

## Best Eating Places in Gujranwala

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**Population of the Gujranwala:** 1.56 Million (FPCCI)

**Literacy Rate:** 56.6% (FPCCI)

**Unemployment Rate:** 7.6% (FPCCI)

**Urban Population in Gujranwala District:** 2.23m (FPCCI)

**Total Population of Gujranwala District:** 4.9m

Gujranwala is an industrial city of entrepreneurs and massive opportunities. These opportunities are attracting international chains to enter in Gujranwala market as KFC and Pizza Hut are already in this city and McDonalds opening by end of March 2013, which represents potential of growth in Gujranwala.

Discussing about the market, competition in food industry in Gujranwala is getting intense day by day with recent entrance of Bundu Khan quite recently. Besides Bundu Khan, there are other restaurants opening up soon in Gujranwala as;

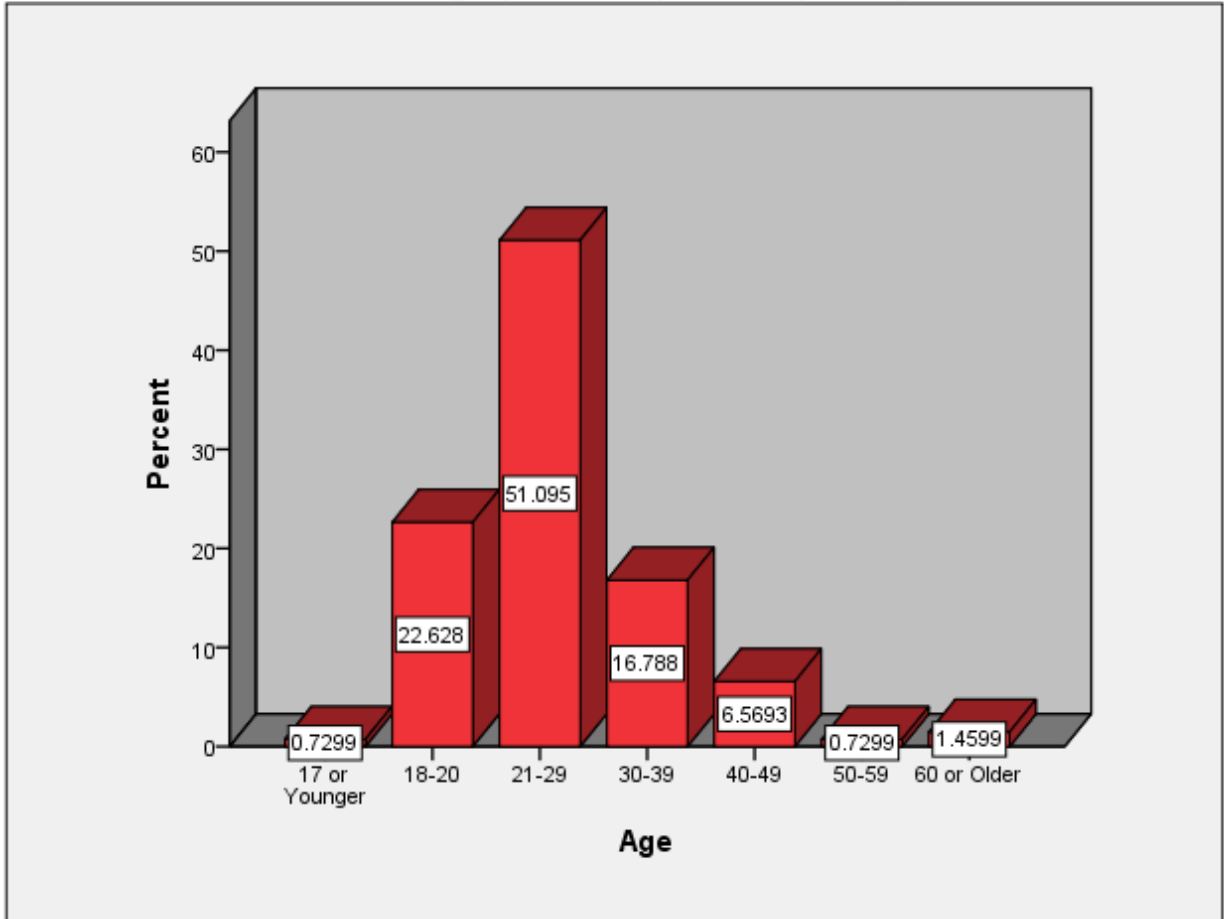
1. McDonalds
2. Avari
3. Food Court in Kings Mall
4. Mughal Mahal
5. Rachna Hotel

A formal survey has been conducted in Gujranwala to find out the general opinion of people regarding *best restaurants/ eating places* in the city. Sample has been carefully selected to target the research at respondents who go out often for hoteling with family and friends. (Please see Exhibit-1 for research plan)

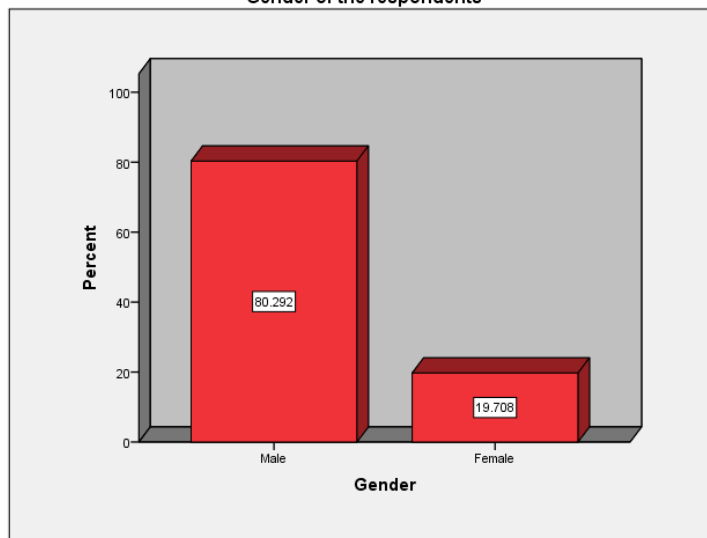
Data has been collected from **134** respondents of Gujranwala. (For details on how sample size has been selected, please See Exhibit-2)

Following are demographics of the respondents;

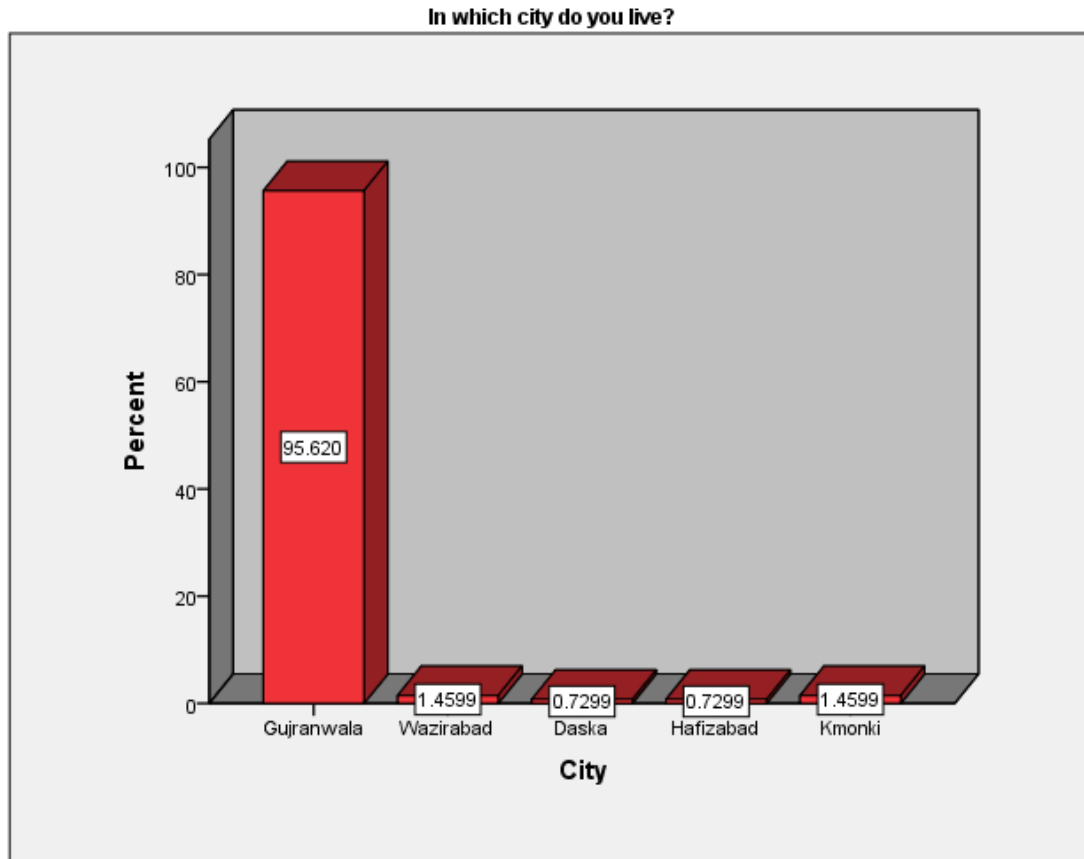
**Which category below represents your age?**



**Gender of the respondents**



We have carefully selected most our respondents to fall in the age bracket of 30-49 because in this age bracket men make decisions about where to go out for eating. We have covered all age patterns to get fair idea about market demand and spending patterns



Based on the count as of how many times particular restaurant is ranked at the top, Marian Hotel turned out to be the market leader with 56.29% share. Shelton on the other hand secured the second place with 51.11%. And quite surprisingly, Bundu Khan in few months secured 3<sup>rd</sup> place with 31.85% share.

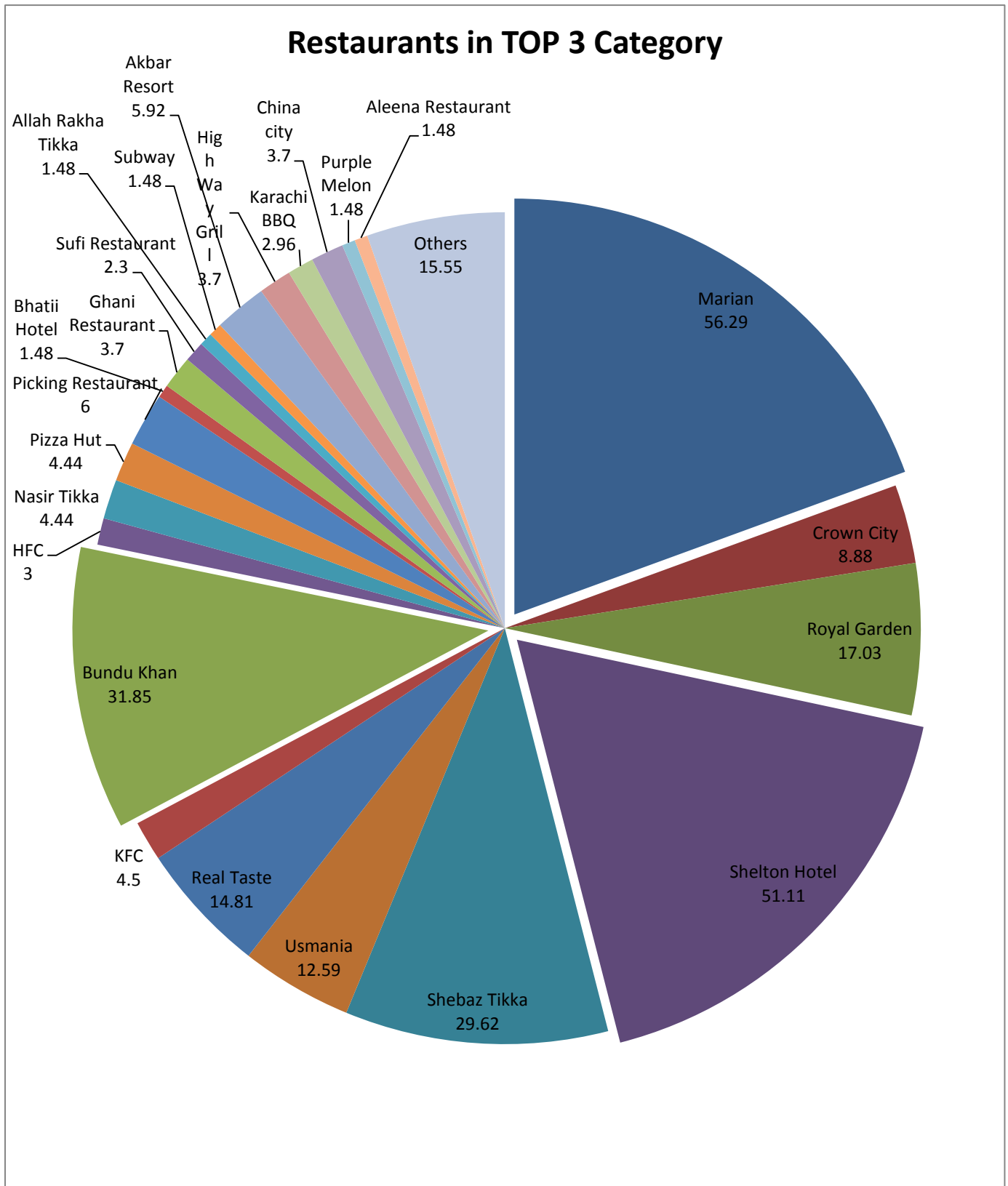


Figure 2: Restaurants quoted in 1st, 2nd or 3rd category by respondents.

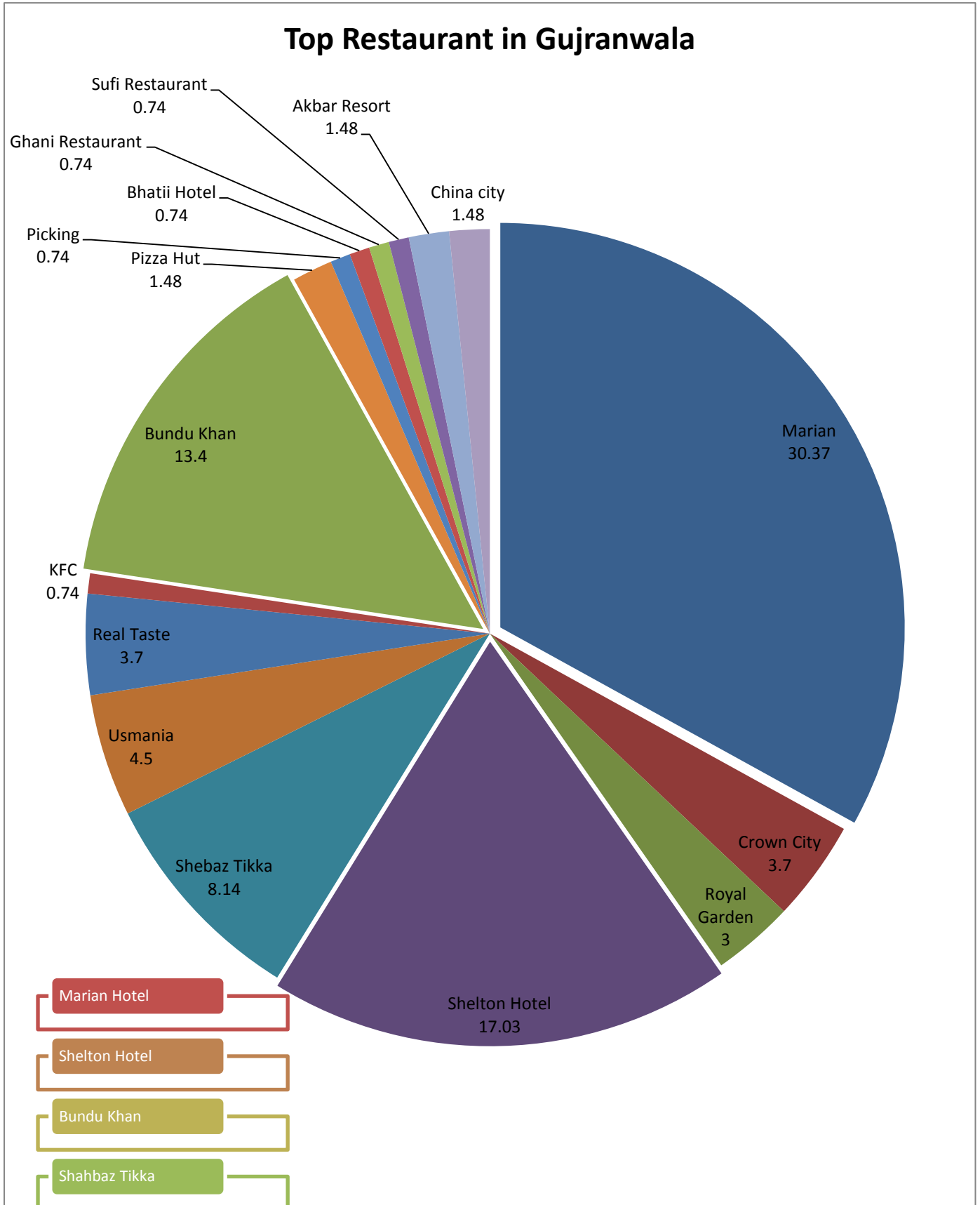


Figure 3: Restaurants quoted in 1st category by respondents.

**Spotlight from last Year (Restaurants Category)**

Name	2012 share	2013 share	Loss/gain
Marian	37%	30.37%	
Shelton	23%	17.01%	
Royal Garden	4%	3%	
Crown City	5%	3.7%	
Bundu Khan	-	13.4%	
Shahbaz Tikka	8%	8.14%	
KFC	6%	0.74%	
Real Taste	0%	3.7%	
Usmania	3%	4.5%	
Pizza Hut	1%	1.48%	
Akbar's Kinara	9%	1.48%	
China City	-	1.48%	

## Exhibit-1

### 1. Project Description:

A formal research has been conducted in Gujranwala to find out the general opinion of people regarding best eating places in the city. Sample has been carefully selected to target the research at target market. Target market here means people who can afford to go out for eating and go out with family and friends.

#### 1.1. Research Plan

##### 1.1.1. Data Sources

We have used primary data sources in our research to collect data. We have primarily collected data from the people who afford and go out on eating places

##### 1.1.2. Research Approach

Our research approach covered survey research. In survey research we have collected data by developing a survey instrument.

##### 1.1.3 Research Instrument

Research instrument used to collect data was a short 5-question survey form. (See Exhibit-3)

##### 1.1.4. Sampling Plan

Sampling Unit	Sample Size	Sampling Procedure
Residents of Gujranwala who can afford and go out on different eating places with Family and Friends.	136	Cluster Sampling

## Exhibit-2) Sample Size

Web: <http://www.surveysystem.com/sscalc.htm>

The screenshot shows the Creative Research Systems website. At the top, there is a search bar and a navigation menu with links for Home, About, Products, Services, Downloads, Research Aids, Contact Us, and Free Quote. The main banner features a bar chart and the text "THE SURVEY SYSTEM - Customize Your Surveys with Our Packages" with a "Request Your Free Quote" button. Below the banner, the "Research Aids" section lists several options, with "Sample Size Calculator" highlighted. The "Sample Size Calculator" section includes a description of the tool, instructions on how to use it, and a calculator interface. The calculator shows a confidence level of 95%, a confidence interval of 9, a population of 1560000, and a calculated sample size of 119. A sidebar on the left contains a "Best Survey Software" award badge from TopTenReviews 2013.

**Research Aids**

- Sample Size Calculator
- Sample Size Formula
- Significance
- Survey Design
- Correlation

**Sample Size Calculator**

This Sample Size Calculator is presented as a public service of Creative Research Systems [survey software](#). You can use it to determine how many people you need to interview in order to get results that reflect the target population as precisely as needed. You can also find the level of precision you have in an existing sample.

Before using the sample size calculator, there are two terms that you need to know. These are: **confidence interval** and **confidence level**. If you are not familiar with these terms, [click here](#). To learn more about the factors that affect the size of confidence intervals, [click here](#).

Enter your choices in a calculator below to find the sample size you need or the confidence interval you have. Leave the Population box blank, if the population is very large or unknown.

**Determine Sample Size**

Confidence Level:  95%  99%

Confidence Interval:

Population:

Sample size needed:

**"Best Survey Software"**

**GOLD 2013 TOP TEN REVIEWS**

TopTenReviews selected The Survey System as the Best Survey Software of 2013.

"The Survey System gains our highest marks for survey creation, analysis and administration methods, making it the best survey software in our ranking... This is the only product in our lineup that offers all features and tools we considered. For these reasons, The Survey System..."

*Screenshot showing sample size of 119 respondents against population of 1.56m people of Gujranwala.*



### Exhibit-3) Questionnaire

## Best Places in Gujranwala

The objective of this survey is to document the general perception of people living in Gujranwala about best places in this city. Results of this survey will be available publically on R&A Consultancy website. ( [www.rnaconsultancy.com](http://www.rnaconsultancy.com) )

#### 1. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

#### 2. What is your gender?

- Female
- Male

#### 3. In what city do you live?

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#### 4. Which are the best Hotels/ Restaurants in Gujranwala? Please Rank.

- 1
- 2
- 3

#### 5. Which are the best Banquet Halls in Gujranwala? Please Rank.

- 1
- 2
- 3

Thanks for participating in this survey. If you want to get notified about its results, Please enter your Email address.

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