

Findings & Analysis

Most of the respondents, 91.2%, ranging between the ages of 21-30. Please note again, the business is also a bar so we could not have any ages under 21. A small number of participants, 7%, preferred not to answer and we did have 2.8% of the participants over the age of 51. According to College Factual, there are 83.8% of students range from 20-29. The data we received is higher than what the population is at Southern Methodist University.

We asked the participants if they were current students, and what year they were. 35.1% of students were seniors and 33.3% of the students were juniors. 12.3% preferred not to answer what year they currently were and 8.8% were sophomores. 3.3% of the students were freshmen, grad students, or did not attend Southern Methodist University. This illustrates how we were able to gather data from multiple demographics.

25.65% of the participants were female. This is not aligned with the gender ratio at Southern Methodist University which shows 45.3% of the Southern Methodist University student population is female according to College Tuition Compare. This data tells us that fewer women answered our survey. This data does limit us to the male perspective of BBQ Headquarters Bar. The fact that 96.5% of the participants attend Southern Methodist University, could be why there was a similarity in the data between females and males. Th

Almost half of our respondents selected the main reason they visit BBQ Headquarters establishment was for drinks, 48% to be exact. Close to 37% attend social events and 24% use the business for their food menu. The rest of our respondents either did not visit BBQ Headquarters or preferred not to say. If BBQ Headquarters did a drink special, it would increase

the number of college students on a budget attending more often, this could increase the revenue of BBQ Headquarters. Another option could be adding more menu items. Only 24% of participants reported they go for food. If BBQ Headquarters had a more extensive menu, this number of patrons could increase, and BBQ Headquarters could increase their profit.

At the bottom of our survey, we added a space for customers to write any specific suggestions to BBQ Headquarters. They had the freedom to write any likes, dislikes, or suggestions they wanted BBQ Headquarters to take into consideration. We received 66 responses to this question. Some suggested the bathrooms were cleaner and possibly upgrading the bathrooms entirely by adding more stalls and sinks. Others suggested adding more entertainment like a DJ and having more promotional nights, and cheaper beverages. According to Singa, some promotional ideas would be having karaoke nights, have giveaways, having advertisements, renting some space for private events and having menu options for everyone like vegans, vegetarians, etc. With this, BBQ Headquarters has the potential of growing more customer relationships. If BBQ Headquarters was to receive this investment they could remodel the bathrooms, hire more entertainment, and do more promotional nights.

More than 75% of our participants stated they enjoy BBQ Headquarters, 77.2% to be precise. Of the 77%, 30% really enjoyed this establishment and 15% said they loved it. These percentages show us that the community by and large really appreciates this establishment. BBQ Headquarters is loved and enjoyed by the Southern Methodist University and University Park community. Upgrading the restaurant and bar could also make the customers feel safer and enjoy the environment more. Using the information we received from these surveys, BBQ Headquarters could make necessary adjustments and additions and continue to increase those statistics of people who enjoy their establishment.

Having a happy and productive staff is key to a successful business. According to LinkedIn, the top three reasons people left their employers were low wages and lack of career advancement and progression. If the employees are given a development opportunity, studies show that they were 15% more engaged and have a 34% higher retention rate. They also stated that the top reasons why people would stay at their company are because of a positive work environment, having a purpose, and feeling energized during the workday. Having the employees feel comfortable going to work every day and giving them a reason to come in will allow them to want to stay and decrease the turnover rate.

Lastly, we found an article from the Blue Muse Magazine called Southern Methodist University's Local Watering Hole: BBQ Headquarters Place, by Sabrina Kosh. Kosh mentions how long BBQ Headquarters has been in business, 30+ years, and how this business is a staple in the Southern Methodist University and University Park community. Specifically stated in the article, "Whether you're a current student, alumni, or just passing by, BBQ Headquarters Place has a stool waiting for you. Michael and his family are always looking for ways to improve so if you have a suggestion please stop by and start a conversation. "We're always looking for students' input so if any student or customer has any suggestions for new food items, new drinks—we're always trying to keep the customer happy." This shows us not only is this business widely loved and appreciated but the owners love the community. They are committed to adapting to our ever-changing economic times.