**Some questions that may be appropriate for your Investigation research**

What customers looking for when they are dining in your establishment ?

What strategies do you find the most effective in attracting and maintain your lunch time trade ?

What strategies do you find the most effective in attracting and maintaining your trade ?

What factors influence the menu ?

What factors influence the development of the menu ?

What promotion do you use to attract new customers ?

What specials do you promote to entice your customers?

What days of the week are the most popular for sales … types of meals sold ?

What strategies do you have in place to ensure the delivery of your menu in peak service time ?

What challenges do you have in creating your menu ?

What changes have occurred in the lunch time trade ?

What customers now looking for in terms of their lunch time dining ?

What has been the impact of penalty rates on your business and the industry ?

How do promote your establishment / restaurant with the customers who are browsing along the street ?

How do you promote your restaurant within your own community ?

How many customers do you need to ensure being a viable establishment ?

How do you organize your establishment service so that you can maximize the numbers of customers on peak days?

How do you ensure your staff provide excellent customer service ?

How did you make your decisions about the days and opening times for your establishments ?

How has your establishment reacted to the changing lunch time trade ?

How has your dining options as customer changed in the last 5 years ?

Do you changes your days open and opening hours depending on the season ?

Does your establishment offer set lunch time specials ?

Does your establishment offer functions as a lunch time option to attract customers ?

Why do you think some restaurant do not trade at lunchtime?

Why do you think that customers today are looking for a quicker option as opposed to the long lunch ?

Why do you feel that your establishment does maintain a strong customer base ?