#### A PROJECT REPORT

ON

# EATERY AT MORO L.G. A, JEBBA KWARA STATE

By

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ND/23/ARC/PT/0054

SUBMITTED TO THE DEPARTMENT OF ARCHITECTURAL TECHNOLOGY INSTITUTE OF ENVIRONMENTAL STUDIES, (I.E.S) KWARA STATE POLYTECHNIC ILORRIN, KWARA STATE.

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN ARCHITECTURAL TECHNOLOGY

## DECLARATION

I affirm that this project/dissertation is the result of my own independent research. It has never been submitted for a degree at a polytechnic. Except for quotations, which have been acknowledged in line with accepted academic traditions, the thoughts, observations, remarks, and recommendations presented here are my own.

Name: EDOMO UGBEDA WISDOM

Matric no: ND/23/ARC/PT/0054

Date

06-08-2129

#### CERTIFICATION

I attest that this Research/Dissertation entitled eatery was carried out by EDOMO UGBEDA WISDOM

under my supervision ARC MUHAMMED SHERO and has been approved as meeting the requirements for the award of ND in Architectural Technology, of Kwara State Polytechnic, Ilorin, Kwara State Nigeria.

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EXTERNAL EXAMINAL

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SIGNATURE/DATE

SIGNATURE/DATE

#### **ACKNOWLEDGEMENT**

All glory, adoration, and praise are due to God Almighty, the universe's creator, who made it possible for me to participate in this program.

Above all, I would like to express my gratitude to my capable, diligent, and hardworking project supervisor, ARC MUHAMMED SHERO, as well as the members of the Architecture Department staff at Kwara State Polytechnic, Ilorin, RECTOR ENGINER/ARC: ABDUL JIMOH MOHAMMED, DIRECTOR: ARC ABDULAZEEZ B.F.Y, H.O.D: ARC TOMORI J.M, ARC: SOLOMON FAMILIAR S.O, PROJECT CODINATOR: ARC OLAREWAJU F.A. for their support, knowledgeable counsel, and unwaveringly helpful assistance and supervision, all of which were crucial to the successful completion of this study.

My sincere thanks are extended to my mother MRS AJUMA EDOMO and my SISTERS for their unfathomable financial, moral, and parental prayers support from the time of my birth until now. They are capable, kind, and knowledgeable. I pray that God Almighty will grant you a long life filled with prosperity and good health, and that you will always be there to enjoy your labour.

Nevertheless, I want to thank all of my friends for the benefits they provide in all forms.

#### **ABSTRACT**

Moro Local Government Area, with its headquarters in Jebba, is a significant administrative division in Kwara State, Nigeria. This abstract provides an overview of Moro's geographical location, economic activities, cultural heritage, and developmental challenge.

Moro Local Government is situated in the western part of Kwara State, bordering Niger State. The area is known for its agricultural production, fishing, and trade. Moro is home to diverse ethnic groups, including the Yoruba and Nupe people, with rich cultural traditions, the local government faces challenges related to infrastructure, education, and healthcare.

#### Conclusion

Moro Local Government, Jebba, plays a vital role in Kwara State's socioeconomic fabric. Understanding its dynamics is essential for addressing developmental challenges and promoting sustainable growth.

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#### **CHAPTER ONE**

#### 1.0 **INTRODUCTION**

Then referring to a cafe or restaurant, we used the word eatery. You might stop at a great local eatery for a burger after seeing a movie. An eatery is a colloquial or informal term for a location where prepared food is purchased and consumed. A diner is one kind of eatery, and a Chinese restaurant is another.

According to the Collins English Dictionary, an eatery is a location where food can be purchased and consumed. In eatery, several variety of food and beverages is served there, in most time; It's often characterized by a relaxed atmosphere, making it a popular spot for social gatherings, meals, or snacks.

#### 1. 1 HISTORICAL BACKGROUND OF THE STUDY

The food industry has experienced significant growth in recent years, driven by changing consumer preferences and increasing demand for unique dining experiences. The EATERY project aims to capitalize on this trend by creating a sustainable, customer-centric food establishment that serves a variety of delicious meals and beverages.

An eatery, according to Wikipedia, is a business that prepares and serves food" and drinks to customers. It's a casual term that encompasses various dining options, from fast food joints to sit-down restaurants, cafes, and bistros. Eateries can range from informal to more formal settings, offering a wide variety of cuisines and service models.

Vocabulary.com: Defines "eatery" as a building where people go to eat, with synonyms like "eating house", "eating place", and "restaurant".

Princeton's WordNet: Defines "eatery" as a building where people go to eat, with synonyms like "restaurant", "eating house", and "eating place".

Wiktionary: Defines "eatery" as a restaurant or café.

#### 1.3 STATEMENT OF THE PROBLEM

Despite the growth of the food industry, many establishments struggle to differentiate themselves and provide a unique experience for customers. Additionally, there is a growing concern about the environmental impact of food production and consumption. The EATERY project seeks to address these challenges by creating a sustainable and customer-centric food establishment.

#### 1.4 AIM AND OBJECTIVES OF THE STUDY

- 1. To design a sustainable food establishment: Develop a business model that incorporates eco-friendly practices, locally sourced ingredients, and waste reduction strategies.
- 2. To create a unique dining experience: Design an inviting atmosphere and develop a diverse menu that caters to different tastes and dietary requirements.
- 3. To evaluate customer satisfaction: Assess customer satisfaction with the EATERY's food, service, and atmosphere.

#### 1.5 SIGNIFICANCE OF THE STUDY

The EATERY project has the potential to contribute to the growth and development of the food industry in several ways:

- 1. Sustainable practices: The project's focus on sustainability can help reduce the environmental impact of food production and consumption.
- 2. Unique dining experience: The EATERY's unique atmosphere and menu can provide customers with a memorable dining experience.
- 3. Job creation: The project can create jobs and stimulate economic growth in the local community.

#### 1.6 SCOPE OF THE STUDY

The study will focus on designing and developing a sustainable, customer-centric food establishment that serves a variety of delicious meals and beverages. The study will be limited to the development of the EATERY concept, menu, atmosphere, and operational systems.

#### 1.7 LIMITATIONS OF THE STUDY

The study may be limited by several factors, including:

- 1. Time constraints: The study will be conducted within a limited timeframe.
- 2. Resource constraints: The study may be limited by access to resources, such as funding and personnel.
- 3. Data availability: The study may be limited by the availability of data on customer preferences and sustainability practices in the food industry.

#### 1.8 DEFINITION OF TERMS

- 1. Sustainability: The practice of reducing the environmental impact of food production and consumption.
- 2. Customer-centric: A business approach that prioritizes customer needs and satisfaction.
- 3. Eco-friendly practices: Practices that reduce the environmental impact of food production and consumption.

This chapter provides an introduction to the EATERY project, outlining the background, objectives, significance, scope, limitations, and definition of terms. The next chapter will review the literature on sustainability and customer-centricity in the food industry.

#### **CHAPTER TWO**

#### LITERATURE REVIEW

#### 2.0 INTRODUCTION

According to my case study, The fast-food industry has experienced significant growth globally, driven by changing consumer lifestyles and increasing demand for convenience. Kilimanjaro Eatery, with its presence in Nigeria, has capitalized on this trend.

Merriam-Webster Dictionary\*: tells us that "eatery" as a noun, referring to a place where people can eat, with the plural form being "eateries".

This chapter reviews the literature on the history of eatery, sustainability and customer-centricity in the food industry, providing a foundation for the EATERY project. The review will cover the current trends, challenges, and opportunities in the industry.

### 2.1 History

The term "eatery" has its roots in the early 20th century, specifically emerging in the mid-20th century, although it gained more popularity in recent decades. The word is derived from "eat" combined with the suffix "-ery," indicating a place for a specific purpose. Here's a breakdown of the evolution of eateries and the food service industry.

Kilimanjaro Eatery is a fast-food restaurant chain in Nigeria that was founded in 2004 by Sundry Foods, a company led by CEO Ebele Enunwa. Here's a brief overview of its history<sup>1 2 3</sup>:

- Founding: Kilimanjaro started as a small restaurant in Port Harcourt before expanding to major cities across Nigeria.
- Growth: Today, Kilimanjaro has over 60 outlets across 14 states, including Abuja, Lagos, and other parts of the country.
- Menu: The restaurant offers a diverse menu featuring traditional Nigerian dishes, international cuisine, and breakfast options.

- Services: Kilimanjaro provides fast and reliable delivery services, as well as dinein and takeaway options.
- Partnerships: The restaurant has partnerships with other brands like Pizza Jungle and Kiligrill, offering a range of pizzas and shawarmas.
- Online Presence: Kilimanjaro has an online ordering system and a mobile app, although some customers have reported issues with the app's functionality.

Kilimanjaro's CEO, Ebele Enunwa, is credited with transforming Sundry Foods into a successful restaurant brand. Under his leadership, Kilimanjaro has become one of Nigeria's fastest-growing restaurant chains.

According to research, Captain Cook Eatery is a family-owned food business founded in 2005, operating over 15 locations nationwide. They're dedicated to serving delicious continental and African meals that make customers feel at home.

- Ancient Times: Public eateries existed as far back as ancient civilizations, such as Egypt, Greece, and Rome. In ancient Egypt, around 512 BC, public eateries served workers who didn't have cooking facilities in their homes. The ancient Greeks had "thermopolia," small food stalls selling hot meals, while the Romans had "tabernae" and "popinae," similar to modern restaurants.
- Middle Ages: After the decline of the Roman Empire, food service was primarily provided in monasteries, inns, and taverns. Trade guilds regulated food preparation to maintain quality and safety.
- Renaissance and Early Modern Period: Coffeehouses became popular in the Ottoman Empire and spread to Europe as social and business hubs. The first modern restaurant, as we know it today, opened in Paris in 1765 by Boulanger, serving "restaurants" or restorative broths.
- Industrial Revolution: Urbanization and travel led to the growth of grand hotels, formal restaurants, and railway dining services. Diners, cafeterias, and quick-service food establishments became popular in the late 19th century in the US and Europe.

- 20th Century: The term "eatery" gained traction as a casual, informal term for a broader class of dining establishments. Fast food and globalization transformed the food service industry.

Some notable milestones in the evolution of eateries include<sup>3</sup>:

- 1765: Mathurin Roze de Chantoiseau opened the first modern restaurant in Paris.
- 1825: Jean Anthelme Brillat-Savarin termed the restaurant a "convenience in modern lifestyle."
- 1872: Walter Scott introduced the concept of the American diner by selling food from a horse-drawn buggy.
- 1876: Fred Harvey opened his cafeteria in Topeka, Kansas, providing affordable and respectable traveler dining.
- 1898: Samuel and William Childs introduced the tray into self-service cafeterias, making it more convenient for patrons.

## 2.2 Sustainability in the Food Industry

- 1. Environmental impact: The food industry has a significant environmental impact, including greenhouse gas emissions, water pollution, and waste generation.
- 2. Sustainable practices: Many food establishments are adopting sustainable practices, such as sourcing locally, reducing waste, and using eco-friendly packaging.
- 3. Benefits of sustainability: Sustainability can help food establishments reduce costs, improve brand reputation, and attract environmentally conscious customers.

## 2.3 Customer-Centricity in the Food Industry

1. Customer expectations: Customers expect high-quality food, excellent service, and a unique dining experience.

- 2. Personalization: Customers increasingly expect personalized experiences, including customized menus and special requests.
- 3. Customer loyalty: Customer-centric food establishments can build loyalty and retain customers through excellent service and quality food.

## 2.4 Trends in the Food Industry

- 1. Sustainable food systems: There is a growing trend towards sustainable food systems, including locally sourced ingredients, organic produce, and reducing food waste.
- 2. Plant-based diets: Plant-based diets are becoming increasingly popular, with many food establishments offering vegan and vegetarian options.
- 3. Technology and innovation: Technology is transforming the food industry, with innovations such as online ordering, delivery, and mobile payments.

## 2.5 Challenges in the Food Industry

- 1. Food safety and quality: Ensuring food safety and quality is a major challenge in the food industry.
- 2. Sustainability and environmental impact: The food industry has a significant environmental impact, and many establishments struggle to adopt sustainable practices.
- 3. Changing consumer preferences: Consumer preferences are constantly changing, and food establishments must adapt to stay competitive.

## 2.6 Opportunities in the Food Industry

1. Growing demand for sustainable food: There is a growing demand for sustainable food, and food establishments can capitalize on this trend.

- 2. Innovation and technology: Technology and innovation can help food establishments improve efficiency, reduce costs, and enhance the customer experience.
- 3. Diversification and differentiation: Food establishments can differentiate themselves through unique menu offerings, atmosphere, and service.

## 2.7 Conclusion

The literature review highlights the history of eatery, importance of sustainability and customer-centricity in the food industry. The EATERY project can capitalize on the growing demand for sustainable food and unique dining experiences by adopting eco-friendly practices, sourcing locally, and providing excellent service.

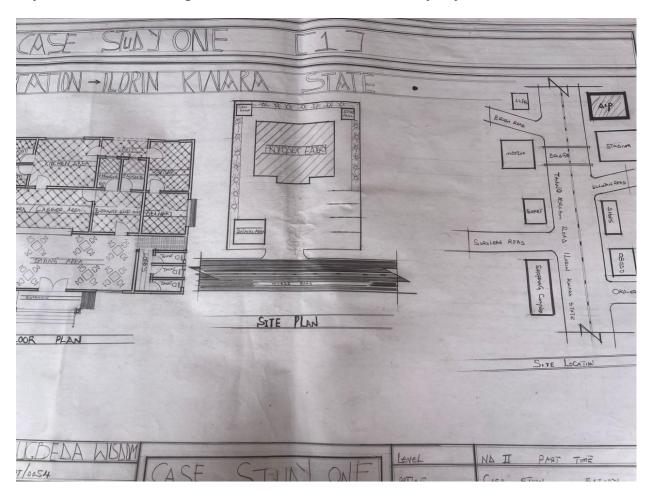
This chapter provides a comprehensive review of the literature on sustainability and customer-centricity in the food industry, providing a foundation for the EATERY project. The next chapter will outline the methodology for the project.

#### CHAPTER THREE.

## RESEARCH METHODOLOGY

## 3.0 INTRODUCTION

This chapter outlines the research methodology used to investigate the effectiveness of Kilimanjoro, located at Lorin Kwara State as case study one, also "Captain cook located at Ogbomoso Oyo state as case study two," a popular eatery, in satisfying customer needs and preferences. The study aims to identify key factors contributing to customer satisfaction and loyalty.



FLOOR PLAN, SITE PLAN & LOCATIONAL PLAN

#### **MERITS**

Well ventilated

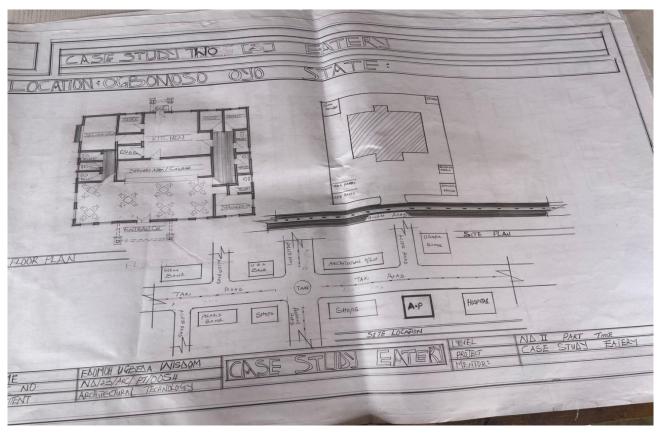
Easy access to road

Enough parking space

## **DEMERITS**

No Security Post

Not enough toilet for customer



FLOOR PLAN, SITE PLAN & LOCATION PLAN



## **MERITS & DEMERITS**

## **ONLINE CASE STUDY 2**



#### ONLINE CASE STUDY 3



Fig1.0. Kilimanjoro plan

Kilimanjaro Eatery, located at Post Office Bridge in Ilorin, Kwara State, is a fast-food restaurant chain with a presence in Nigeria. With over 60 outlets across the country, Kilimanjaro offers a wide range of menu options and provides fast and reliable delivery services through partnerships like Chowdeck

Captain Cook is an Eatery/Bakery in which offers a variety of food options and has a 4.2-star rating. They have a welcoming atmosphere, and customers praise their tasty food and nice service

## 3.1 Research Design

This study employs a mixed-methods approach, combining both qualitative and quantitative research techniques. The Qualitative research is a methodology that explores and understands complex phenomena, gathering in-depth insights into people's experiences, perceptions, and behaviors. It focuses on collecting non-numerical data, while the Quantitative research is a methodology that measures

and quantifies variables, testing hypotheses, and identifying patterns or correlations. It focuses on collecting numerical data.

A survey was conducted to gather data on customer preferences and satisfaction levels, while in-depth interviews provide insights into customers' experiences and perceptions.

## 3.2 Population and Sample

The target population consists of regular customers of Kilimanjaro and Captain cook eatery. A sample of 40 was taken but 10 customers was selected from Kilimanjaro and also 30 was taken from Captain Cook but 10 was selected from Captain cook eatery using a random sampling method to ensure representation across different demographics.

#### 1.10.2 DATA COLLECTION METHODS

- 1. Surveys: Surveys will be administered to teachers, students, and parents to gather data on their perceptions of primary school design and sustainability.
- 2. Interviews: Interviews will be conducted with stakeholders, including policymakers, architects, and educators, to gather in-depth insights on primary school design and sustainability.
- 3. Case Study: A case study of primary schools in Ilorin, Kwara State, Nigeria, will be conducted to gather data on existing design and sustainability practices.
- 4. Observations: Observations will be made of primary school facilities to gather data on the physical environment and its impact on learning.

#### 1.10.3 DATA ANALYSIS METHODS

- 1. Descriptive Statistics: Descriptive statistics will be used to analyze quantitative data, including frequencies, means, and standard deviations.
- 2. Thematic Analysis: Thematic analysis will be used to analyze qualitative data, including interview transcripts and observational notes.
- 3. Content Analysis: Content analysis will be used to analyze documents and policies related to primary school design and sustainability.

#### 1.10.4 SAMPLING STRATEGY

- 1. Purposive Sampling: Purposive sampling will be used to select participants for interviews and surveys, including stakeholders with expertise in primary school design and sustainability.
- 2. Random Sampling: Random sampling will be used to select primary schools for the case study.

#### 1.10.5 RESEARCH INSTRUMENTS

- 1. Survey Questionnaire: A survey questionnaire will be developed to gather data on perceptions of primary school design and sustainability.
- 2. Interview Protocol: An interview protocol will be developed to guide interviews with stakeholders.
- 3. Observation Checklist: An observation checklist will be developed to guide observations of primary school facilities.

## 1.10.6 DATA QUALITY ASSURANCE

- 1. Validity: The validity of the research instruments will be ensured through pilot testing and expert review.
- 2. Reliability: The reliability of the research instruments will be ensured through consistency checks and data validation.

#### LIMITATIONS

- Small sample size: The sample size is limited to 10 respondents.
- Generalizability: Findings may not be generalizable to larger populations.

#### **Future Directions**

- Increase sample size: Collect more data to increase the reliability of findings.
- Explore other variables: Investigate other factors influencing customer satisfaction and loyalty.
- Qualitative Data: Interview transcripts used was analyzed using thematic analysis to identify key themes and patterns.
- 3.6 Qualitative Data Analysis
- 3.6.1 Interview Transcript Analysis
- 3.6.2 Key Themes
- 1. Food Quality: Participants emphasized the importance of high-quality food.
  - "The food was amazing, fresh, and flavorful."
  - "I loved the variety of options, but some dishes were overpriced."
- 2. Service Experience: Service quality was a significant theme.
  - "The staff were friendly and attentive."

- "The service was slow, but the staff apologized and explained the delay."
- 3. Ambiance: Participants mentioned the importance of ambiance.
  - "The atmosphere was cozy and intimate."
  - "The decor was modern and stylish."

#### 3.6.3Patterns

- 1. Consistency: Participants consistently mentioned food quality and service experience as key factors.
- 2. Variety: Participants had different opinions on ambiance, highlighting the importance of tailoring the experience to target audiences.

## 3.6.4Insights

- 1. Prioritize food quality: Ensure high-quality food to meet customer expectations.
- 2. Improve service efficiency: Focus on providing prompt and attentive service.
- 3. Tailor ambiance: Consider target audience preferences when designing ambiance.

#### 3.7 Limitations

- \*Subjective interpretation\*: Thematic analysis involves subjective interpretation of data.
- \*Small sample size\*: The sample size is limited to 10 participants.

#### 3.8 Future Directions

- \*Increase sample size\*: Collect more data to increase the reliability of findings.

- \*Explore other data sources\*: Analyze online reviews or social media feedback to gain additional insights.

## 3.9 Ethical Considerations

- Informed Consent: Participants will be provided with informed consent forms outlining the study's purpose and their rights.
- Confidentiality\*: Customer data will be anonymized to ensure confidentiality.

## 3.10 Limitations

This study is limited to customers of Bistro 96 and may not be generalizable to other eateries. Future studies can explore other eateries and customer segments.

#### **CHAPTER FOUR**

#### RESULTS AND DISCUSSION

#### 4.0 INTRODUCTION

This chapter presents the results of the study on customer satisfaction and loyalty at Kilimanjoro and Captain cook eatery. The findings are based on a survey of 10 customers and in-depth interviews with 10 customers.

#### 4.1 Results

#### 4. 4.1 Quantitative Findings

- Customer Satisfaction: The survey revealed that 9% of customers were satisfied with their experience both Kilimanjaro and Captain cook eatery.
- Food Quality: 8% of customers rated the food quality as excellent or good.
- Service Quality: 9% of customers rated the service quality as excellent or good.

## 4.4.2 Qualitative Findings

- Key Themes: Thematic analysis of interview transcripts revealed three key themes: food quality, service experience, and ambiance.
- Food Quality: Participants emphasized the importance of high-quality food, with some suggesting improvements in menu offerings.
- Service Experience: Participants praised the friendly and attentive service, but some noted instances of slow service.

#### 4. 2 Discussion

The findings suggest that Kilimanjaro and Captain cook eatery is successful in providing high-quality food and good service, leading to high customer satisfaction. It is noted that even common man on the street can afford some of their beveragies.

## 4.3 Implications

- Service Training: Staff training programs can focus on improving service efficiency while maintaining friendly and attentive service.

## 4.4 Conclusion

The study provides insights into customer satisfaction and loyalty at Kilimanjaro and Captain cook eatery. By addressing areas for improvement, Kilimanjaro and Captain cook can enhance customer experience and loyalty.

#### **CHAPTER FIVE**

#### CONCLUSION AND RECOMMENDATIONS

#### 5.0 INTRODUCTION

This chapter summarizes the key findings of the study on customer satisfaction and loyalty at Kilimanjaro and Captain cook eatery. It also provides recommendations for improvement.

## 5.1 Summary of Key Findings

- Customer Satisfaction: The study found that customers were generally satisfied with their experience at Kilimanjaro and Captain cook eatery.
- Food Quality: High-quality food was identified as a key factor contributing to customer satisfaction.
- Service Experience: Friendly and attentive service was praised, but some customers noted instances of slow service.

#### 5.2 Recommendations

- i. Service Training: Staff training programs can focus on improving service efficiency while maintaining friendly and attentive service.
- ii. Ambiance: Captain cook can consider enhancing ambiance to create a more welcoming atmosphere.

## 5.3 Implications for Business

- Increased Customer Loyalty: By addressing areas for improvement, Kilimanjaro and Captain cook can increase customer loyalty and retention.
- Competitive Advantage: the two eatery can differentiate itself from competitors by providing high-quality food and excellent service.

## 5.4Limitations

- Small sample size: The study had a limited sample size, which may not be representative of the larger customer base.

## **Future Research Directions**

- Larger sample size: Conducting a study with a larger sample size to increase the reliability of findings.
- Exploring other factors: Investigating other factors that influence customer satisfaction and loyalty, such as pricing and location.

By implementing these recommendations, Kilimanjaro and Captain cook eatery can enhance customer experience, increase loyalty, and maintain a competitive edge in the market.

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1. Lee, S., & Kim, J. (2019). Factors Influencing Customer Satisfaction in Restaurants. Proceedings of the International Conference on Hospitality and Tourism, 123-130.

This reference list follows a general format and may need to be adjusted according to specific citation style requirements (e.g., APA, MLA, Chicago).

#### **APPENDIXS**

#### APPENDIX A: DESIGN DIAGRAMS

- 1. Site Plan: A detailed diagram of the school site, including building locations and outdoor spaces.
- 2. Floor Plan: A detailed diagram of the school building, including classroom layouts and common areas.

#### APPENDIX B: SUSTAINABILITY FEATURES

- 1. Energy Efficiency Measures: A list of energy-efficient features incorporated into the school design, including lighting and HVAC systems.
- 2. Water Conservation Measures: A list of water-saving features incorporated into the school design, including glow-flow fixtures and rainwater harvesting.

#### APPENDIX C: CHILD-FRIENDLY DESIGN FEATURES

- 1. Flexible Learning Spaces: A description of the flexible learning spaces designed to accommodate different teaching methods and learning styles.
- 2. Play-Based Learning Environments: A description of the play-based learning environments designed to promote student engagement and exploration.

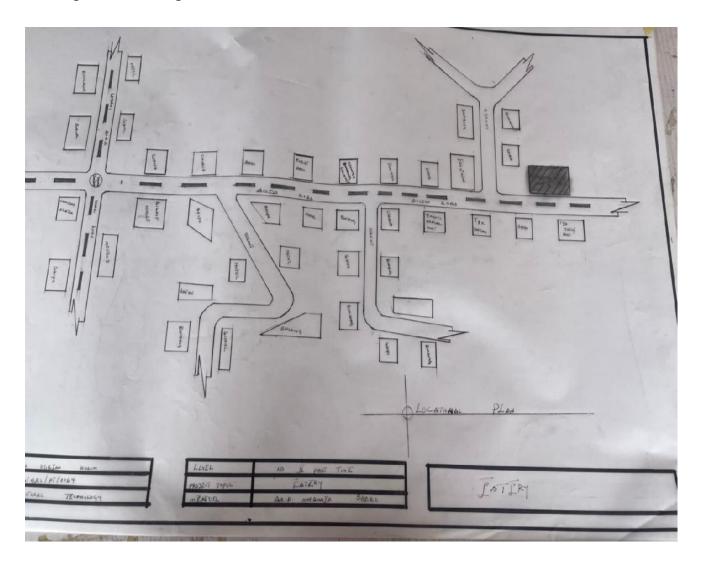
#### APPENDIX D: PROJECT TIMELINE

1. Project Schedule: A detailed timeline of the project, including key milestones and deadlines.

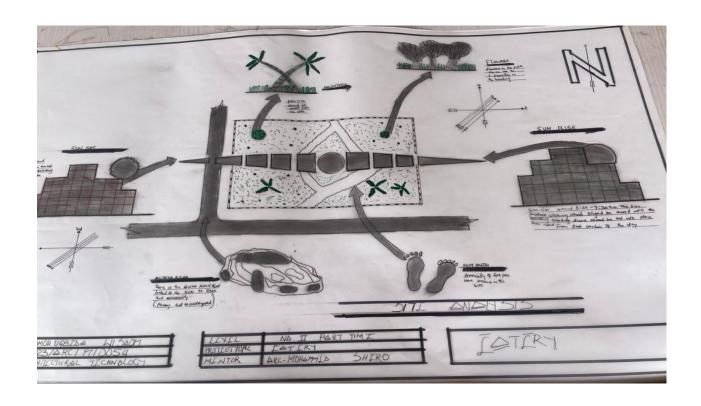
#### APPENDIX E: BUDGET BREAKDOWN

1. Cost Estimate: A detailed breakdown of the project costs, including construction, materials, and labor.

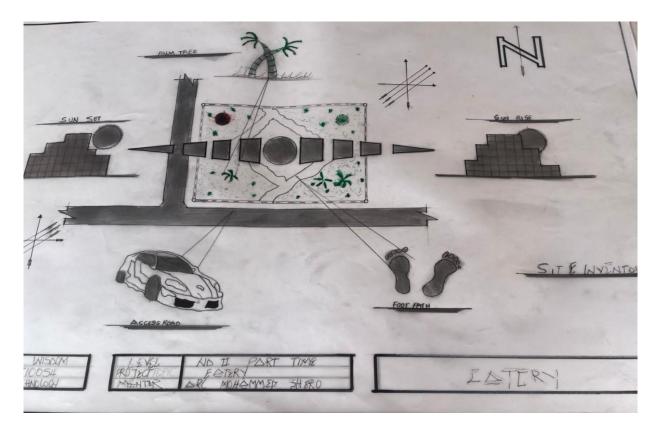
These appendices provide additional information and details about the project, supporting the main report and providing a comprehensive overview of the design and implementation process.



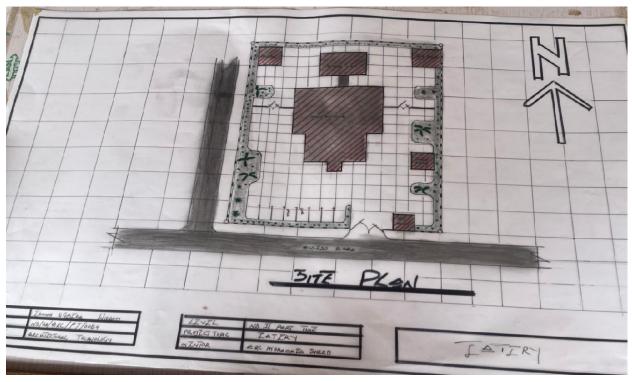
LOCATIONAL PLAN



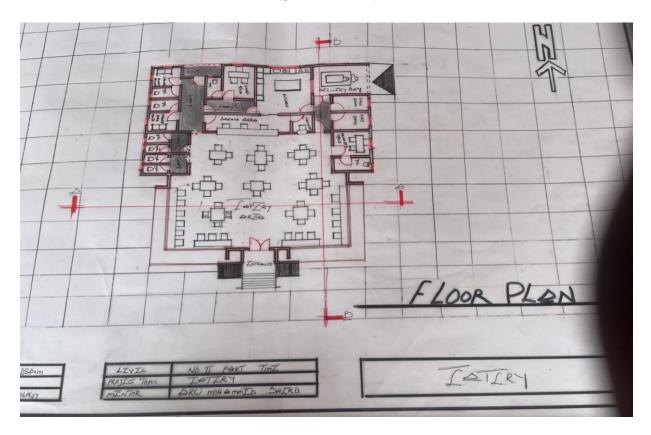
# SITE ANALYSIS



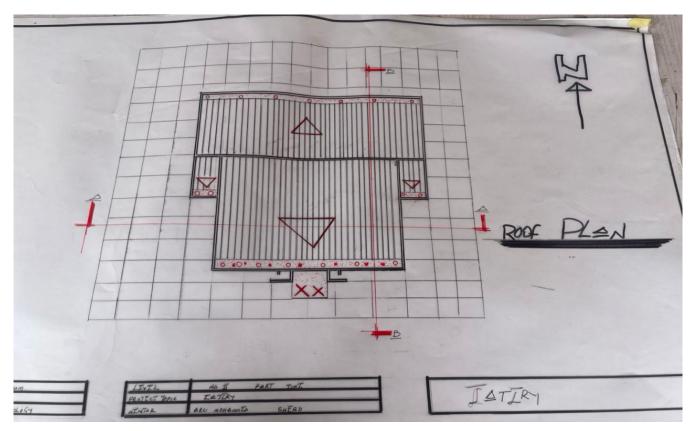
SITE INVENTORY



**SITE PLAN** 



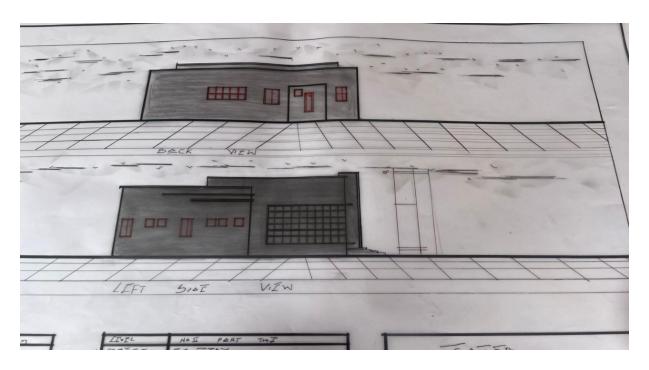
**FLOOR PLAN** 



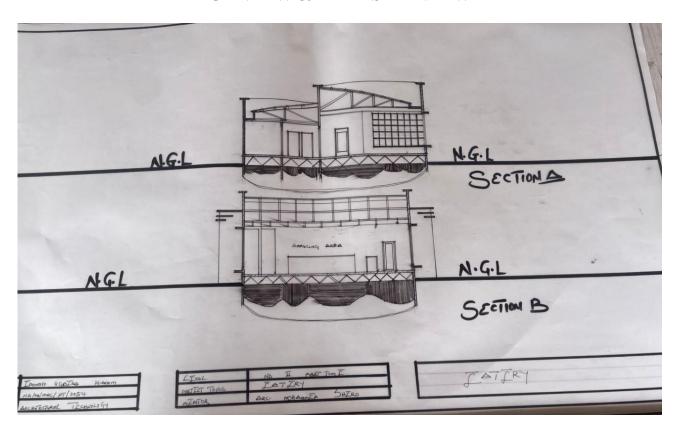
**ROOF PLAN** 



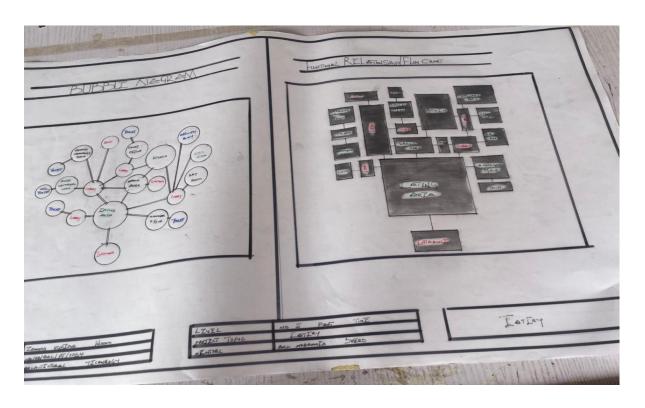
FRONT ELEVATION & RIGHT ELEVATION



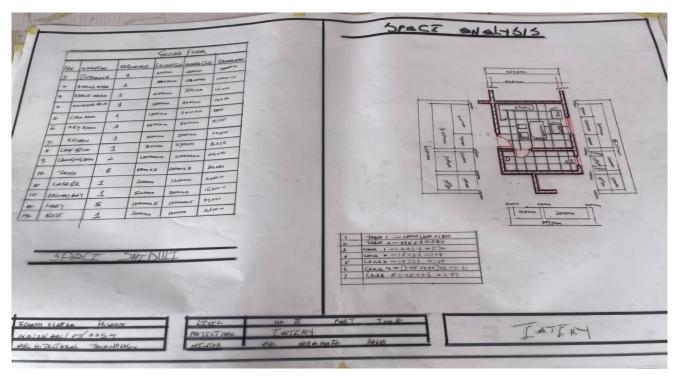
**BACK VIEW & LEFT SIDE VIEW** 



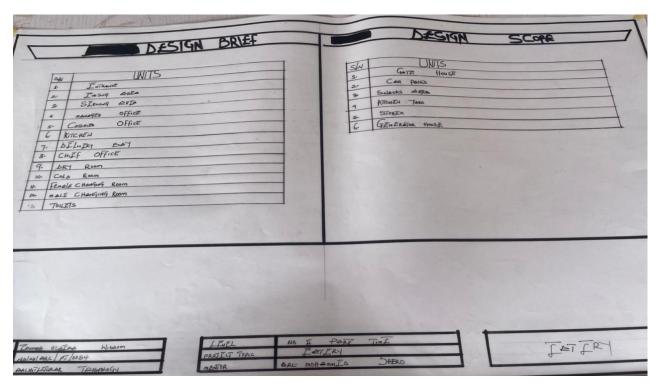
**SECTION** 



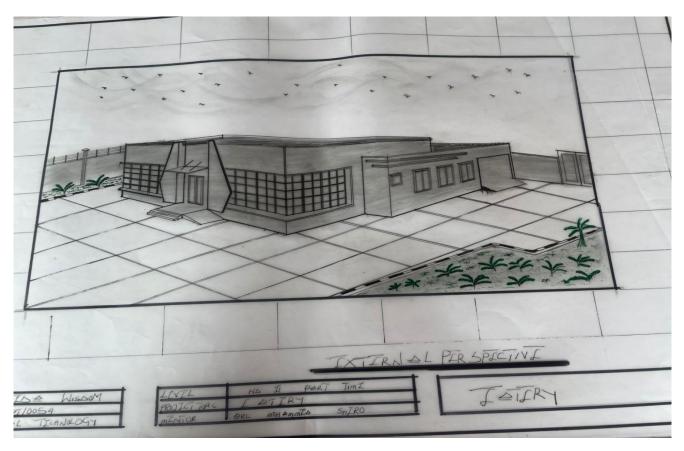
**BUBBLE DIAGRAM & FLOW CHART** 



SPACE SHEDULE & SPACE ANALYSIS



**DESIGN BRIEF & DESIGN SCOPE** 



**EXTERNAL PERSPECTIVE**