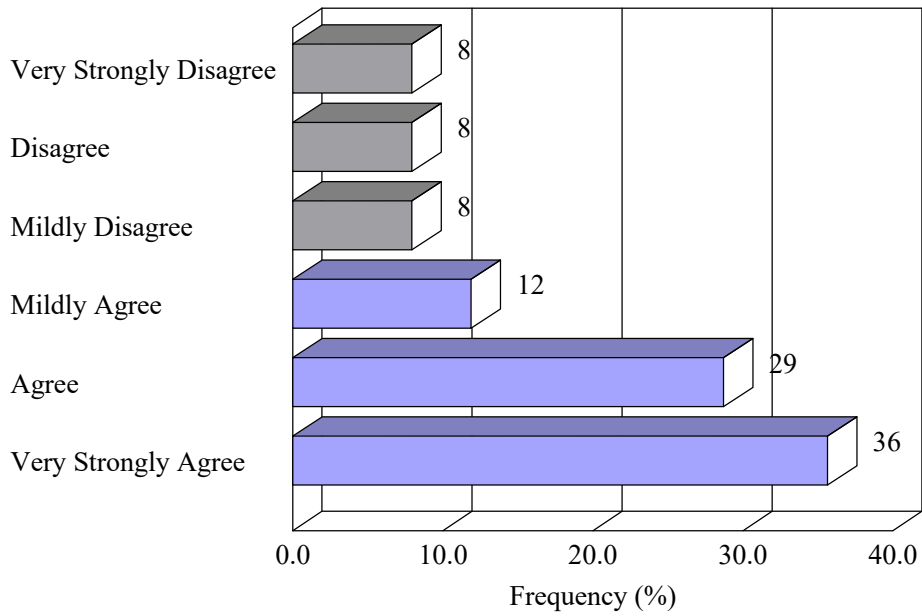
Figure 23:

Finding: 77 (12+29+36) of 101 respondents **AGREE** they were aware Patty's uses moussee frostings.

Q56: "I was aware there were ready-to-purchase cakes in-store daily."

"Aware there are ready-to-purchase cakes."

	Frequency (%)
Very Strongly Disagree	11
Disagree	11
Mildly Disagree	8
Mildly Agree	10
Agree	28
Very Strongly Agree	31
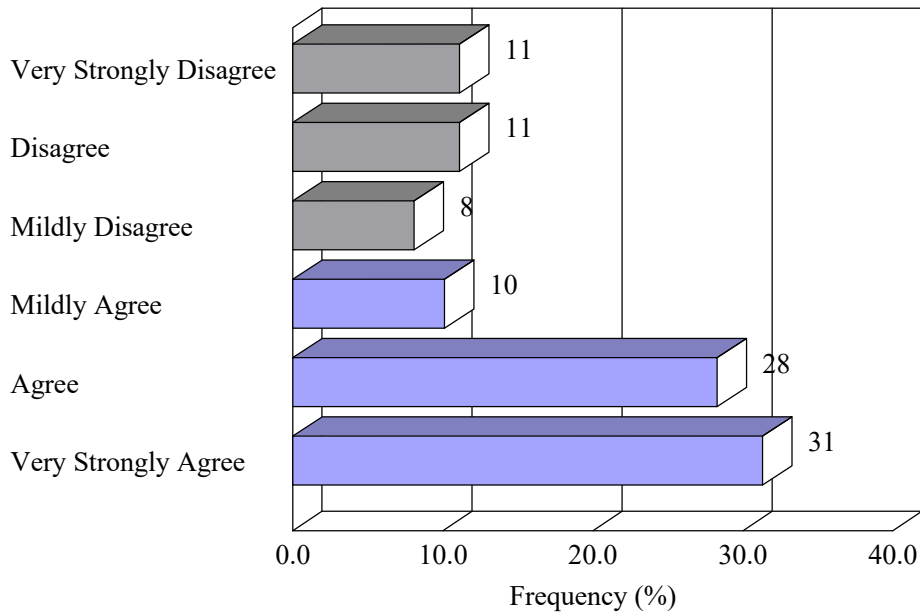
Figure 24:

Finding: 69 (10+28+31) of 99 respondents **AGREE** that they were aware of the ready-to-purchase cakes.

<u>**Conclusion:**</u>
In regards to Figures 22, this may suggest that customers are split in their knowledge of Thrifty Ice Cream being served at Patty's. However, Figures 23 and 24 may suggest that most customers DO know about Patty's mousee frostings and the daily availability of ready-to-purchase cakes.

Q53: "I would be excited to purchase cake-by-the-slice."
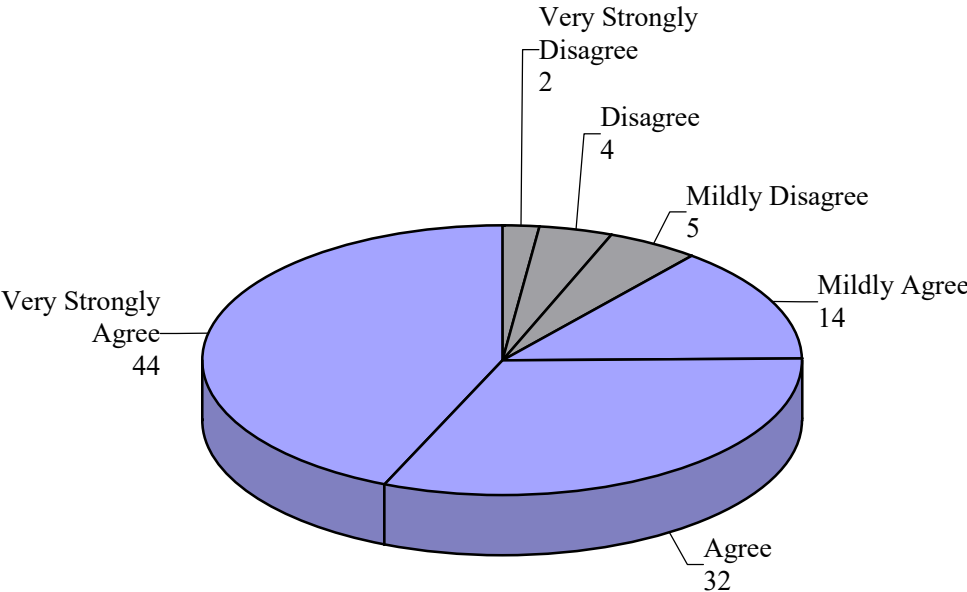
"I would be excited to purchase cake-by-the-slice if it were offered."

Figure 25:

Finding: 90 (14+32+44) of 101 respondents **AGREE** they would be excited to purchase cake-by-the-slice.

Q8: ONLY 35 2-10 year customers
X Q53: "Excited to purchase cake-by-the-slice."

2-10 Year Customers

"I would be excited to purchase cake-by-the-slice if it were offered."
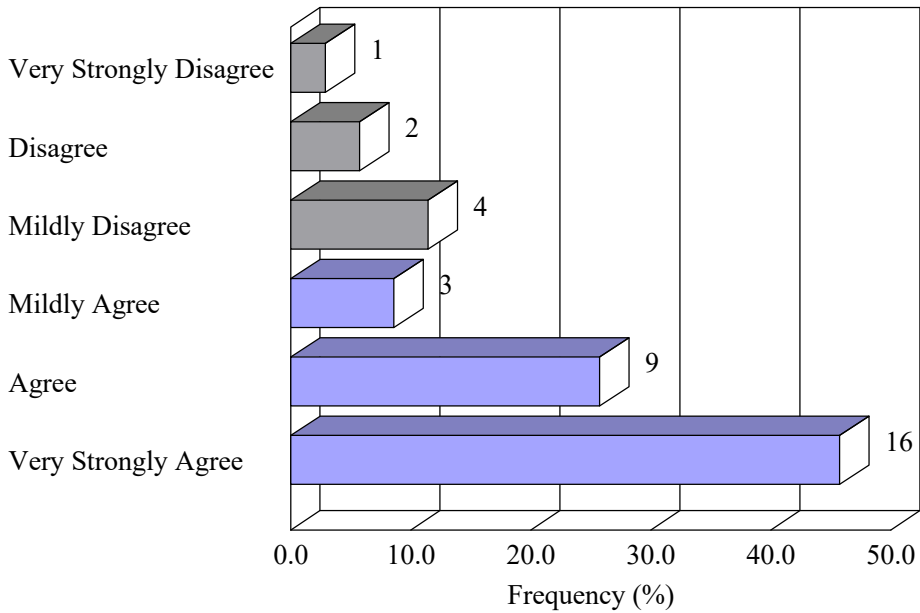
Figure 26:

Finding: 27 (3+9+16) of the 35 respondents who have been customers for 2-10 years **AGREE** they would be excited to purchase cake-by-the-slice.

Q50: "A loyalty program would make me come more."
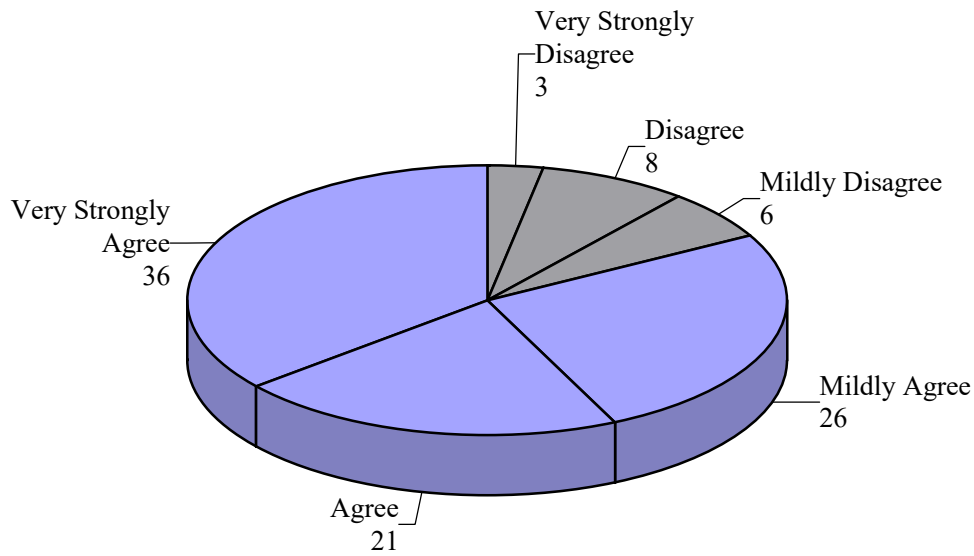
A loyalty program that offered an award for amount of purchases would make me come more."

Figure 27:

Finding: 83 (26+21+36) of 100 respondents **AGREE** they would come more if there were a loyalty program.

Q8: ONLY 35 2-10 year customers
X Q50: "A loyalty program would make me come more."

2-10 Year Customers

A loyalty program that offered an award for amount of purchases would make me come more."
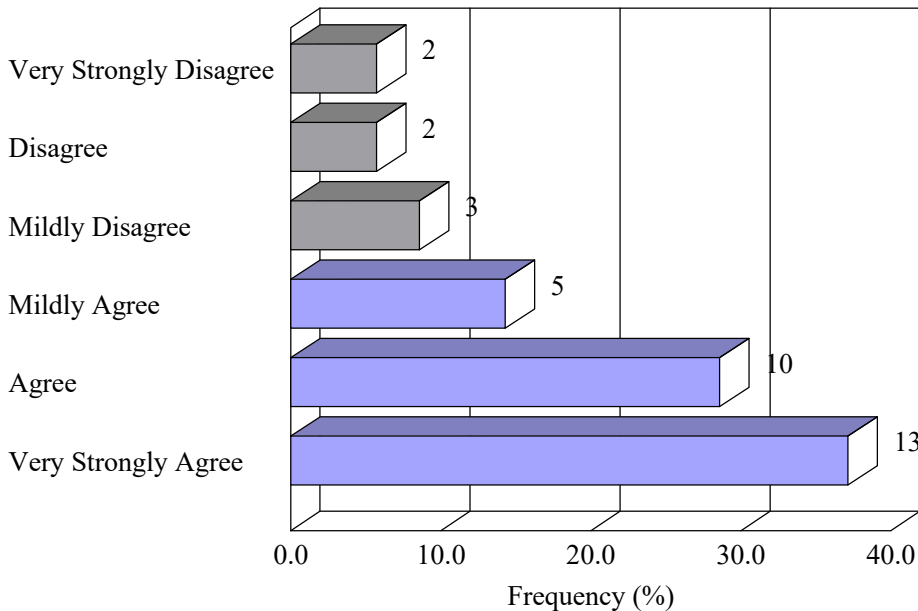
Figure 28:

Finding: 28 (5+10+13) of the 35 respondents who have been customers for 2-10 years **AGREE** that they would come more if there were a loyalty program.

Conclusion:
In regards to Figures 25 and 26, this may suggest that most customers, including customers who have been coming for 2-10 years, would be excited to purchase cake-by-the-slice. Figures 27 and 28, may suggest that most customers, including customers who have been coming for 2-10 years, would come more if there were a loyalty program.

Q61: I would be interested if Patty's added more types of desserts to their menu.

"I would be interested if Patty's added more desserts."
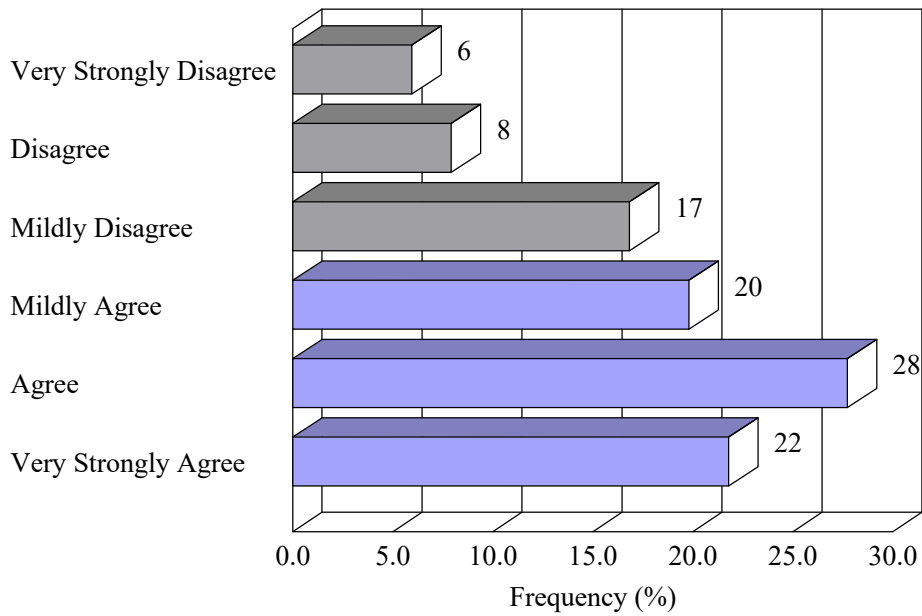
Figure 29:

Finding: 70 (20+28+22) of 100 respondents **would** be interested if Patty's added more types of desserts to the menu.

Q62: Patty's should add these four desserts to their menu.

Patty's should add these four desserts to their menu:
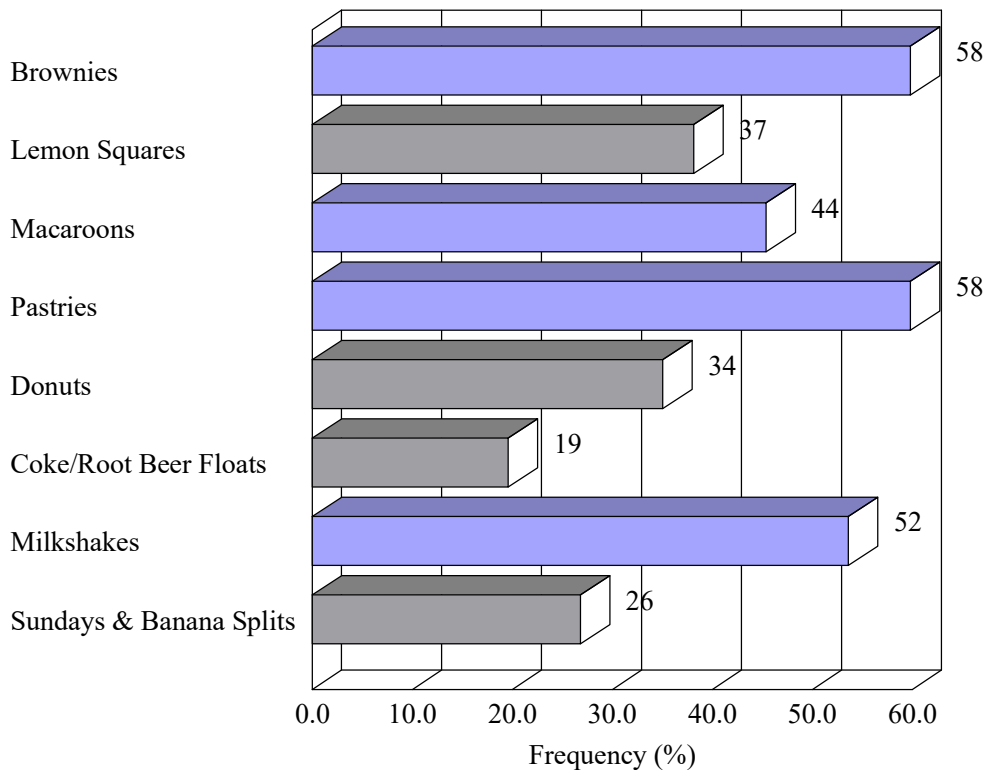
* Note: Multiple answer percentage-count totals not meaningful.

Figure 30:

Finding: Typically, respondents would add **brownies, macaroons, pastries, and milkshakes** to Patty's menu.

<u>**Conclusion:**</u>
In regards to Figure 29, this may suggest that most customers would be interested in Patty's adding more desserts to their menu. Figure 30 may suggest that typically, the top four items that customers would add are: brownies, macaroons, pastries and milkshakes.

Major Finding G: Specialty Cupcakes
Gluten-Free/Vegan & Seasonal Flavors

Q10: What do you typcially purchase? (Check all that apply)

Typical Purchase (Check all that apply)
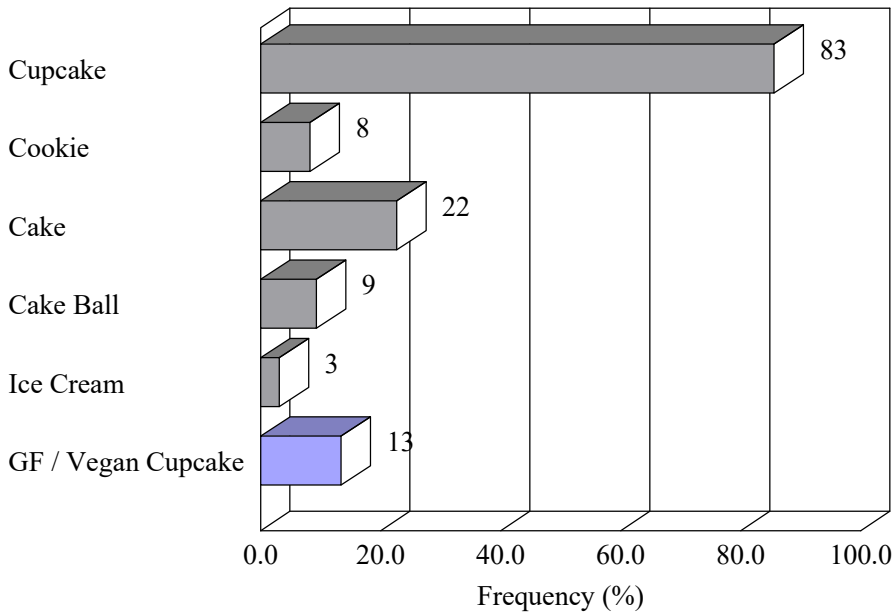
Figure 31:

Finding: 13 of 97 respondents typcially purchase a **gluten-free or vegan cupcake.**

* Note: Multiple answer percentage-count totals not meaningful.

Q35: Importance of Gluten-Free/Vegan Options

IMP Gluten-Free/Vegan Options
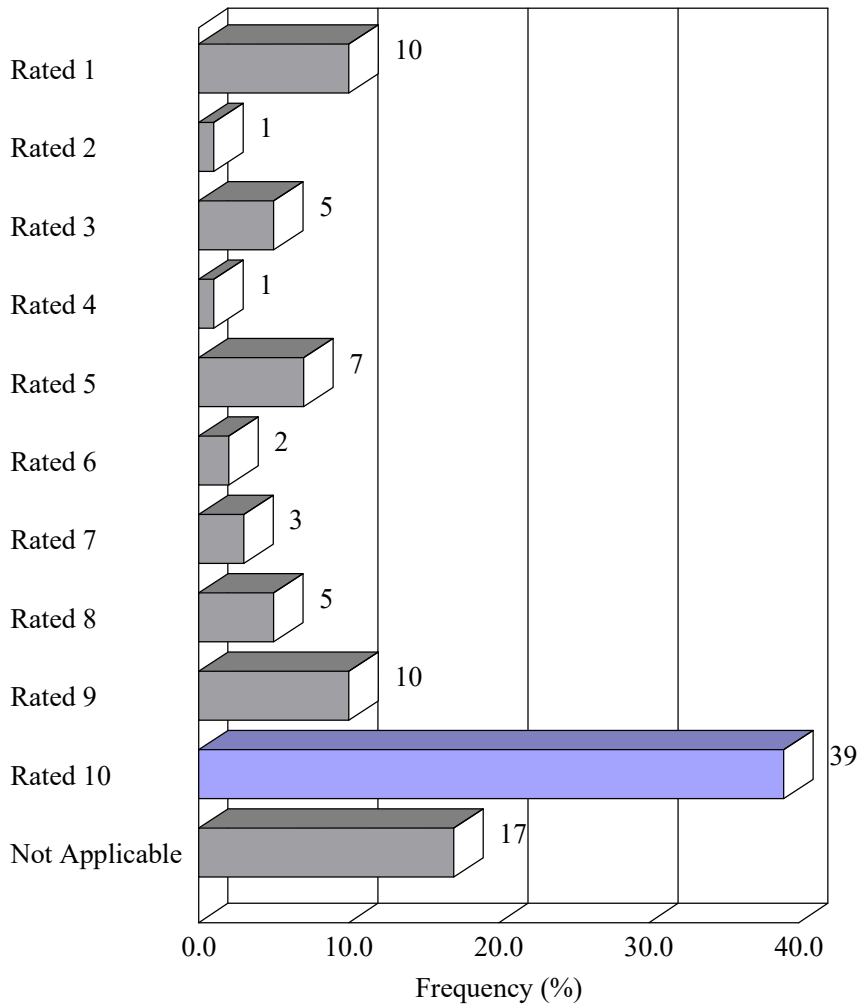
Figure 32:

Finding: 39 of 100 respondents rated the importance of GF & Vegan options a **10 importance**.

Entire Survey of ONLY 39 respondents who rated the importance of Gluten-Free/Vegan options a 10.

Figure 33:

A select filter was run of Entire Survey of ONLY the 39 customers who rated importance of Gluten-Free/vegan options a 10. This takes a closer look at the general opinions of people who value gluten-free and vegan options.

Demographics

19 of 35 respondents were purchasing for their family or friends

34 of 38 respondents ordered in-store at Patty's.

14 of 35 respondents order monthly.

Importance and Satisfaction

Cupcake Flavor Variety had an importance mean of 9.82 satisfaction mean of 9.97.

Gluten Free/Vegan Options had a satisfaction mean of 10.

Ranking

13 of 20 respondents ranked Quality of Product as the #1 reason they came to Patty's.

Potential Marketing Strategies

34 of 38 respondents would enjoy a loyalty program.

36 of 39 respondents would be excited to purchase cake-by-the-slice.

Agreement

19 of 38 respondents AGREE that the price of the cupcake was cheaper than they expected.

32 of 38 respondents AGREE that Patty's is their go-to bakery.

Conclusion

In regards to Figure 31 and 32, this may suggest that group of customers who buy GF/Vegan cupcakes also highly value it. In regard to Figure 33, this may further suggest that the 39 customers who highly value the GF/Vegan options, also thought that the price was cheaper than they expected. Overall, this may suggest that these customers not only highly value GF/Vegan options but they also rated their satisfaction with them as a 10.

Q35: Satisfaction of Gluten-Free/Vegan Options
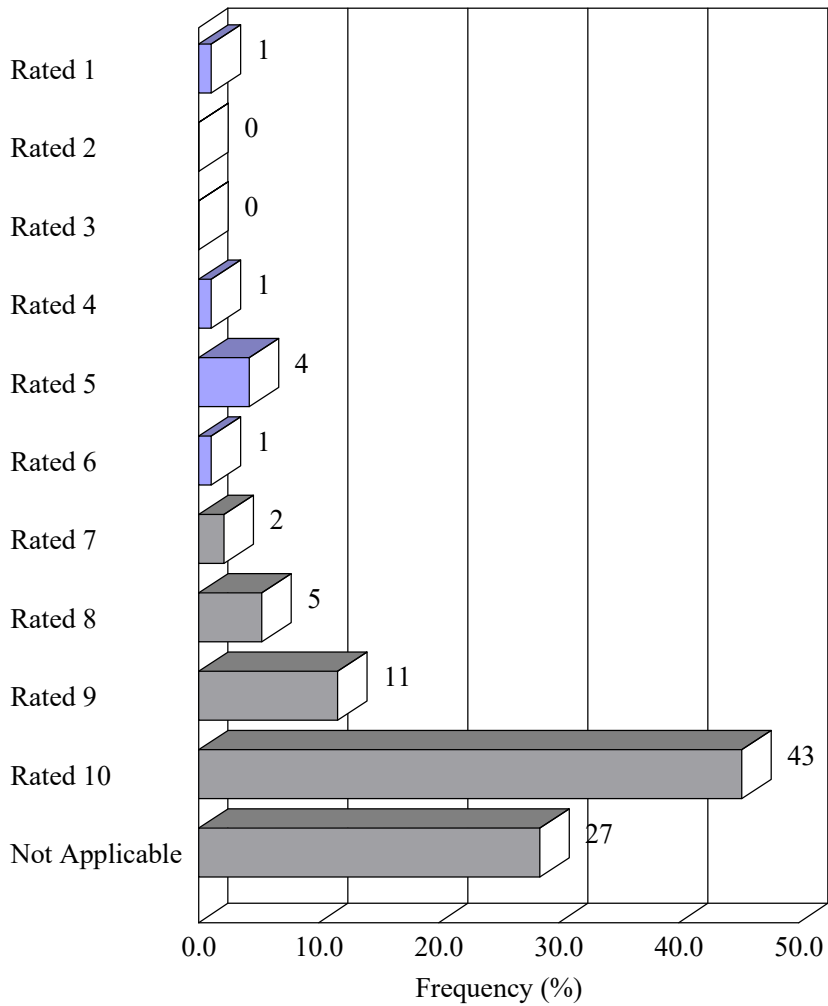
SAT Gluten-Free/Vegan

Figure 34:

Finding: 7 of 95 respondents rated thier satisfaction with gluten-free and vegan options a **6 or lower.**

Entire Survey of ONLY 7 respondents who rated their satisfaction with Gluten-Free/Vegan options a 6 or less.

Figure 35:
A select filter was run of ONLY the 7 customers who rated their satisfaction with gluten-free and vegan options a 6 or less. The purpose of this section is to look more closely at those who are highly unsatisfied with these items.

Demographics:
4 of 7 respondents were visiting Patty's for the first-time.

3 of 7 respondents have recommended Patty's.

7 of 7 respondents ordered in-store.

Importance and Satisfaction
4 of 7 respondents rated their satisfaction of cupcake flavor variety a 9 or 10.

7 of 7 respondents rated the importance of GF/Vegan flavors a 6 or lower.

Potential Marketing Strategies
7 of 7 respondents agree they would be excited to purchase cake-by-the-slice if it were offered.

5 of 7 respondents agree that a loyalty program would interest them.

Agreement
6 of 7 respondents AGREE Patty's has the highest quality cupcakes in town.

5 of 7 respondents AGREE Patty's cupcakes were less expensive than they expected.

Conclusion
In regards to Figure 34, this may suggest that 7 of 95 respondents rated their satisfaction with GF/vegan options at Patty's a 6 of lower. However, Figure 35 suggests that all 7 of those respondents also rated the importance of GF/Vegan options to them a 6 or lower as well. Overall, Figure 35 may suggest that they think Patty's has the highest quality cupcakes, and that those cupcakes are cheaper than they expected.

Q34: Importance of Seasonal Flavors

IMP Seasonal Flavors
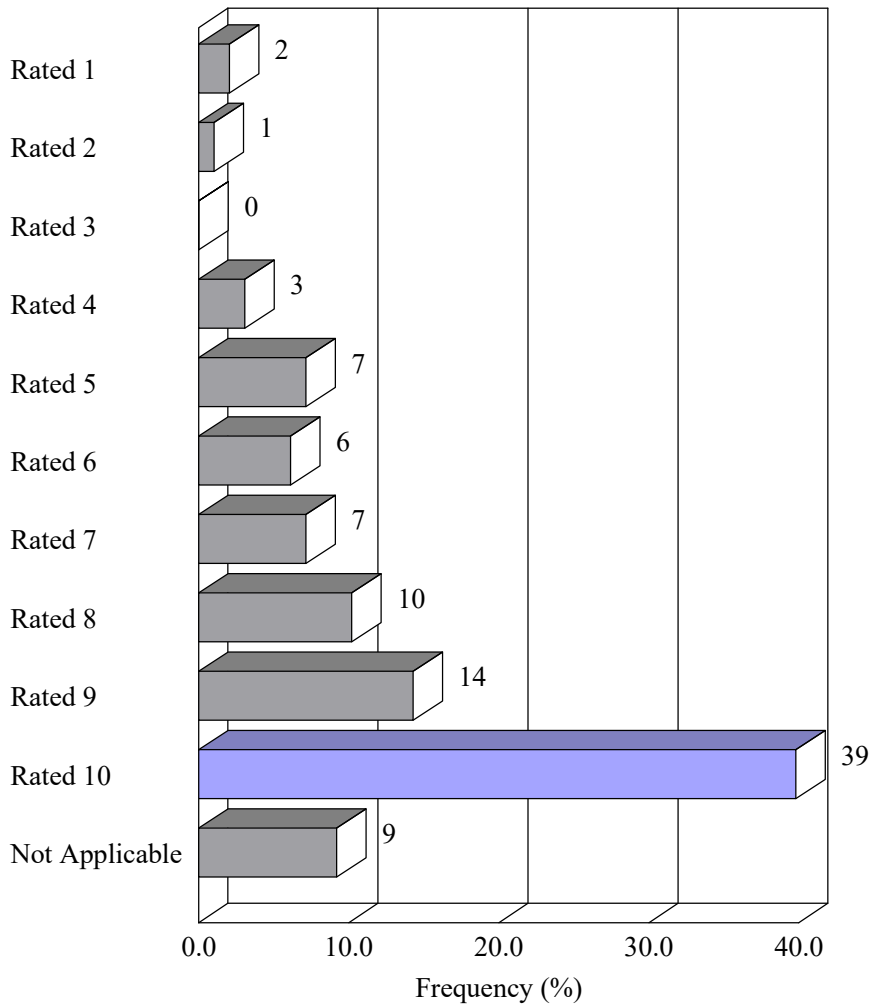
Figure 36:

Finding: 39 of 96 respondents rate the importance of seasonal flavors a **10**.

Entire Survey of ONLY 39 respondents who rated the importance of Seasonal Flavors a 10.

Figure 37:
A select filter was run of ONLY the 39 customers who rated the importance of seasonal flavors a 10. This helps to pinpoint the key characteristics of those who highly value seasonal flavors.

Demographics
32 of 38 ordered in-store.

33 of 39 respondents have recommended Patty's.

14 of 36 respondents visit Patty's monthly.

Importance and Satisfaction
Cupcake affordability had a satisfaction mean of 9.14.

34 of the 36 respondents rated their satisfaction with seasonal flavors a 10.

26 of 36 respondents rated their satisfaction with GF/vegan flavors a 10.

Potential Marketing Strategies
33 of 38 agree that a loyalty program would make them wan to visit more often.

29 of 37 respondents agree Patty's should add new flavors to their menu. The respondents voted most highly for macaroons, pastries, milkshakes, and brownies.

Agreement
23 of 37 respondents AGREE they were aware that Thrifty Ice Cream is offered.

37 of 39 respondents AGREE they come to Patty's for the freshly frosted cupcakes.

Disagreement
20 of 38 respondents DISAGREE that they prefer ordering online.

Conclusion
In regard to Figure 36, this may suggest that these respondents feel that the importance of seasonal flavors is a 10. In regards to Figure 37, this may suggest that those customers visit in-store often, and have a high satisfaction with the seasonal flavors, GF/vegan flavors, and price of the cupcakes. Furthermore, Figure 37 may suggest that most customers think that Patty's should add new desserts to their menu.

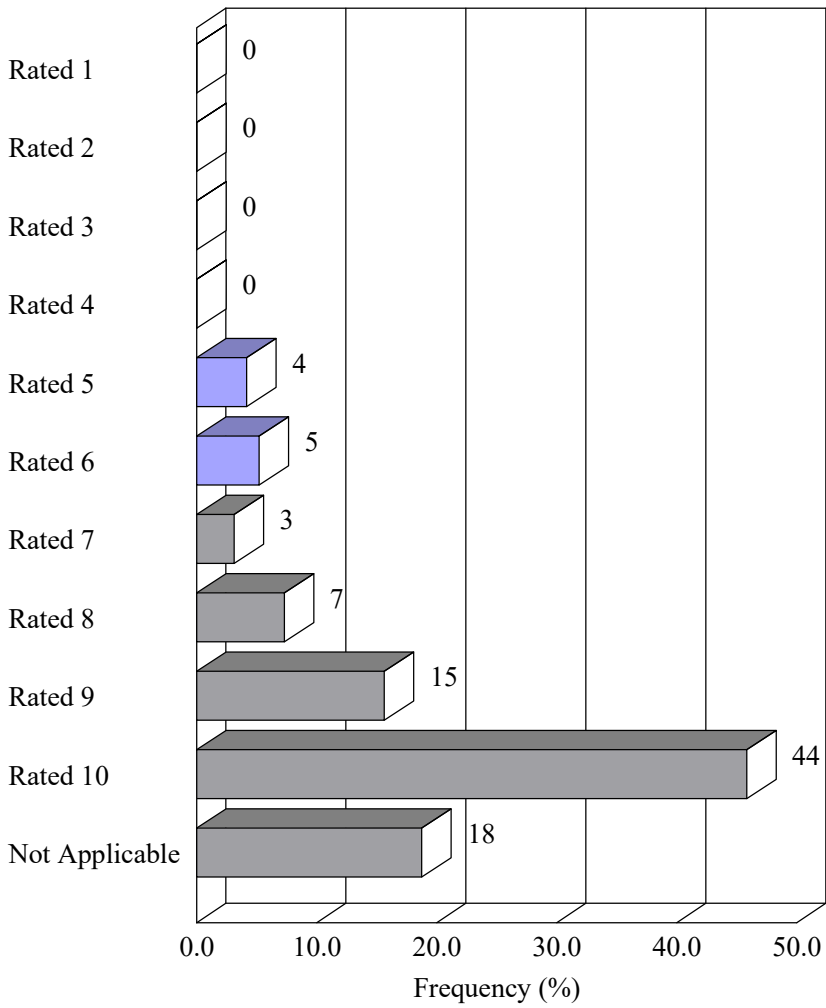# Q34: Satisfaction of Seasonal Flavors

SAT Seasonal Flavors

Figure 38:

Finding: 9 of 96 respondents rated thier satisfaction of seasonal flavors a **6 or less.**

Entire Survey of ONLY 9 respondents who rated their satisfaction of Seasonal Flavors a 6 or less.

Figure 39:
A select filter was run of ONLY 9 customers who rated the importance of seasonal flavors a 6 or less. This information will help to uncover the reasons behind their low satisfaction.

Demographics
8 of 9 respondents ordered in-store.

4 of 9 respondents were visiting Patty's for the first-time.

9 of 9 respondents typically purchase a cupcake.

Importance and Satisfaction
8 of 9 respondents rated the importance of seasonal flavors a 6 or less.

7 of 9 respondents rated the importance of gluten free/vegan options a 6 or less.

Potential Marketing Strategies
7 of 9 respondents AGREE that a loyalty program would make them come more often.

9 of 9 respondents AGREE they would be eager to purchase cake-by-the-slice if offered.

Agreement
6 of 8 respondents AGREE that Patty's has the highest quality cupcakes in town.

6 of 9 respondents AGREE that they come because of Patty's freshly frosted cupcakes.

Disagreement
7 of 9 respondents DISAGREE that they prefer ordering online.

Conclusion
In regards to Figure 38, this may suggest that these respondents rated their satisfaction of seasonal flavors a 6 or less. Figure 39 may also suggest that they rated the importance of seasonal flavors a 6 or less as well on top of their low satisfaction. Overall, this may suggest that these customers agree that Patty's has the highest quality cupcakes in town and that they would be interested in a loyalty program if it was offered.

Summary of Recommendations

Purpose:
This section provides the researcher's recommendations for Patty's Cakes and Desserts based on the compilation of findings and conclusions found in the major findings sections. These are specific recommendations that could enhance the customer experience and potential business opportunities for profitability at Patty's Cakes and Desserts.

Reminder of Limitations:
The data found is not fully conclusive because the research conducted was primary exploratory research. The respondents who took the survey cannot be viewed as a random sample because each customer did not have an equal chance of being selected to complete the survey. Instead, a convenience sample was collected and utilized for the purposes of this study. Other limitations include: the researcher's lack of professional experience in marketing research, time constraints, financial constraints, and potential customer bias when completing the surveys.

Recommendations:

Major Findings B: Which Customers Are the Most Loyal?
- It is recommended that a loyalty program is created that acknowledges customers who have been shopping at Patty's for over 2 years.

Major Findings C: Patty's Website Experience
- It is recommended that Patty's promotes the benefits and ease of ordering through their website for large events.
- It is recommended that Patty's researches and tests incentives in order to increase website traffic, and thus satisfaction with Patty's.

Major Findings D: Customer Opinions on the In-Store Process
- It is recommended that Patty's provides customers with an option of looking at a smaller menu while waiting to order.

Major Findings E: Patty's First-Time Customers.
- It is recommended that Patty's adds signs hanging from the ceiling that will clearly indicate where to stand in-line and will not be blocked by crowds of customers.

Major Findings F: Potential Marketing Strategies

- It is recommended that a new item is added to the menu that utilizes Thrifty Ice Cream which will raise customer awareness of the product.
- It is recommended that Patty's considers selling a few specialty cakes by the slice, instead of only in standard, whole cake sizes.
- It is recommended that if Patty's does create a loyalty program, it be one that also rewards customers for their number of purchases.
- It is recommended that Patty's begin offering brownies, macaroons, pastries and milkshakes.

Major Findings G: Specialty Cupcakes- Gluten-Free/Vegan & Seasonal Flavors
- It is recommended that Patty's continue to offer, and perhaps expand upon, their seasonal flavor options.

Recommendations for Further Research

- It is recommended that Patty's Cakes and Desserts surveys a larger, random sample size in the future in order to gain more accurate data.
- It is recommended that Patty's conduct a survey that is able to reach customers who are ordering in store, who ordered online, or who ordered through a delivery platform.
- It is recommended that Patty's researches whether customers, who have a low satisfaction with Patty's website, actually choose to go to other bakeries because of the competitor's better online ordering system.
- It is recommended that Patty's researches whether customers who order for events with more than 75 people typically order online (just as customers for small events do).
- It is recommended that Patty's determine how many in-store customers have knowledge about the website's capabilities but still choose to shop in-store.
- It is recommended that Patty's do further research to discover why their most loyal and long-standing customers visit other bakeries.
- It is recommended that Patty's more thoroughly investigate customer attitudes toward the affordability of cupcakes.
- It is recommended that Patty's research why first-time customers do not prefer to purchase online.
- It is recommended that Patty's add a question to the survey regarding how much a customer has spent in order to better identify who the best customers are.
- It is recommended that Patty's remove Q7.
- It is recommended that Patty changes Q57 to ask, "When ordering for myself, I prefer to use a delivery platform."
- It is recommended that Patty's split Q58 into two questions. First, "I prefer ordering through a delivery platform when ordering for myself." Second, "I prefer ordering on Patty's website for large events (over 75 people)."

Customer Feedback Survey
This is a *confidential* and *anonymous* survey.
We seek to conduct this survey to see how we can better serve you.
Please answer the following questions completely and honestly.

Patty's Cakes and Desserts
Freshly Baked Deliciousness

What's your gender?
- ❏ Female
- ❏ Male
- ❏ Decline to answer

Who are you shopping for today?
- ❏ Yourself
- ❏ Family / Friends
- ❏ An Event

How did you order today?
- ❏ In-store
- ❏ Website
- ❏ Yelp
- ❏ Delivery Platform

Which descibes how often you buy from Patty's?
- ❏ Weekly
- ❏ Monthly
- ❏ Every 6 Months
- ❏ Once a year

How often do you visit other bakeries?
- ❏ Often
- ❏ Sometimes
- ❏ Never

Have you ever recommended Patty's?
- ❏ Yes
- ❏ No

What amount do you typically spend per visit?
- ❏ Under $5
- ❏ $6-$12
- ❏ $13-$25
- ❏ Over $25
- ❏ Over $40

How long have you been a customer? (Check one)
- ❏ First visit
- ❏ < 3 months
- ❏ 3 months-1yr
- ❏ 2-4 yrs
- ❏ 5-10 yrs

How did you first hear about Pattys?
- ❏ Family / Friends
- ❏ Walked / Drove by
- ❏ Yelp
- ❏ Internet
- ❏ Other: _____

When I visit Patty's I usually purchase: (Check all that apply)
- ❏ Cupcake
- ❏ Cookie
- ❏ Cake
- ❏ Cake Ball
- ❏ Ice Cream
- ❏ GF / Vegan Cupcake

If you have used Patty's for an event, what size was the party?
- ❏ < 25
- ❏ 25-75
- ❏ > 75
- ❏ N/A

If you have used Patty's for an event, did you order: (Check all that apply)
- ❏ Cupcakes/ Desserts
- ❏ 1-2 layer cake
- ❏ Custom cake
- ❏ N/A

DIRECTIONS: Please circle the number that best represents how **IMPORTANT** each item is to you AND how **SATISFIED** you are with each item.

	Importance											Satisfaction										
	Low									High		Low									High	
Affordability of Cupcakes	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Informative Website	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Easy Website Ordering	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Delivery Platform Ordering	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Friendly Service	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Speed of Service	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Shop Atmosphere	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Menu Readability	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Cupcake Flavor Variety	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Comfortable Waiting Area	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Seasonal Flavors	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Gluten-Free/Vegan Options	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A

DIRECTIONS: Please **rank from 1-5** in **order of importance** why you chose to come to Patty's today. 1 being most important, 5 being least important and using each number only **once**.

Speed of Service___   Cupcake Flavor Variety___   Shop Aesthetic___   Quality of Product___   Convenient Location___

PLEASE TURN OVER TO COMPLETE

70

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
"Patty's has the highest quality cupcakes in town."	❏	❏	❏	❏	❏	❏
"The employees are without a doubt always warm and friendly."	❏	❏	❏	❏	❏	❏
"I was aware that Patty's had Thrifty Ice Cream"	❏	❏	❏	❏	❏	❏
If Patty's had a loyalty program that offered an award for amount of purchases per month, I would definitely come to the store more often.	❏	❏	❏	❏	❏	❏
"I knew I could order all my desserts and get delivery through Patty's website."	❏	❏	❏	❏	❏	❏
"I was aware that Patty's uses mousse frostings."	❏	❏	❏	❏	❏	❏
"I would be excited to purchase cake-by-the-slice if it were offered."	❏	❏	❏	❏	❏	❏
"I was not sure where to stand in line when I came in store."	❏	❏	❏	❏	❏	❏
If the menu were placed somewhere else in the store, it would help me read it and make a decision faster.	❏	❏	❏	❏	❏	❏
"I was aware that Patty's has ready-to-purchase cakes in store daily."	❏	❏	❏	❏	❏	❏
"Patty's prices are fair considering the quality of the cupcake."	❏	❏	❏	❏	❏	❏
"When ordering for myself, I prefer to order through a delivery platform."	❏	❏	❏	❏	❏	❏
"I prefer ordering for events on Patty's website."	❏	❏	❏	❏	❏	❏
"Patty's is my go-to bakery."	❏	❏	❏	❏	❏	❏
"I choose Patty's because of the freshly frosted cupcakes."	❏	❏	❏	❏	❏	❏
"I would be interested if Patty's added more types of desserts to their menu."	❏	❏	❏	❏	❏	❏

Which **four** desserts would you be most interested in seeing on Patty's menu? (<u>Check four favorites</u>)

❏ Brownies	❏ Macaroons	❏ Donuts	❏ Milkshakes
❏ Lemon Squares	❏ Pastries	❏ Coke/Root Beer Floats	❏ Sundays & Banana Splits

What's one thing that Patty's could improve upon?

_____

What's your overall satisfaction with Patty's Cakes and Desserts? . . . . .   Low   1   2   3   4   5   6   7   8   9   10   High

Thanks you for completing this survey. We really appreciate your feedback!
Please turn in your the survey to the cashier.