

Abstract

The Bachelor Thesis A Suggestion of a Method for Creating the Typology of the Customers of a Restaurant, Regarding the Product Policy of an Establishment (A Suggestion of a Method and its Application) is focused on the question of the exploration of the customer market of a particular coffee house. The aim of the thesis is to provide the segmentation of the customer market of this enterprise in order to develop some key starting points which, along with other partial information, will lead up to the possibility of the increasing sales volume and finally, the aim is also to describe the current clientele from various points of view: a theoretical, an analytical and a personal one.

The thesis consists of three parts - the first one, presented by theoretical standpoints, is dedicated to the various methods of the segmentation of the market, describing the customer behaviour and the Importance Performance Analysis (IPA), the second unit discusses the description of the research methods used and in the third unit there is conducted the analysis itself. Besides more complex methods, it also covers the description of the general characteristics of the parameters used in the questionnaire. However, what is considered to be fundamental is the final segmentation analysis, which is thoroughly commented in the conclusion along with other results of analyses and research methods. Possible recommendations are deduced from this commentary.