

Methods

ABCD Consulting did research with a survey that was given to people at Anthony's Drive-In as well as placed around the Central Connecticut State University Campus. This survey was made on Google Forms, and we put a flier around the CCSU campus with a QR access code so students and faculty at the university could conveniently use their phones to participate in the survey. Before giving out surveys at Anthony's Drive-In, we talked to the owner to make sure that the surveys were allowed to be given there and around campus. We also made a disclaimer on the surveys stating this is just for a project at Central Connecticut State University to avoid any indirect repercussions to Anthony's Drive-In.

The surveys aimed to understand how the public responded to Anthony's what the business excels at, and where the business would need improvements. We asked each respondent the following questions: Basic demographic information (i.e. age, gender, student, or non-student), how often users went to Anthony's, why they went, how they felt about the establishment, where there could be improvements, or if any upgrades could be made in any aspect. With the results of the survey, our team can see where the funding would need to be applied to this small business.

ABCD Consulting also used several articles for reference in our efforts to understand small businesses surviving in the economy and one magazine article from a student who spoke about Anthony's specifically and how the community loves and appreciates this establishment.