|  |  |  |  |
| --- | --- | --- | --- |
| Group of customers | Students | Other group… | Other group… |
| Age | *19-26* |  |  |
| What is the most important to the group? | *Price and fast service* |  |  |
| What kind of marketing is the best for the group? | *Loyalty cards with discounts* |  |  |
| What marketing channel is the best to reach the group? | *Social media, emails* |  |  |
| Other comments | *Not present during the summer time* |  |  |