

Analysis Of Successful Internet Cafes In Your Area

The key idea here is to “copy that which works” - that is find the best and most successful Internet cafes in the area and copy their business models as exactly as possible. To do this go into at least four obviously successful Internet cafes, use each one for at least 30 minutes and then take notes on everything you can about the place. Please be as open-minded as you can and put aside your own ideas about what makes a successful business (for instance many successful Internet cafes charge more than the competition which may seem a bit odd at first). The information you gain will help you to see what works so you can design your own successful Internet café.

What impresses you about this successful Internet café?

Why do people like coming to it?

How does it make you feel?

Where are successful Internet cafes physically located?

How many customers do they have at any one time? (Count them)

How many computers / customer booths are there?

What percentage of the booths are occupied at any one time?

How much do they charge per hour – for using the Internet?

Do they have a separate charge for people just using the computer, without going online (say for typing)?

What do they charge for printing?

What do they charge for burning CDs?

What do they charge for VOIP, headsets, video etc?

What do they charge for computer parts, discs, and items sold (above or below market price)?

What do they charge for coffee, food etc if they sell it?

What sort of Internet connection do they have (DSL, Cable, Satellite, multiple dial-up lines etc)

What is their download speed?

What is their upload speed?

What sort of computers do they have?

What sort of monitors do they have?

What software do they have on their computers?

Do they have microphones / headsets?

Do they have VOIP (Vonage, Skype, etc)

Do they have video cameras?

What other peripherals do they have?

What are the keyboard, mice, etc like?

What are the customer booths like?

Are there screens between each booth?

How are the customers made to feel comfortable?

What is the furniture like?

What is the lighting level like?

What is the atmosphere of the successful Internet café like?

How many staff do they have at any one time?

What does this work out to as a ratio (staff per customer)?

Try and find out what they pay their staff.

How qualified are their staff? Do they seem competent? Is there an IT graduate on hand?

How do they take payments – cash, check, Visa, cash cards etc?

Do they have a cash register or do they use a computer as a cash register?

If customers have to wait how are they handled? Are they given a number? Is there a waiting area?

Do they offer technical help to customers?

Do they help nervous customers to feel capable of using the technology?

How do they treat customers generally?

What is their branding like? Are they part of a chain?

What sort of signage and advertising do they use?

What section of the market do they focus on? (children, adults, students, businessmen, young professionals etc)

How do they meet the needs of this group?

Any other observations?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What conclusions have you drawn from your analysis?

How can you apply this to your own computer center?