

ABSTRACT

The main objective of this survey was to determine whether a specific target group is interested in having an alternative fine dining restaurant in south Trinidad and to ascertain what their attitudes and perceptions towards another fine dining restaurant are. Fifty questionnaires were distributed during different days of the week at the only fine dining restaurant in south Trinidad, namely, Soong's Great Wall Restaurant and Lounge, located at Circular Road, San Fernando.

The questionnaire was based on the suspicion that residents in south Trinidad would welcome another fine dining restaurant especially because there is a market for this type of service and just one such establishment. Their opinions on various aspects of the current operations, product and services offered were sought in order to determine what is of most concern to them from a list of factors (quality of food, service, safety and security, and prices). Their attitudes towards the establishment of another fine dining restaurant, and hence its feasibility was also noted.

The results indicated that the majority of the respondents said 'yes' they believed that another fine dining restaurant will be successful in south Trinidad and they would be willing to patronize as long as they are satisfied with the atmosphere created, service and menu. A minor portion of the respondents opined that they were pretty satisfied with the service, atmosphere and menu and as such would be a bit skeptical to try another restaurant. This minor segment of the respondents thought that Soong's Great Wall provided the ultimate fine dining experience and there was just no chance of another similar establishment competing successfully with it.