

**A242**

**Task 2**

**Extracts from Research**

# Questionnaire

Name..... Age..... Gender male [ ] female [ ]

Have you ever purchased a CD/DVD from any of these stores???

- 2 funky [ ]
- Power play [ ]
- Borders [ ]
- WHsmiths [ ]
- Hmv [ ]
- Block busters [ ]
- Other (please state).....
- None [ ]

What do you tend to buy from these stores???

- Games [ ]
- CDs [ ]
- DVDs [ ]

What is the best type of advertising for you when looking at CD/DVD???

- Television [ ]
- Book's/magazines [ ]
- Posters/flyers [ ]
- Internet [ ]
- Radio [ ]
- Face book [ ]
- MySpace [ ]

What type/types of music are you into???

- Hip hop [ ]
- Classical/opera [ ]
- Drum n bass [ ]
- Grime [ ]
- Electronic [ ]
- Trance [ ]
- R & B [ ]
- Rock [ ]
- Other (please state).....

What types of films are you into???

- Romantic [ ]
- Horror [ ]
- Comedy [ ]
- Action [ ]
- Sci-fi [ ]
- Other (please state).....

Have you heard of 2funky? Yes [ ] No [ ]

Have you ever bought something from 2funky? Yes [ ] No [ ]

If so what.....

A02

## 2Funky

### Questions to ask the Manager

Mission Statement: (business started 1997)

'To become the best urban store in the UK if not the world'

#### Mission Statement

1. How do you intend to achieve your mission statement?

Its slightly changed since we set it up. It would be more like "To become the most credible and upfront urban music & merchandise supplier"

2. Do you feel that the size of 2Funky will need to be increased in order to achieve your mission statement?

No, more online presence.

3. Would you consider expanding?

Yes with different lines in the store and more events and workshops.

4. What are your plans for the near future?

To update our website, sell more merchandise, deliver more music and dance workshops and organise bigger and better events.

5. What are your plans for years ahead?

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To have our own arts organisation in a new building centrally.

#### Customers

6. Who do you see as your target market?

Youth market and local artists.

7. To what extent is 2funky meeting the current needs of this target market?

We are definitely the no.1 player in Leicester and fairly credible with all the young people.

8. How often do you update the store?

daily

9. Are you thinking about selling any new products (other than music)?

More clothing, more dj equipment,

10. Which of your customers do you feel most proud of?  
We have such a range of customers from 10 yr olds buying a JLS hoodie right through to a 60 yr old who comes in for a soul album. We are proud of everyone that supports us.

#### Competitors

11. Who are your main competitors?  
Mainly online stores selling cheaper than us.
12. How does competitor activity impact on your target market?  
As more people are buying online it is a problem, we have to look after all our local customers.
13. Do you consider yourself as a competitor of major music stores like HMV?  
Very little.
14. How do you think you could improve the way that 2funky meets the needs of its customers in terms of
- A) Products - more range
  - B) Price - to be competitive
  - C) Promotion - more pr mainly online
  - D) Place - stay exactly where we are!
15. Are you proud of Ray Robinson and the 2Funky record label?  
Yes very much, we have had great reviews and have signed singles from Wiley, Shola Ama, Nate James, Fundamental etc

A02

**Questionnaire:**

Are you male or female?

Male  Female

What age are you?

11 to 13  14 to 16  17 - 19

Have you ever visited:

Bloomers  Subway  Gregg's

In order put the bakery that you visit the most. 1 being most 3 being least

Bloomers  Subway  Gregg's

*3* *1* *2*

What attracts you to go to the bakery?

Price  Seating  offers  Staff

Opening times  Location  Reviews  Appearance

If other please state:

What products do you buy when you go to the bakery?

Cakes and Pastries  Bread and Sandwiches  Drinks  Sweet Items

Do you think that Bloomers should change?

The seating area  Prices  Appearance  Uniform

Staff  Products  Promotions  Advertisement

Do you buy from local bakeries often?

Yes  No

Do you agree with the statement that subway and Gregg's are better than bloomers?

Yes  No

Please state why

*Don't like Bloomers food.*

How much are you prepared to spend in a bakery?

0 to 50p  51p to £1  £1.01 to £1.50  Other: \_\_\_\_\_

Which bakery are you most likely to recommend to a friend or family?

Subway  Bloomers  Gregg's

How likely is it that you will buy from Bloomers today?

Very Likely  Likely  Unlikely  Very Unlikely

How likely is it that you will buy from Bloomers this week?

Very Likely  Likely  Unlikely  Very Unlikely

How likely is it that you will buy from Bloomers this month?

Very Likely  Likely  Unlikely  Very Unlikely

Thank-you for your time! =)

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welcome to the Greggs website

*We would like to thank you for visiting and if you are a customer, for your tremendous loyalty and support.*

**Festive Bake**

Buy one, get one free



Offer available until 15th Nov

visit [www.greggsthebakers.co.uk](http://www.greggsthebakers.co.uk)

**Welcome to the Greggs PLC Website**

Thanks for visiting our website; we hope that you'll find it as welcoming and enjoyable as the service and products we deliver every day.

Within each section you should find all the information you need about our business. You can find out more about the company's history and how we've grown over the years and there's also information about how we want to develop and progress in the future. This is important not only in commercial terms but also because we are striving to be a great place to work for our people and a responsible company in the communities where we operate.

Finally, if you're an existing investor, or are thinking about investing in Greggs, we have a special ['Investors'](#) section which should give you all the information you need.

**Bakers Oven**

If you have been directed to this website from [www.bakersoven.co.uk](http://www.bakersoven.co.uk) don't worry, you haven't come to the wrong place! Greggs PLC has owned the Bakers Oven brand since 1994, but we are currently rebranding all of our Bakers Oven shops to Greggs. All of the information on this site is relevant to both brands.

If you're looking for information on our products or special promotions, please visit our consumer website [www.greggsthebakers.co.uk](http://www.greggsthebakers.co.uk)

Internet | Protected Mode Off

ACA

about us   community   customer care   people   investors



our products

*the ever-popular sausage roll continues to be one of our best selling products.*

We keep true to our bakery heritage and as such still bake many of our products in our shops every day. It is the fresh taste and quality of ingredients that makes Greggs products firm favourites all across the country

**Sandwiches**  
Made in our shops every day, we use only the highest quality ingredients and bread that is freshly baked in our local bakeries. With a wide range of sandwiches and baguettes, the appealing selection of fillings includes traditional favourites, classic recipes and new twists.

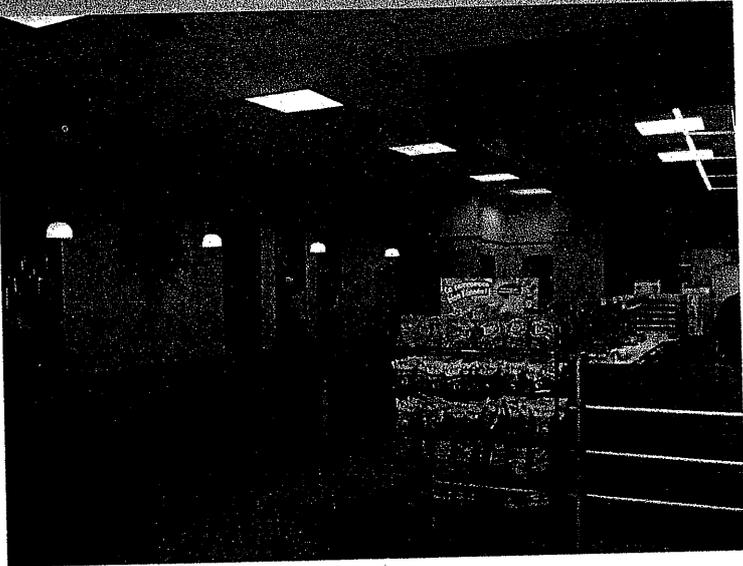
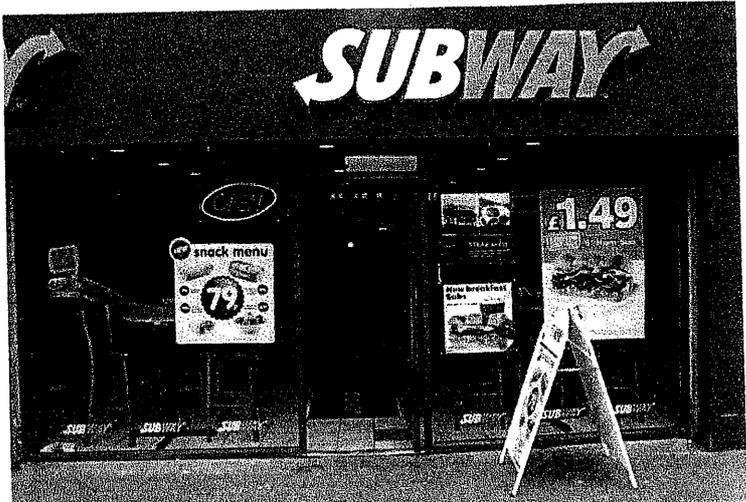
**Savouries**  
Freshly baked throughout the day in our shops, our range of pasties and bakes offer a wide variety of fillings, from the traditional Cheese and Onion pasty, to the prime Steak Bake. The ever-popular Sausage Roll continues to be one of our best selling products.

**Bread & Cakes**  
Our bakers take great pride in producing the best bread and rolls possible to satisfy our loyal customers. Product freshness and great taste are cornerstones of our range. We also provide a range of delicious doughnuts, cakes and scones.

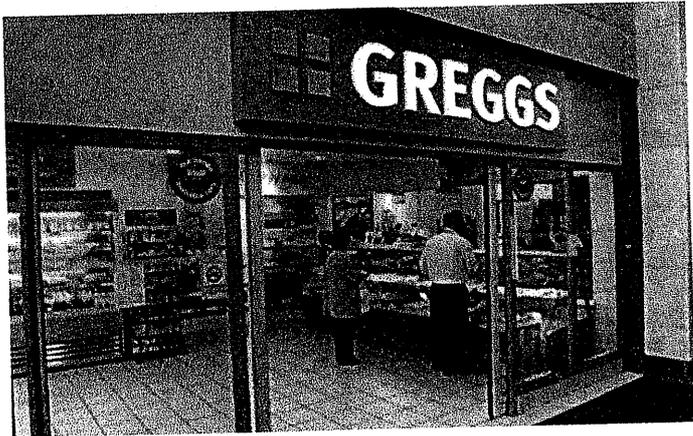
**Regional Products**  
Whilst we have a number of brand products that you will find in most of our outlets, we also sell a number of regional products to reflect our customer's tastes and preferences in different parts of the country.

For that reason we are unable to supply a detailed product list of everything we sell. If you require information regarding specific products, please contact your local Greggs division, found under the 'contact us' section...

Bloomers has no website when all of their competitors have them. Also you can find out anything on the competitor websites!!

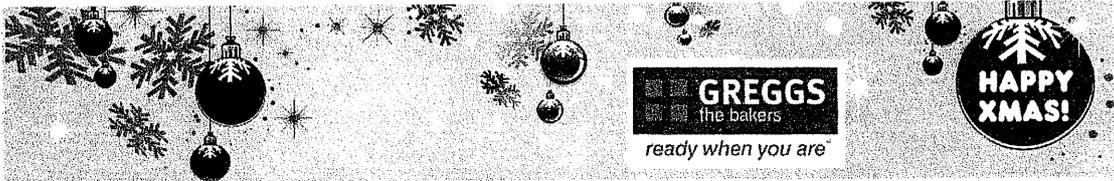


AOA





ACB



**GREGGS**  
the bakers  
ready when you are™



AOA

home | baker fresh | products | promotions | fun 'n' games | news | where's my local?  go

### Fun, fun, fun

Think you've got what it takes to keep our shelves stocked? Try our great free game and see. Plus, you'll find screen savers and downloads galore. Go on, you know you want to.



### Star Biscuits

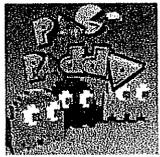
Buy 2  
for  
£1.00



games | ads

#### get the most from your Paddy's

Even our games come in two flavours. First up, Pac Paddy. Pasty-mad ghosts chase you and Paddy senseless. Next, Shelf Stack Shenanigans. Just try it when our Paddy's around...

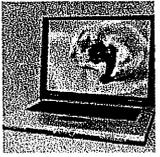


[play the games](#)

#### get it down to you

Brighten up your desktop with one of these tasty little numbers.

[view downloads](#)



#### join the party, count!

Take a look at all of our TV ads here.

[grab the ads](#)



**SUBWAY**  
eat fresh.

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Search for stores by region  Halal stores only



HOME

SUBS

FUN STUFF

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MEDIA

**HOWEVER YOU FEEL,  
WHATEVER YOU WANT...**

**SUB OF THE DAY** **£1.99**

**...WE'VE GOT A SUB FOR THAT. FROM JUST £1.99**

Available for a regular 6" Sub only. Not valid with any other offers, discounts or FRESH VALUE menu items. Not valid for double meat, extra cheese, extra bacon or any other extras. For a limited time only. Valid at participating stores only. Please see participation map.

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SUBWAY® stores only

**SUBWAY® PLATTERS** ORDER ONLINE NOW

Greater London and surrounding area  
SUBWAY® stores only

AOB



**INTERESTED IN BECOMING A  
SUBWAY® FRANCHISEE?**

If you are looking to start your own business and want to learn more about how to become a SUBWAY® franchisee, follow our five simple



**CALLING ALL PROPERTY OWNERS!**

The SUBWAY® chain has ambitious expansion plans in the UK and Ireland, and is actively seeking businesses to lease space to trained

**SUBWAY**  
eat fresh.

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Search for stores by region  Halal stores only



HOME

SUBS

FUN STUFF

FRANCHISE OPPORTUNITIES

PROPERTY

CAREERS

MEDIA

subway menu

HOW TO ORDER

SUBS

- Classic Subs
- Low Fat Subs
- Breakfast Subs
- SUB OF THE DAY®

STEAK & PEPPER CHEESE

SALADS & WRAPS

TREATS

DRINKS

KIDS' PAK™

HALAL

SUBWAY PLATTERS®

SNACKING

**HUNGRY? YOU'VE COME TO THE RIGHT PLACE**

Whatever you're in the mood for, SUBWAY® stores have a huge range of Subs, wraps, salads, treats and drinks to choose from. And here's the best bit - every one of our Subs is made fresh in front of you, exactly the way you want it on the bread of your choice. You choose the salad and sauce you like too.

Is anyone else's stomach rumbling?



SUBS



DRINKS



STEAK & PEPPER CHEESE



SNACKING



HOW TO ORDER