

AN ASSESSMENT OF CONSUMER ATTITUDES TOWARDS GOURMET SHOPS
IN BULGARIA: THE CASE OF DOBREV'S CHEESE SHOP

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V. RECOMMENDATIONS AND CONCLUSION

IV.1. Introduction

The Recommendations and Conclusions chapter presents the sequence of final recommendations and conclusions concerning the topic of the dissertation paper. The crucial aspects as well as influential factors and potential outcomes and perspectives of the introduction of such a business venture as gourmet shop under the label of Dobrev's Cheese Shop have been consistently and profoundly investigated, relevantly analyzed and properly discussed in the course of research.

It is significant to underline that there are certain limitations of the study. The limitations of the presented dissertation are significant and should be taken into account concerning the marginal errors which are actually presented in the study ramifications and final results. Hence, the major constraints which have affected the study are time and potential false data percentage constraints. Furthermore, it is important to emphasize the fact that ethical and legal considerations have also been followed. The major ethical considerations involved in the course of the current investigation comprise principles of voluntary participation as well as the anonymous guarantee concerning respondents' activity as basic factors for any type of scientific research. Moreover, the participants were guaranteed that the research activity will be completely devoid of potential harm and biased actions.

It is also essential to underline that the current study presents a significant scope for further investigation, but the section of recommendations is concentrated primarily on the potential implementation of the business venture of the gourmet shops chain under the label Dobrev's Cheese Shop in Bulgaria. The reason deals with the fact that the majority of aspects of potential further investigation sufficiently depend upon the outcomes and achievements of

the currently discussed business venture introduction (Kumar 2008). Hence, they may subsequently be formed. Furthermore, the section of conclusions presents a sequence of basic points and crucial aspects of the project discussed as well as the identification of potential drawbacks and obstacles which may emerge in the course of business venture introduction.

IV.2. General conclusions

In general, the concept of gourmet shop introduction on the territory of Bulgaria appears to be a very perspective and potentially profitable as well as efficient business venture in the current course of time. Actually, the outcomes of the questionnaire, semi structured interview and focus groups' discussion demonstrate that the overall conception of the notion of gourmet shop is positive and promising whereas the outer circumstances of Bulgarian dairy production also favor the emerging stores of high quality and excellent service targeted at innovation and creative approach as well as on advanced technologies use and constant development (*Dairy in Bulgaria* 2013).

Moreover, it is relevant to emphasize the qualitative difference between the phenomenon of investment in the traditional categories and in the course of development of a new product (Mundim, Sharma, Arora & McManus 2008). Hence, the label of Dobrev's Cheese Shop is not a newly introduced business venture, but has already traditional categories of the dairy products, significant and competitive position within the dairy market as well as global presentation (Archibugi & Pietrobelli 2002). Though, the introduction of the gourmet shop on the territory of Bulgaria is considered to be an innovative entrepreneurial activity to certain extent. Therefore, the approaches to the process of introduction and business venture establishment should unite all the basic requirements of the innovative approach as well as of traditional one.

One more significant conclusion of the current study concerns the aspect of evaluation be the respondents of the corporate performance in terms of quality, pricing policy as well as diversity of the offered food items' range. Three dairy producers which have been considered to be potentially rival companies for the newly introduced gourmet shop under the label of Dobrev's Cheese Shop are presented as the options in the course of questionnaire. They are Bread&Cheese for Friends, Grand Foods, and Balev Bio Market. Actually, the most interesting ramification of the investigation in the scope of competitors is the level of demand presented by the respondents. The labels of Dobrev's Cheese Shop and Grand Foods appear to be in almost equal position (24% and 26% respectively). This outcome demonstrates not only significant position of the investigated label, but also reveals healthy competitive environment which subsequently will contribute to the overall development and improvement of the business venture in the future (Peluso 2005).

It has been also concluded that the label of Dobrev's Cheese Shop is accepted positively due to such crucial characteristic features as high quality of the offered food items (90% of the participants of semi structured interview admitted it as one of the most appealing aspects), diversity of the product range and excellence of service. These ramifications confirm that the company of Dobrev's Cheese Shop moves in the relevant, efficient and perspective direction and has achieved the major goals of any contemporary business venture as far as the potential customers show interest and trust in the company and its products (Dries n.d.). Hence, the significant background has already been set. The introduction of the gourmet shop in such a case should be aimed at the improvement of the current position of the company within the dairy market (Bachev & Nanseki 2008). This is one of the most crucial and perspective recommendations for the discussed business venture introduction. Such phenomena as change management as well as the innovative approach are recommended to be implemented in the course of corporate activity on the regular and

permanent basis in order to guarantee further development, success and high level of profitability of the investigated business venture.

One more recommendation concerns the building of the gourmet shop as far as it is considered to be one of the basic factors by the respondents of the conducted questionnaire. 90% of the participants of the primary data collection process underlined the significance of the factor of space and light in the gourmet shop. First of all, it contributes to the overall image of the producer of the offered goods. Moreover, the general conception of the dairy products is significantly improved under the aforementioned conditions. The next recommendation deals with the actual presentation of the offered food items. Hence, they should be represented relevantly, vividly and motivate the visitors to buy. This aspect is crucial for the gourmet shop introduction as far as the newly coined business venture faces the necessity to present its possibilities and further opportunities as persuasively as possible. Furthermore, all the potential customers highly appreciate their time. Therefore, it is strongly recommended to provide efficient and at the same time quick service in order to support the overall expectations of the customers.

The suggestion to introduce the possibility to taste new dairy products along with the classic food items appeared to be quite unexpected and at the same time very innovative. The major advantage of such a suggestion is that other dairy shops do not usually incorporate such a tradition on the regular basis, or if they do – it happens only in the course of holidays or some special events. Furthermore, such an innovative practice is capable to subsequently increase the amount of sales and as a consequence – improve the overall level of profitability of the company. It is also significant to underline that totally 100% of the respondents considered such an option to be crucial and perspective. Moreover, this advantage will contribute to the overall image of the company within the market of dairy production. Hence, it is recommended to introduce the aforementioned innovation and establish the “days of

taste”, i.e. the schedule when the possibility to taste certain kinds of dairy products will be available. It is also recommended the aforementioned approach and to provide the customers with maximum comfort and excellent service. Furthermore, it is also recommended to introduce a new product within each range (i.e., cheese range, yoghurt range, butter range, etc) at least once per month. This policy will subsequently result in the constant interest and certain intrigue among the regular clients as well as among the visitors.

Thus, the overall conclusion comprises the following aspects: the introduction of gourmet shop under the label of Dobrev’s Cheese Shop on the territory of Bulgaria is perspective and potentially profitable in general terms. Though, it is necessary to follow all the aforementioned recommendations as well as policy of innovative approach and permanent change management in the course of gourmet shop introduction. Moreover, it has been concluded that the current phenomenon needs more investigation and research in order to provide more objective and complete picture and more precise targets and tasks.

IV.3. The Hypotheses

The first hypothesis deals with the positive attitude of the Bulgarian citizens concerning the concept of the gourmet shop. Hence, the alternative hypothesis has been confirmed in the course of study: the introduction of the gourmet shop under the label of Dobrev’s Cheese in Bulgaria will become a profitable, relevant and perspective business venture in terms of transnationalization process.

The second hypothesis concerns the course of development of the line of Dobrev’s Cheese Company in the future for further expansion and increase of the level of profitability. The alternative hypothesis has been supported by the outcomes of the questionnaire. Though, the current range of products is quite diverse (*Dobrev Cheese* n.d.), it is to be extended further more. Therefore, it is considered that the regular increase of the product line will

attract the attention of permanent customers, extend the profitability rating and also will lead to attraction of new potential clients.

The third hypothesis deals with the perspectives of the introduction of the label in Bulgaria within a chain of gourmet shops. The crucial priorities, key values and major perspectives have been outlined and accounted for in the course of research and analysis processes.

IV.4. Recommendations for Further Study

Thus, the current study resulted in constructive and perspective outline of the introduction of the gourmet shop under the label of Dobrev's Cheese in Bulgaria. The recommendations for further study are limited as far as the primary quantity of the factors which tend to be influential upon potential further investigation sufficiently depend upon the outcomes and achievements of the currently discussed business venture introduction (Fisher 2007). Though, it is significant to underline that such aspects as enrichment of the product range and presentation of the traditional categories of dairy goods versus newly introduced ones should be investigated more profoundly and thoroughly. The product range should be adjusted according to the customers' primary priorities and needs as well as in the absolute alignment with the basic corporate priorities discussed in the paper. Furthermore, the expansion of new areas of impact for Bulgarian dairy industry is a very topical issue (*Bulgaria to Promote Its Dairy Industry in Spain, Russia, Brazil* 2011). Therefore, the the perspectives of further expansion of new areas of impact should also be researched and studied.

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