A Work Project, presented as part of the requirements for the Award of a Masters Degree in Management from the NOVA – School of Business and Economics.

COMPLEMENTARY APPENDIX
MARKETING PLAN FOR BOOK-A-COOK

Elisa Maria Bolm
#1774

A Project carried out on the Management course, under the supervision of: Prof. Víctor Centeno

January 2015
Index

Exhibit 1 - Survey Results (Consumers) 3
Exhibit 2 - Survey Results (Chefs) 9
Exhibit 1 - Survey Results (Consumers)

1. How often do you visit a restaurant in order to celebrate a special occasion? *
   Number of participants: 59
   1 (1.7%): One time per week
   5 (8.5%): Several times per month
   25 (42.4%): One time per month
   27 (45.8%): Several times per year
   1 (1.7%): One time per year
   - (0.0%): Never

2. How much money do you spend in average for such a dinner (drinks included)? *
   Number of participants: 59
   8 (13.6%): ca. 15€ per person
   13 (22.0%): ca. 25€ per person
   19 (32.2%): ca. 35€ per person
   17 (28.8%): ca. 50€ per person
   2 (3.4%): ca. 65€ per person
   - (0.0%): ca. 80€ per person
   - (0.0%): ca. 100€ per person
   - (0.0%): more than 100€ per person

3. What are disturbing factors for you when visiting a restaurant? *
   Number of participants: 59
   10 (16.9%): To wait for a free table
   25 (42.4%): Noise in the restaurant
   44 (74.6%): Impersonal atmosphere
   6 (10.2%): To search for a free parking slot
   28 (47.5%): I feel not relaxed and under pressure when other people wait for a free table
   28 (47.5%): Unfriendly/Unprofessional staff
   6 (10.2%): Children have to be entertained
   1 (1.7%): Other
   Answer(s) from the additional field:
   - Schlechtes Essen
4. How often do you organize a dinner party to celebrate a special occasion? 

Number of participants: 59

1 (1.7%): Several times per month
2 (3.4%): One time per month
22 (37.3%): Several times per year
27 (45.8%): One time per year
7 (11.9%): Never

5. What do you like when organizing a dinner at your place? 

Number of participants: 59

47 (79.7%): The atmosphere is personal
12 (20.3%): It’s cheaper than a restaurant visit
40 (67.8%): One can sit together until late at night
6 (10.2%): Children can play/sleep
17 (28.8%): One can design the menu individually
9 (15.3%): It’s more relaxed than a restaurant dinner (no need to search parking slot or wait for a free table)
1 (1.7%): Other

Answer(s) from the additional field:
- ist oft günstiger

6. What do you dislike when organizing such a dinner party? 

Number of participants: 59

18 (30.5%): I don’t like to cook for a large number of people
23 (39.0%): I’m stressed and not relaxed
36 (61.0%): I feel pressured that the dinner has to be perfect
10 (16.9%): I don’t have enough space at home
13 (22.0%): I don’t know how to cook
30 (50.8%): I don’t have time for the preparation, cooking and cleaning
26 (44.1%): I don’t like cleaning afterwards
- (0.0%): Other
7. Would you book online a professional cook that comes to your home and cooks for you and your guests? (He takes care of the shopping, cooking, serving and cleaning up).*

Number of participants: 58

34 (58.6%): yes
24 (41.4%): no

![Pie chart showing 58.6% yes and 41.4% no]

8. If yes, why?

Number of participants: 34

21 (61.8%): The atmosphere is more personal than in a restaurant
29 (85.3%): I want to impress my friends/family with an extraordinary evening
3 (8.8%): Children can play/sleep at home
24 (70.6%): I want to enjoy the evening without being stressed in the kitchen
5 (14.7%): I can design the menu as I wish
7 (20.6%): I don't know how to cook, but I would love to throw a dinner party at my place
0 (0.0%): Other

9. If no, why?

Number of participants: 24

15 (62.5%): I prefer to cook myself
4 (16.7%): I don't want to have a stranger at home
6 (25.0%): My apartment is too small
18 (75.0%): This service might be too expensive
5 (20.8%): I prefer the atmosphere in a restaurant
0 (0.0%): Other
10. What would you pay for such a service? Please assume that a comparable restaurant dinner costs 100€ for 4 people.

Number of participants: 58

- 18 (31.0%): I would not pay more than for a restaurant dinner (100€)
- 5 (8.6%): I would pay up to 20% more (120€)
- 15 (25.9%): I would pay up to 40% more (140€)
- 19 (32.8%): I would pay up to 60% more (160€)
- 1 (1.7%): I would pay up to 80% more (180€)
- 0 (0.0%): I would pay more than 80% additional (>180€)

11. How often do you cook at home?

Number of participants: 58

- 12 (20.7%): Everyday
- 37 (63.8%): Several times per week
- 9 (15.5%): Several times per month
- 0 (0.0%): Never

12. Do you enjoy cooking for other people?

Number of participants: 58

- 18 (31.0%): Yes
- 24 (41.4%): No
- 16 (27.6%): Yes, but I don’t have time for it

13. How often do you use the internet?

Number of participants: 58

- 51 (87.9%): Everyday
- 7 (12.1%): Several times per week
- 0 (0.0%): Several times per month
- 0 (0.0%): Never
14. What is your daily stress level? *
Number of participants: 58
0 = Not stressed
100 = Very stressed
Arithmetic average: 62.69
Mean absolute deviation: 13.64
Standard deviation: 17.49

15. What is your annual salary? *
Number of participants: 58
8 (13.8%): 0-20.000€
8 (13.8%): 20.000-40.000€
18 (31.0%): 40.000-60.000€
16 (27.6%): 60.000-80.000€
7 (12.1%): 80.000-100.000€
1 (1.7%): > 100.000€

16. Do you have children? *
Number of participants: 58
21 (36.2%): yes
37 (63.8%): no
17. Your family status *
   Number of participants: 58
   33 (56.9%): Single
   17 (29.3%): Married
   8 (13.8%): Divorced
   - (0.0%): Widowed

18. Your age *
   Number of participants: 58
   - (0.0%): < 20
   6 (10.3%): 20-25
   14 (24.1%): 25-30
   14 (24.1%): 30-35
   6 (10.3%): 35-40
   6 (10.3%): 40-45
   7 (12.1%): 45-50
   4 (6.9%): 50-60
   1 (1.7%): > 60
   - (0.0%): Other

19. Your nationality *
   Number of participants: 58
   57 (98.3%): German
   1 (1.7%): Other
Exhibit 2 - Survey Results (Chefs)
3) If you are not fully satisfied, what are the reasons for your dissatisfaction?

- Low salary: 14 (82%)
- Too much pressure: 11 (65%)
- The team: 2 (12%)
- Bad working hours: 2 (12%)
- No contact with guests: 9 (53%)

4) Would you like to cook for people at their home (prepare the menu, go to their home and cook for them at their place)? The choice of the date, price p.p etc. is up to you.

- Yes, I would do it: 15 (88%)
- No, I don't like the idea: 2 (12%)

5) If yes, why?

- I want to earn more money: 13 (76%)
- I'm an open-minded person and like to work „close” to people: 14 (82%)
- It's a new challenge: 5 (29%)
- I want to choose my working hours independently: 3 (18%)
- I want to be my own boss: 12 (71%)

6) If not, why?

- I'm not a communicative person: 1 (6%)
- I don't want to have responsibility: 1 (6%)
- I don't have time: 1 (6%)
- I don't have a car: 0 (0%)
7) How much are you willing to pay as a service fee for your profile (you get easily orders via the website)

- <10% of the total amount: 4 (24%)
- 10 - 20% of the total amount: 12 (71%)
- 20 - 30 % of the total amount: 1 (6%)
- >30% of the total amount: 0 (0%)

8) How often do you use the internet?

- Every day: 15 (88%)
- Several times a week: 1 (6%)
- Seldom: 0 (0%)
- Never: 1 (6%)

9) How stressed do you feel in your everyday life?

- 1: 2 (12%)
- 2: 1 (6%)
- 3: 0 (0%)
- 4: 0 (0%)
- 5: 0 (0%)
- 6: 1 (6%)
- 7: 6 (35%)
- 8: 6 (35%)
- 9: 1 (6%)
- 10: 0 (0%)

10) What is your annual salary?

- 0 - 15.000€: 2 (12%)
- 15.000€ - 30.000€: 8 (47%)
- 30.000€ - 50.000€: 6 (35%)
- <50.000€: 1 (6%)
- 15.000€ - 30.000€: 8 (47%)
11) Your gender

- Male: 13 (76%)
- Female: 4 (24%)

12) Your age

- <20: 1 (6%)
- 20-30: 5 (29%)
- 30-40: 11 (65%)
- 50-60: 0 (0%)
- >60: 0 (0%)