



24th UNIVERSIADE
BANGKOK 2007

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① If you want to set up a coffee shop near the University and school, what is your research topic?

Ans: ② Identify the problem statement

- Is the coffee shop appropriate in where you locate it?
- How big or how small will the shop be?
- Are there many people interested in drinking coffee where you're going to set your shop up?
- Is the price of your coffee appropriate for students?

③ Identify the objectives

- To set up a coffee ^{shop} in one of the best locations near the University.
- To run the business successfully at the University.
- Design a coffee shop which suit for students and others.

④ Hypothesis

- At the corner of the university is the best place to set up a coffee shop.
- Charge a price which is appropriate for a student especially for students.
- Open the shop big enough so that your shop can have internet, lounge...etc.

Topic: Will coffee shop works near the University?

⑤ Use the most simple questionnaire to ask both students and others. Make hundred of copies for questionnaire to give out especially students.

⑥ The examples of the questionnaire
+ Please answer yes or no.

① Do you like to drink coffee?

Yes No No

② Can you afford a cup of coffee that cost more than 20 baht?

Yes No

③ Do you ~~don't~~ drink coffee every morning?

Yes No

Kirk Pathmanavan
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① The research topic would be about market segment in demographic and the frequency of spending

② How much would customer with different age range would spend per day

③ Using Research Methodology finding the necessary data

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④ The College students are more likely to spend on coffee per day versus the students in secondary school

⑤ The methodology would involve data gathering and finding the standard deviation of the consumer

⑥



Name: Nguyen Thi Mai Lan

ID : 48066193

If you want to set up a coffee shop near the university and school, what's your research topic?

* My research topic will be: what's kind of coffee shop would the student (pupil) like?

* Identify the problem statement:

- Age: because age of student and pupil are different so it will be impact to liking of each others. They will have liking, opinion, ideal about the place that they want to enjoy are so different - so if we want to set up coffee shop to both university and school we will have problem when try to equilibrium both. We should choice only one, shouldn't both.

* Identify the objectives:

Because, the student (pupil) when they have free time, they would like to drink something and talking with friend. Maybe sometimes, they just need the place where's they can sit with friend or only themselves to talk, do home work or team work.

In my opinions, I would like to set up the coffee shop ~~for~~ for student because I think I will have more opportunity to get profit more than with pupil. So I will try to set up near by university.

* The hypothesis:

- As I say, because the students and pupils are different style and kind of liking, so we should choice only for one when open coffee shop.

- The student - they might have more money to go to coffee shop such as every day than pupil. So you may have more profit from them.

* The research methodology:

- Questionnaire.

* The examples of the questionnaire:

Sex: ... Male Female

Age:

1. How many time do you go to coffee shop?

Once a day

~~several times~~ 2-5 times a week

Once a week

2-5 times a month

Once a month

Every day

2. When go to coffee shop, what's kind of coffee shop do you like?

Romantic

Nature

Animated

Quiet

3. What's kind of music ^{would} you like to play in coffee shop?

Rock

Dance

R & B

Hip hop

Classic

Others

✓ Good

4. Would you like coffee shop provide internet wireless for you?

Yes

No



5. What're you most like would you do when come to coffee shop?

talking with friend

listen ~~now~~ to music

play internet

do business with friend



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- ① Research Topic : The study of student behavior on drinking.
- ② Problem Statement : There's the department store near here already, so students might not come to the coffee shop.
- ③ Objectives
- To know the student behavior on drinking
 - To know whether it's good or not to locate the coffee shop at this place.

- ④ Hypothesis :
- Students might not drink coffee.
 - University students drink coffee more than school students.
- ⑤ Research Methodology : This research uses questionnaires to find the result of student behavior on drinking by collecting data from 200 students, both university and school students.

- ⑥ Examples of questionnaire :
- 1.) Gender : Male Female
 - 2.) Age : 15 or under 16-20 21-25 25 or above.
 - 3.) Degree : under graduate bachelor diploma Master
 - 4.) Do you drink coffee? Yes No.
 - 5.) What kind of coffee you like?
 Espresso Mocca Capucino others.
 - 6.) How often you drink coffee each week?
 once a week twice a week everyday others. ✓
 - 7.) Who do you like to drink coffee with?
 alone family friend others.

980d



⑧) Where do you usually drink coffee?

- coffee shop department store university
 others.

⑨) Do you think it's good to locate a coffee shop near university and school?

- Yes No.

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- 1 Research topic : The study of consumers from the University and school toward drinking behavior. ✓
2. Problem statement : What kinds of drinks they consume everyday?
3. Objectives : 1. To know drinking behavior of University and school consumer
2. To finalize the decision of setting up a coffee shop.
4. Hypotheses :- School consumers may consume less than University consumers.
- Purchasing power may be affected to the sales.
- School consumers and University consumers may have different drinking behaviors.
5. Research methodology : The research uses descriptive research by using survey method for collecting data from students, teachers and parents from both University and school.
300 questionnaires will be sent out to each university and school.
6. The examples of the questionnaire. ✓
- Background information
1. Gender : Male Female
 2. Please define yourself student teacher parent
 3. What do you consume each day? (can choose more than 1)
 milk water juice Soda Coffee tea
 4. How much do you usually spend on your drinks per day?
 10 baht 20 baht 30 baht 40 baht 50 baht
 more than 50 baht.
 5. Where do you usually buy your drink?
 cafeteria convenient store coffee shop others
 6. Do you drink coffee / Tea?
 Yes No
- good



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Setting up a coffee shop

7. Do you agree to set up a coffee shop near University and school?

Yes

No

8. If we set up a coffee shop, will you buy drinks from us?

Yes

No

9. Where do you prefer to drink coffee?

within campus

outside campus.

10. Suggestions: _____



Ploy : Pinyapon Deivahastin

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