

An Investigation on How to Attract More Customers to The Kings Arms

I. INTRODUCTION

- A. Background on The Kings Arms
- B. Purpose of the report and identification of the issue
- C. Data sources and methods of enquiry
- D. Scope of the enquiry

II. DATA SECTION

- A. The average amount of customers
 - 1. At The Kings Arms
 - a) Graph showing the average amount of customers pre-pandemic
 - b) Graph showing the average amount of customers post-pandemic
 - c) Analysis of the results
 - 2. Amount of customers in nearby pubs post-pandemic
 - 3. Comparison to findings at The Kings Arms
- B. Investigative findings at The Kings Arms
 - 1. Interviews with Manager and The Kings Arms employees
 - a) Summary of interview findings
 - 2. Survey completed by The Kings Arms customers
 - a) Summary of the results
 - 3. Analysis of the interview and survey results
- C. Survey completed by customers at other pubs
 - 1. Summary of the results
 - 2. Analysis of the results
- D. Demographics of the area
 - 1. Graphs of demographics in the area
 - 2. Analysis of the findings
- E. Refurbishing the beer garden
 - 1. Description of the current beer garden
 - 2. The average cost of garden refurbishment

III. CONCLUSION

- A. Summary of overall findings
- B. Recommendations based on findings