

New going out location

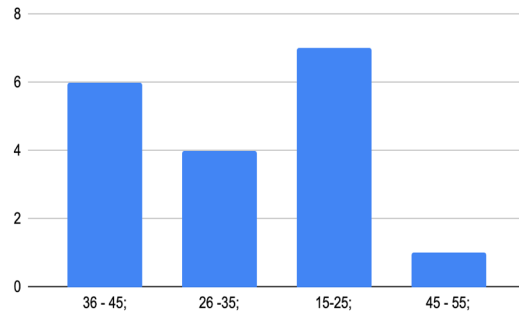
- Bucharest

Data collection & analysis

# Target Audience

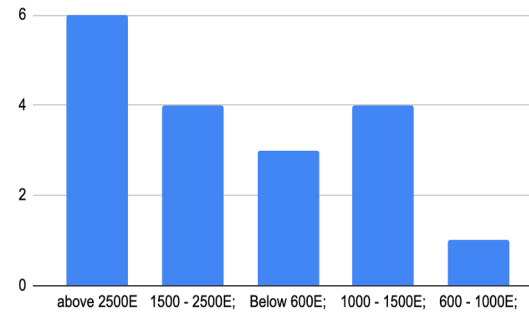
*Target market - made up of local people, from the city, aged 25-45 years old, with a higher education degree, travelers and good appreciators of a high quality product and top notch hospitality service.*

Respondents age range



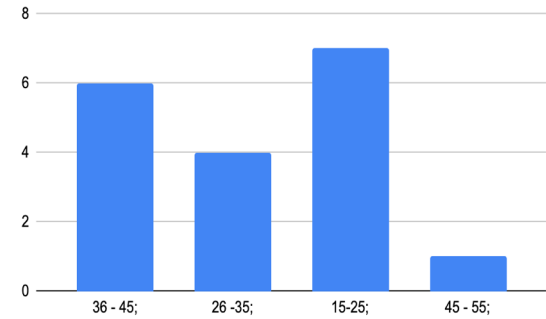
Count of Please state your age:

Respondents income level



Count of And your income level?

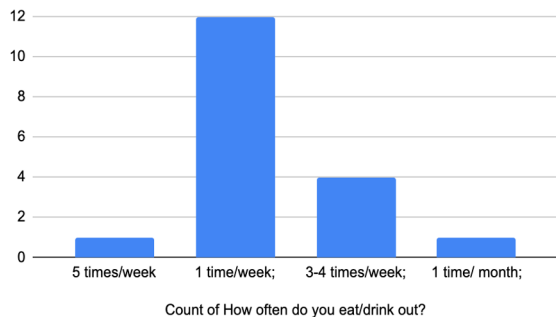
Respondents age range



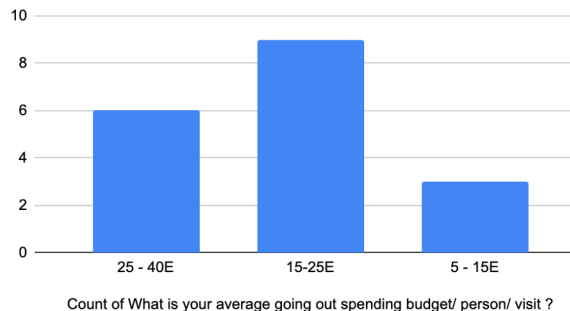
Count of Please state your age:

# Concept - product

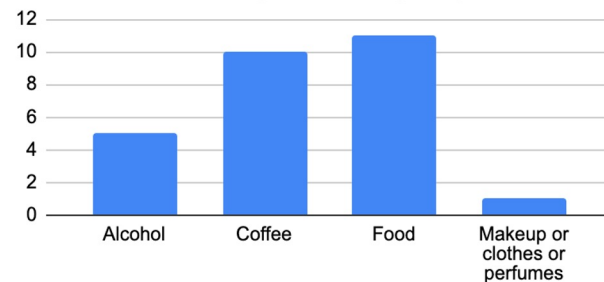
Frequency of going out



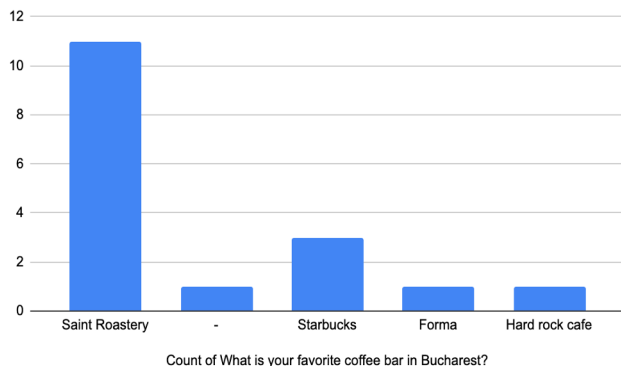
Spending budget/person/visit



Product most bought when going out



Favorite coffee bar in Bucharest?



Preferred entertainment option?

