

# **Howie's On La Crosse**

## **Part 1: Defining the Problem/Opportunity**

### **Introduction:**

The purpose of this research project is to find some opportunities for Howie's on La Crosse to better improve their menu both drink and food, as well as potentially make strides to improve on their catering service. Howie's is a sports bar and grill located in La Crosse, Wisconsin. It has been a staple in the community for years, but has recently been bought by new owners, Ryan Johnson and Mike Gorder. Ryan has a marketing degree and has used his skill set to make Howie's one of the most popular bars in La Crosse. Howie's was recently published in Travel Wisconsin as one of the top 6 sports bars to go to on gameday. Even though Howie's has been doing exceptionally well there is always room for improvement, whether it is trying to get more of diverse demographic in the doors or improving on their menu, there is never a time when you can stop marketing.

Ryan Johnson and Mike Gorder decided to reopen Howie's at 1128 La Crosse St., their goal was to revive the local landmark's name and highlight the many breweries that had once called La Crosse home. "When I learned the property was available, I immediately had a vision for the place," Johnson said. After the two purchased Howie's they decided it would be best to remove the stage to make room for second level seating. They also installed windows on the La Crosse Street side of the bar to open it up and allow more natural light to shine in. To maintain the mystique of the past Howie's, the walls are lined with archived photos and other memorabilia from G. Heileman, Gund, Bartl and C. & J. Michel, among other brewing companies from the Coulee Region. Thousands of collectible beer cans line the shelves of oversized display cases, and a vintage 1930s 22-foot shuffleboard table awaits visitors to the upper level. In addition to honoring the past, Ryan and Mike wanted to bring Howie's into the future by installing 15 brand new HD flat screen televisions. Howie's prides themselves on making everything from scratch, the bread is homemade and all the meats are smoked right at Howie's. The food has become such a hit that Mike and Ryan decided to start a catering service with their food.

## **Situation Analysis:**

**Company:** Howie's is a Bar and Grill located in La Crosse, WI. They make their money off food and drink sales, and catering, including alcohol. Some of their strengths are the location, the quality of their food and drinks, their very reasonable prices, and a sports and beer themed atmosphere. The weaknesses include the fact that they have a small parking lot, with limited street parking due to the 3 nearby colleges in the area, they are very busy during lunch and dinner rushes which result in wait times, and even though there are a lot of busy times there are also a lot of dead times.

Strengths: Some of the strengths include their loyal customer base, their prime location in the La Crosse area, high quality of food, relatively low prices in comparison to other local bars and restaurants around, and a great sports themed atmosphere that's suitable for all ages.

Weaknesses: Some of Howie's weaknesses include lack of parking due to a small and inconvenient parking lot, they are frequently very busy, causing there to be long waits and slow ticket times, on top of all that, there are also dead times in the mornings, and later at nights on some of the weekdays.

Opportunities: Most of the opportunities are based around getting more people through the door. Things such as more deals, better specials, and maybe even coupons could bring in more people to spend money. One more opportunity is to take advantage of the catering service.

Threats: The main threat for Howies is the high number of immediate bars/restaurants in the area, including Tequila's, Senior Villas, Chucks, Toppers, Little Caesar's, Rudy's, Subway, Kwik Trip, and Flipside. Another threat that may be occurring is college house parties, which steal from the drink sales.

**Customers:** Howie's target audience is college aged students that are able to drink alcohol and have a medium income level. Howie's actual audience includes their target, as well as general sports fans, families from the area/families that are coming down to see their son or daughter while they are in school, and finally, the regulars. For catering services, Howie's main target is older families that have children either ready to graduate or get married. Psychographics tend to be loud and intoxicated. The main

demographic for age is roughly 18-45 years old, and 21+ after 9 PM. Their needs that Howie's is trying to satisfy is hunger and thirst, as well as a good time. Price is definitely important to these customers, as a majority of them are college students, and we all know that college students always need to be pinching pennies. The purchases they make when they show up are usually planned, however, after they've been drinking for a bit, they might make a few unplanned purchases. All of the purchases come from inside the store. Howie's also has nightly food and drink specials along with different games or activities on the weeknights, for example there is bingo, trivia, movie night, and even dirty coloring contests.

**Competition:** All the competitors are purely based on location. The competitors are Tequila's, Senior Villas, Chucks, Kwik Trip, Toppers, Little Caesars, and Rudy's. Also, there are a surplus of Bars in downtown La Crosse who are immediate competitors but located slightly further away. All the businesses named have the common strength of location (right in the middle of the campus area) but vary in almost every other way, such as the food they serve, and the prices they offer. All the businesses also have the common weakness of having to compete with Howie's. They also all have to deal with basically the exact same target audience, college students who can consume alcohol. There are also two new restaurants that just opened, or are in the process of opening that could have an immediate impact on Howie's. They are Thaos Thai Deli, and Senior Villas, who is in the process of buying Tequila's.

**Catering Competition:** Since Howie's caters they have another big competitor base and those include, Black Tie Catering, Rooster Andy's Catering, Serves You Right, Premiere Catering, Baus Catering Service, Famous Dave's, The Damn Tasty, Culinary Vision's, Big Boar BBQ, Catering by Stephanie, 4 Sisters Wine Bar and Catering, Jimmy John's, Pogy's Catering, The Radisson Catering, Varsity Catering, Subway, Pogreba Restaurant, and Pickerman's. All of these catering places specialize for different demographics, for example Black Tie Catering, Serves You Right, and Premiere Catering all specialize in weddings compared to pickerman's who basically only serves cold cut sandwiches and other low cost menu items.

**Collaborators:** Howie's gets almost all of their products, which includes food, alcohol, and soda, from different vendors. Other collaborators for the catering side of things could also include different venues were they allow catering to happen. This would include parks, halls, recreational areas, etc.

**Context:** Wisconsin is known for having a huge number of bars, and a huge number of people that like to attend those bars. The bar, and bar food scene is thriving in La

Crosse and basically all of Wisconsin, it has been and will be for a long time as it's a staple of the state. Other things that could impact the climate eventually are state laws, one specific law that is trying to be passed in Wisconsin is the drinking age, which they are currently trying to lower to 19. **Catering Context:** Seeing as there are so many colleges in the area, especially around Howie's, there is one time of the year that could prove to be very profitable for businesses that offer catering, graduation season. There are thousands of kids that are from the La Crosse area who host graduation parties and will need someone to cater that party. Pair that with the popularity of Howie's amongst those kids and I believe there is a chance to make a lot of money. One more thing that is worth noting about the catering climate in La Crosse is centered around the La Crosse center, there is a multitude of events held there year round that need to be catered, this is yet another great opportunity for Howie's.

### **Decision Problems:**

1. The first issue discussed addresses getting customers in the door. Our group was asked to research Howie's specials on Tuesday and Thursday nights, which do not perform as well as the other specials Howie's offers. It was also noted that Monday nights, from 10pm to Midnight are a major dead time. The last thing talked about was what bar activities people enjoy and different specialty drinks and food.
2. The other problem discussed was the catering. He wants to know if people are even aware that they cater, and what foods and pricing people would like to see.

### **Information Needed:**

- What other competition caters?
- How many people know that Howie's caters?
- What type of events in the area are catered?
- How many events in the area are catered?
- What food do people want catered at those events?
- What food is Howie's able to cater?
- What kind of people want their events catered?
- How much does it cost to cater an event?
- How can we tell people that Howie's caters?
- How is an event catered?

### **Possible Research Problems:**

- People might be unaware that Howie's offers catering.
- Local competitors could offer better pricing and convenience.

- There might not be enough events in the area to support another catering business in La Crosse.
- They could be offering the wrong kind of food, for the events that are going on in La Crosse.

**Research Objective:** To survey La Crosse area college students and Howie's customers to determine if people are aware of Howie's catering and what food items they would like to see.

**Approximate Time Table:**

- Mid March : Survey Creation
- End of March : Data Collection
- April : Data Analysis
- April 17th : Finalized Report

# **Howie's On La Crosse**

## **Part 2: The Research Design**

### **Research Objective:**

The objective of our research is to provide a basis on proper planning for Howie's on La Crosse catering, as well as the opinions of local college students and Howie's customers. Catering is fairly new to Howie's and currently is not accounting for very much of Howie's profits, less than 1%. We would like to explore the reasons why Howie's catering is not as popular as the other restaurants in the area.

We conducted exploratory research to find out some of the more basic information about Howie's and their environment. Exploratory research is conducted for a problem that has not been studied more clearly, intended to establish priorities, and improve the final research design. Some of the exploratory research we have done, is conducted an interview with one of the managers from Howie's. We had a basic question and answer format. We also did a lot of our research online by searching other competitors in the bar and grill industry and the catering demographic. Along with this we also found other generic information on the environment and industry that helped us define the situation problem.

We are going to also be doing descriptive research. Descriptive research is a form of conclusive research used to describe both the composition of a group in such terms as income, gender, age and education, and the characteristics of group members in regards to both current and future behavior. The reason for this is to find our research by constructing surveys for the customers to fill out. This will give us very detailed opinions on how Howie's customers feel about catering.

# **Howie's on La Crosse**

## **Part 3: Data Collection Method**

### **Information Needed:**

- What other competition caters?
- How many people know that Howie's caters?
- What type of events in the area are catered?
- How many events in the area are catered?
- What food do people want catered at those events?
- What food is Howie's able to cater?
- What kind of people want their events catered?
- How much does it cost to cater an event?
- How can we tell people that Howie's caters?
- How is an event catered?

We are going to collect our primary data with in-person surveys. This uses of primary data research is known as communication. We will be administering our surveys by doing face to face surveys. This way we can reach people that might need catering and people that go to Howie's fairly regularly.

The paper survey will be going on for a couple of days. We will be conducting our survey in front of the Valley View Mall in Onalaska where we are hoping that we will end up with at least 100 filled out surveys.

The pros of doing these two types of surveys is how many people and even potential customers will be reached. Using surveys can get you a lot of data in a short period of time.

The cons of having a paper survey is people might not take it seriously. They might just fill it out and not put serious thought into it. Another reason that surveys might not always work out is you might not get the amount of filled out surveys that you were hoping for. There is a chance that people just aren't interested in taking your survey.

If we were to have more time for research we would like to conduct a focus group. If we were to do this or if Howie's decides to do this in the future, we think the best way to do it is to find 3-5 different demographics to involve in the focus group. For example, we

would bring in people planning to get married, about to have a graduation party, and people who often have work parties. This would give you an idea of which group of people to target and how aware of Howie's catering they are. Another way of collecting information that we would conduct if we had more time would be to have personal interviews with people who have had Howie's catering before and get unbiased information, you could also interview people who regularly get catering from different businesses to see what kind of prices they are willing to pay and the quality of the food they expect.



## **Howie's on La Crosse**

### **Part 4: Data Collection Form/Survey**

#### **Information Needed:**

- What other competition caters?
- How many people know that Howie's caters?
- What type of events in the area are catered?
- How many events in the area are catered?
- What food do people want catered at those events?
- What food is Howie's able to cater?
- What kind of people want their events catered?
- How much does it cost to cater an event?
- How can we tell people that Howie's caters?
- How is an event catered?

**Research Objective:** To survey La Crosse area college students and Howie's customers to determine if people are aware of Howie's catering and what food items they would like to see.

**Survey Approval:** After completing the first draft of our survey our instructor critiqued it multiple times until it was ready to go through its final approval process. We then submitted it to the manager of Howie's (Dave Thiel) who then reviewed it, approved it, and signed off on it. The final step of the approval process was doing 5 pretests with our survey to make sure there was no errors.

This survey is being conducted on behalf of Howie's on La Crosse in order to collect data that will help them better serve their customers needs. There are 15 questions in total and all answers will be kept confidential. Thank you for participating!

**1. What is your gender? (Circle one)**                      Male                      Female

**2. What is your age? (Circle one)**

Under 18              18 - 20              21 - 30              31 - 40

41 - 50              51 - 60              61 - 70                      Over 70

**3. What is your household income? (Circle one)**

Under \$20,000              \$20,000-\$40,000              \$40,001-\$60,000              \$60,001-\$80,000

\$80,001-\$100,000              \$100,001-\$120,000              \$120,001-\$140,000              \$140,001 and over

**4. Have you ever been to Howie's before? (Circle one)**                      Yes                      No

**5. What is your favorite type of food from Howie's? (Circle one)**

Burgers                      Philly's                      Wraps                      Breakfast Foods                      Tacos

Wings              Salads              Appetizers              I don't like Howie's Food              I have not been to Howie's

Comments:

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**6. How often do you attend events that may be catered? (Circle one)**

Never              Rarely (1 or 2 a year)              Some (3 to 4 a year)              Often (5+ a year)

**7. What kind of events would you consider having catered? (Circle all that apply)**

Work Parties                      Graduation Parties                      Weddings                      Birthday Parties

Anniversary Parties                      Tailgating                      Fundraisers                      Reunions

Other:

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**8. If you were hosting a catered event, how would you look for a business to cater it? (Circle all that apply)**

Ask friend/family                      Use a company I've used before                      Look in the phone book

Search the web                      Search/Ask on Facebook                      Other:

**9. If you were to search for a catering company, what 3 words/phrases would you search on?**

1.    2.    3.

**10. Rank what is most important to you in a catering service? (Rank 1 to 7, 1 being the most important factor)**

Type of food offered                      Recommendations                      Price                      Quality of Food

Location/Convenience                      Online Reviews                      Used them before

**11. What would you be interested in ordering if you were planning a birthday/graduation? (Circle all that apply)**

Burgers                      Wraps                      Nacho Bar                      Craft Beer

Philly's                      Salads                      Appetizers                      Mixed Drinks

Cold cut Sandwiches                      Fish                      Domestic Beer

Other:

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**12. What would you be interested in ordering if you were planning a wedding? (Circle all that apply)**

Burgers                      Wraps                      Nacho Bar                      Craft Beer

Philly's                      Salads                      Appetizers                      Mixed Drinks

Cold cut Sandwiches                      Fish                      Domestic Beer

Other:

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13. Are you aware that Howie's offers catering services? (Circle one)

Yes                      No

14. Looking at the menu to the right, how likely are you to choose Howie's for catering? (1 being the best)

1            2            3            4            5

15. Do you use Facebook? If so what do you primarily use it for? (Circle one)

Yes, to keep up to date with friends and family.

Yes, to keep up to date with businesses.

Yes, to ask for reviews or suggestions.

No, I don't use Facebook.

<b>Smoked Pork</b> \$16/lb (includes buns)	<b>Wings</b> 5 lb. w/sauces \$50
<b>Smoked Chicken</b> \$16/lb (includes buns)	<b>Meat &amp; Cheese Tray</b> (16in.) \$50
<b>Smoked Pork Tenderloin</b> \$18/lb (buns available \$5/dozen)	<b>Veggie Tray</b> (16in.) \$50
<b>BBQ Meatballs</b> 5 lbs \$50	<b>Fresh Fruit Tray</b> \$50
<b>Potato Salad</b> \$10/quart	<b>Wrap Trays</b> 12 in. (14 half wraps) \$40 16 in. (24 half wraps) \$60 18 in. (30 half wraps) \$75
<b>Cole Slaw</b> \$10/quart	<b>Nacho Bar</b> \$8.99 per person (ask Catering Manager for details)
<b>Garlic Red Skin Mashed Potatoes</b> \$10/quart	<b>Desserts</b> Cookies \$10/dozen (Chocolate Chip/Snickerdoodle/ Double Chocolate Chip/ Reese's Peanut Butter)
<b>Salad (Fresh Garden or Caesar)</b> 1/2 Pan \$16 Full Pan \$30	Scotcharoo/Krispie Bite Tray (12") \$25
<b>Pub Chips &amp; Dip</b> \$12 (serves 10 people)	<b>Beer (in house only)</b> Domestic 1/4 Barrel \$150 Domestic 1/2 Barrel \$250 Micro 1/4 Barrel \$175
<b>Tortilla Chips &amp; Salsa</b> \$12 (serves 10 people)	
<b>Tortilla Chips &amp; Guacamole</b> \$15 (serves 10 people)	
<b>Tortilla Chips &amp; Cheese Sauce</b> \$15 (serves 10 people)	

Subscribe to Howie's for monthly specials, deals, and coupons.

<http://www.howiesonlacrosse.com>

Like us on Facebook @howiesonlacrosse

Thank You for participating in our survey!

**GET FREE FOOD!**

Enter your email below and we'll send you monthly specials, coupons and deals for free food, drinks and more!

email address      GO

## **Howie's On La Crosse**

### **Part 5: Developing the Sampling Plan**

The target population the we are pursuing is based on location. We are most interested in getting answers from the people of the greater La Crosse area.

There are two different main types of samples, Probability and Nonprobability. A probability sample is a sample in which each target population element has a known, a nonzero chance of being included in the sample. A nonprobability sample is a sample that relies on personal judgment in the element selection process. It made the most sense for us to perform a Nonprobability sample seeing as there are no restrictions on who can take the survey. The type of nonprobability sample we are doing is called a Convenience sample, this is a type of sample in which population elements are included in the sample because they were readily available.

#### **Approach Method (At Valley View Mall and at Howie's):**

Introduce ourselves and explain that we attend Western Tech and are doing a research project for Howie's restaurant. We will ask if they have a couple of minutes to fill out a short survey that will help us by providing the data that we need. We will ask every third person who walks by to take the survey in order to ensure complete randomness and eliminate any bias. There is no specific person that can or cannot be given a survey.

**Introduction For In-Person Survey:** This survey is being conducted on behalf of Howie's on Lacrosse in order to collect data that will help them better serve their customers needs. There is 15 questions total and all answers will be kept confidential. Thank you for participating!

**Dress Code:** The dress code will be casual and non-offensive to make us seem more approachable and friendly. This way we will also not incite any bias on the surveys.

**Survey Amount:** We handed out 100 surveys at the Valley View Mall in the span of three hours.

## **Howie's On La Crosse**

### **Part 6: Data Collection Process**

**Following the Sampling Plan:** We followed the sample plan very closely, we went to Valley View Mall and conducted all of our survey research there.

**Surveys:** We collected 100 surveys plus the 5 pretests that we conducted before the actual survey. Our denial rate was roughly 30% meaning 3 out of every 10 people we asked to take part in our survey politely declined.

**Data Cleaning:** We did not have to do much data cleaning, the only thing we had to change up was the answers of a few people that answered "they have never been to Howie's" and then still answered what their favorite food from Howie's was.

# **Howie's on La Crosse**

## **Part 7: Analysis Plan**

**Research Objective:** To survey La Crosse area college students and Howie's customers to determine if people are aware of Howie's catering, and what food items they would like to see catered.

**Counts and Frequencies:** (A measure of the number of times something occurs.)

We will use counts and frequencies for questions;

[#4 and #5]- It will be helpful for our research to have the knowledge on how many of the 100 people we surveyed have actually been to Howie's and what their favorite type of food is.

[#8]- This will be useful just to see the main way people would go about finding a catering company, the mean, median, and maximum is what we will be looking to find.

[#13 and #14]- It will obviously benefit us to know the how aware people are of Howie's catering, as well as how likely people are to use Howie's catering when they are aware.

[#15]- It is beneficial to know if Facebook is one of the main ways people find catering businesses or not. This way we can find out if Facebook would be a good platform to advertise catering on.

**Descriptive Statistics:** (Coefficients that summarize a given data set, which can be either a representation of the entire population or a sample of it.)

We will use descriptive statistics for questions;

[#10]- This is the best option here because we can look at what the most important factors are for people who have hired catering services before, as well as what people who haven't hired catering before think are the most important factors and can see the mode (occurs most often) and median of these factors.

**Individual Response:** (A hand written open-ended response.)

We will use individual response for questions;

[#9]- This is being used because it is open-ended, and will provide us good insight on what people would search the web for if they were looking for catering services.

**Cross Tabulations:** (A tool that allows you compare the relationship between two variables.)

We will use cross tabulations for questions;

[#11 and #12]- We are going to use it because it will give a good base line on what the main differences are between wedding catering and graduation party/birthday party catering.

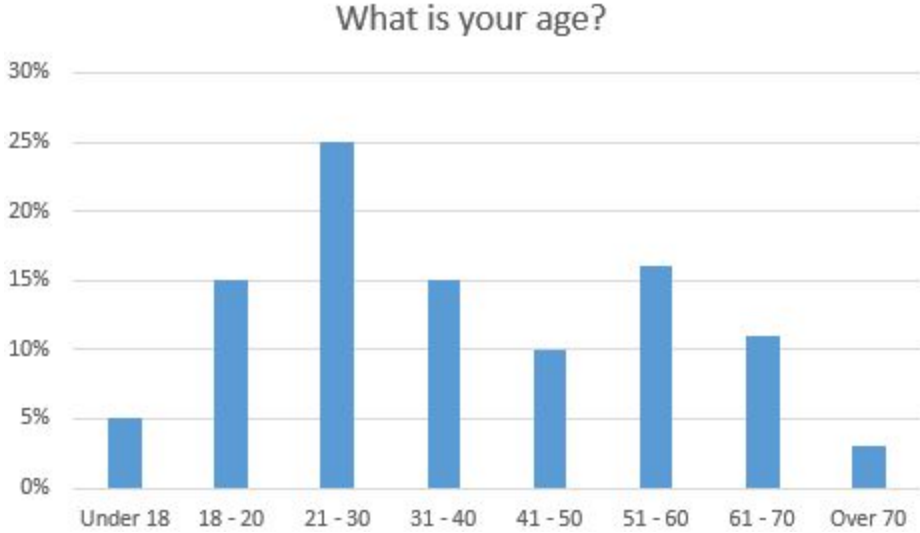
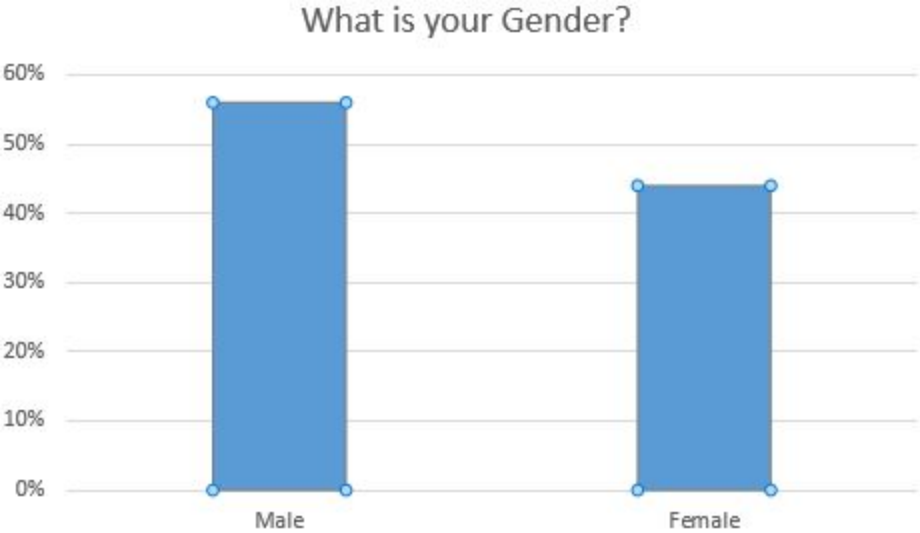
[#1/#3 and #14]- Comparing the statistics on whether females or males are most likely to cater, and what household income/age range is most likely to hire catering services who is most likely to get Howie's catering will provide some very useful information

[#3 and #7]- To see if there is any correlation between income level and types of events catered.

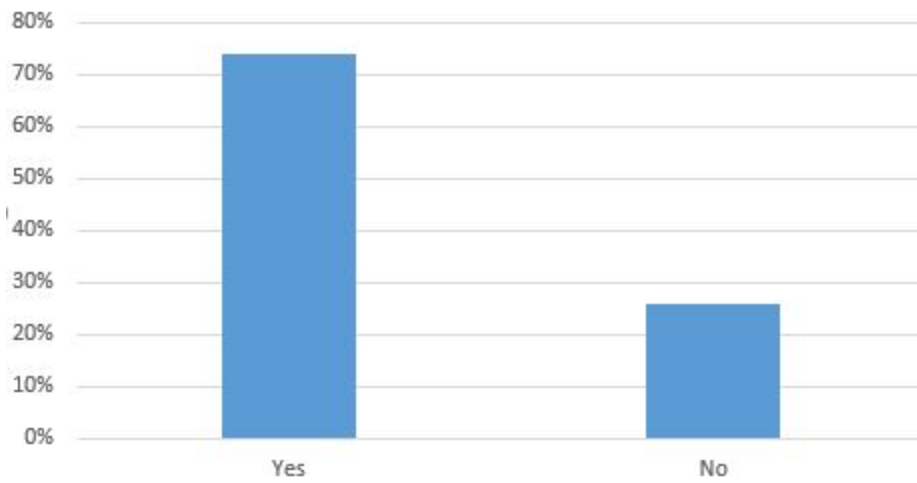
[#6 and #7]- Because you will be able to compare how many times people go to catered events to what events people think are appropriate to have catered.



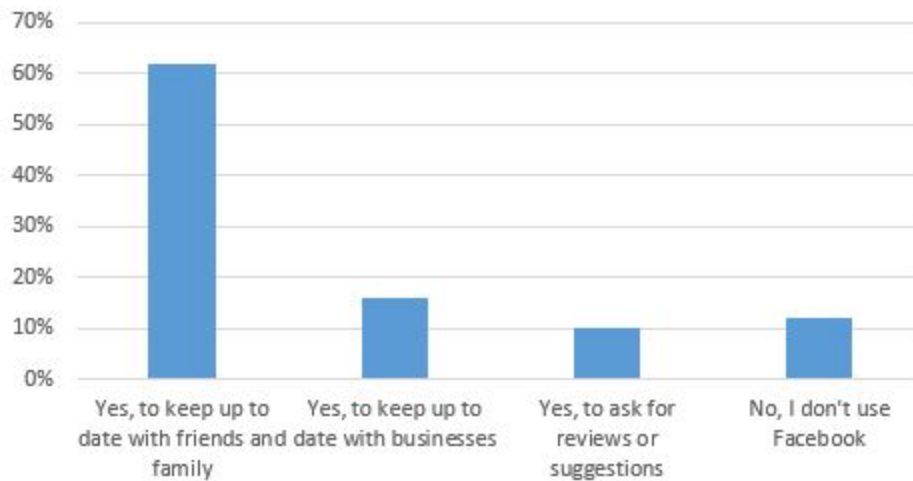
**Counts and Frequencies:** (A measure of the number of times something occurs.)



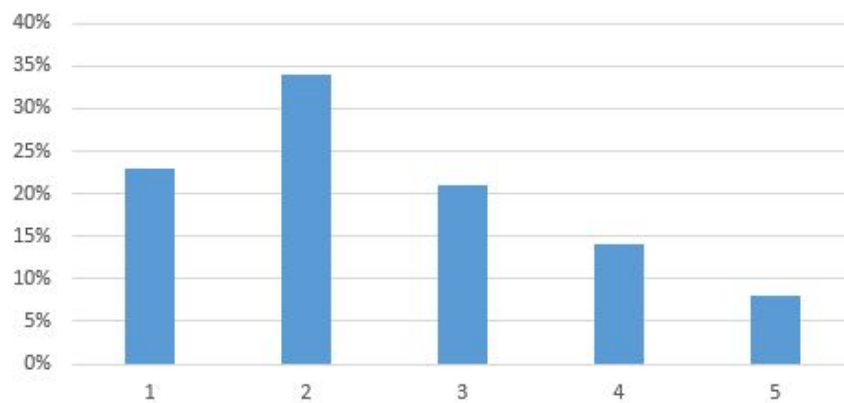
### Have you ever been to Howie's before?



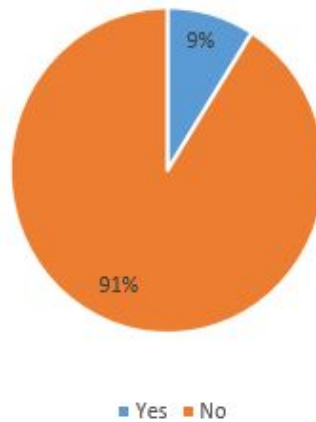
### Do you use Facebook? If so, what for?



### How Likely people are to get Howie's Catering?



### Are you aware Howie's Caters



As you can see here, only 9% of the people we surveyed are aware that Howie's offers catering. This is the first problem that needs to be addressed in order to push for more catering sales.

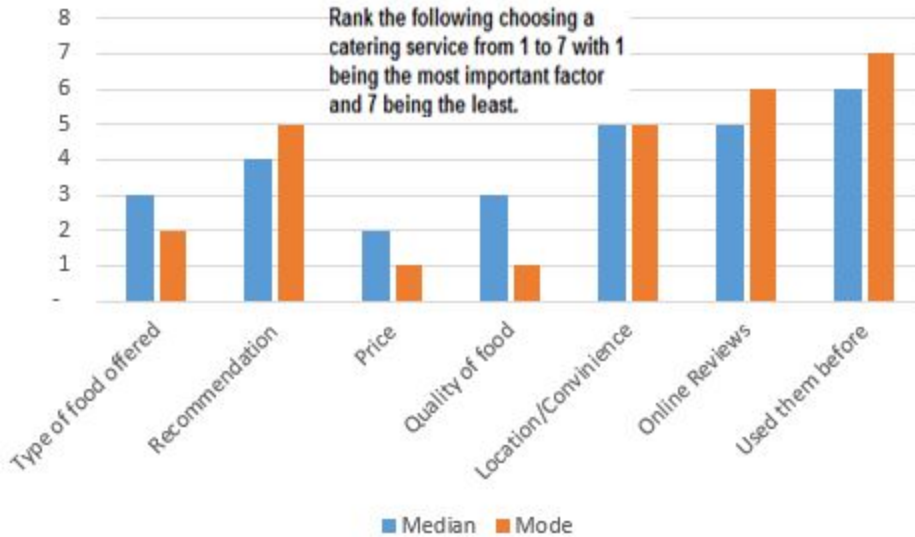
### How would you look for a catering company?



- Ask friend/family
- Use a company I've used before
- Look in the phone book
- Search the web
- Search/ask on Facebook

64% of the people surveyed said they would search the web in order to find a catering company. We feel that if you were to pay for keywords, Howie's would have a better chance of being found by someone that is looking for a catering business, and in turn, generate more catering business.

**Descriptive Statistics:** (Coefficients that summarize a given data set, which can be either a representation of the entire population or a sample of it.)



This graph shows that price, and quality of food are the most important factors when it comes to selecting a catering company. Type of food offered is also reasonably important, sitting at a close #3 spot. Location, recommendation and online reviews also have a big impact and should not be ignored.

**Individual Response:** (A hand written open-ended response.)

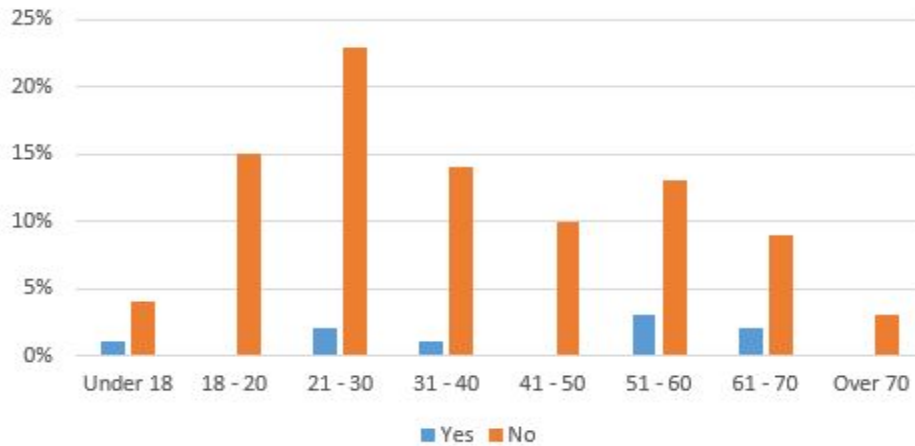
Top 3 Search Phrases

1. La Crosse Catering	2. Affordable/Cheap Catering	3. Local Catering
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These are the 3 most common phrases written on the surveys. These give you good keyword phrases to think about when it comes to possibly purchasing Adwords to boost your catering SEO, (search engine optimization) which means improving where you show up on Google and how easy it is to find your catering information.

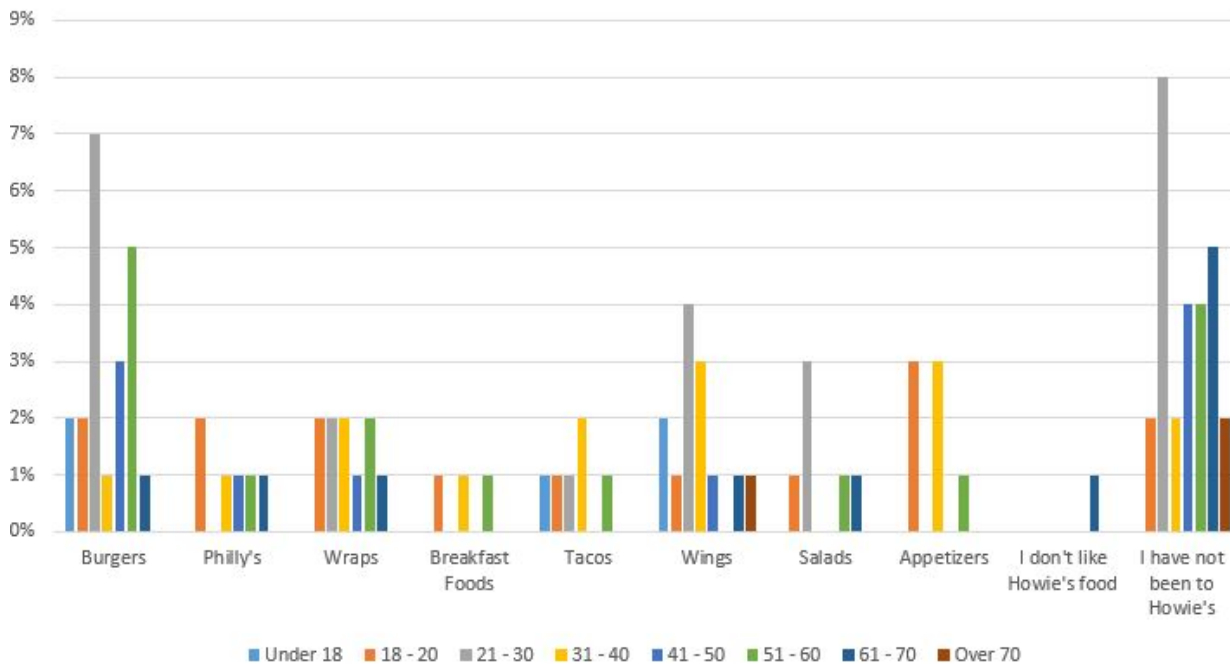
**Cross Tabulations:** (A tool that allows you to compare the relationship between two variables.)

Age Vs. Awareness of Howie's Catering



This graph shows how aware certain age groups are about Howie's catering services.

Age Vs. Favorite Howie's Food



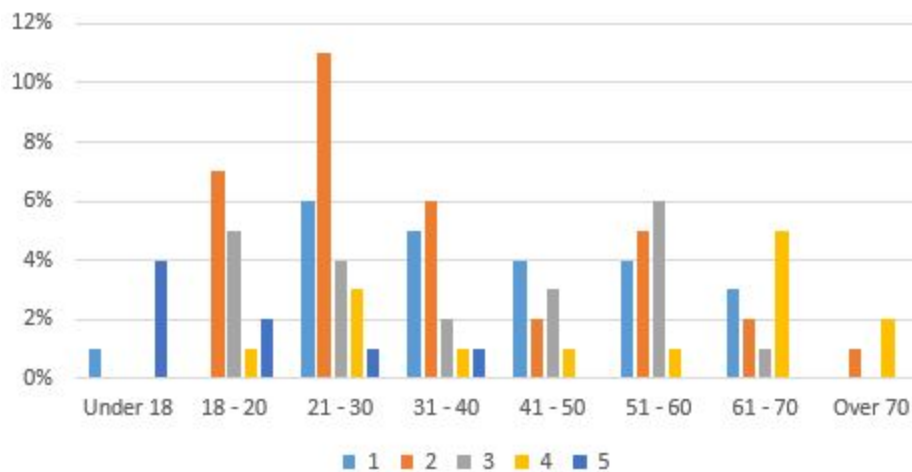
The graph above shows the favorite foods at Howie's of certain age groups that we gathered. As you can see, 21-30 year olds favored burgers the most, along with wings and salads.

## HOUSEHOLD INCOME VS. TYPE'S OF EVENTS

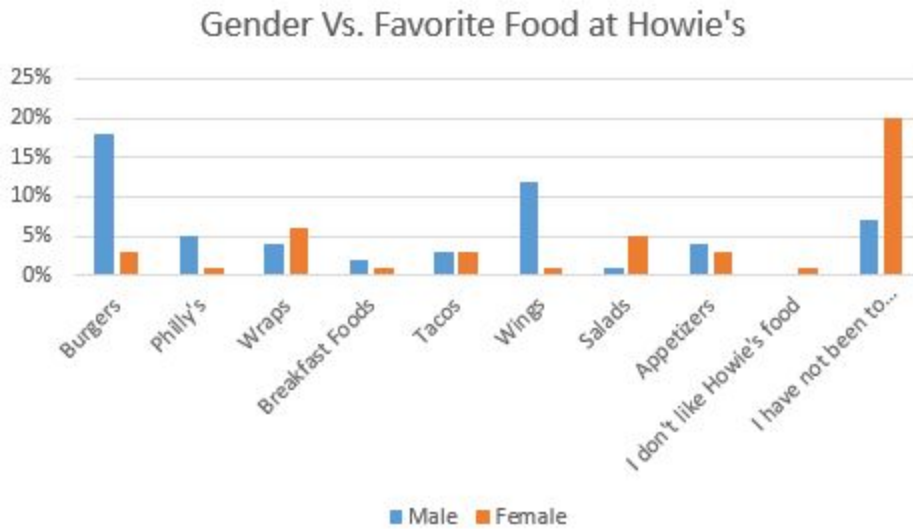


This chart and graph shows the relationship between average household income and what people at those income brackets are most likely to get catered.

## Age Vs. Likelihood of getting Howie's Catering



This graph shows the relationship between age and how likely they are to get Howie's Catering.



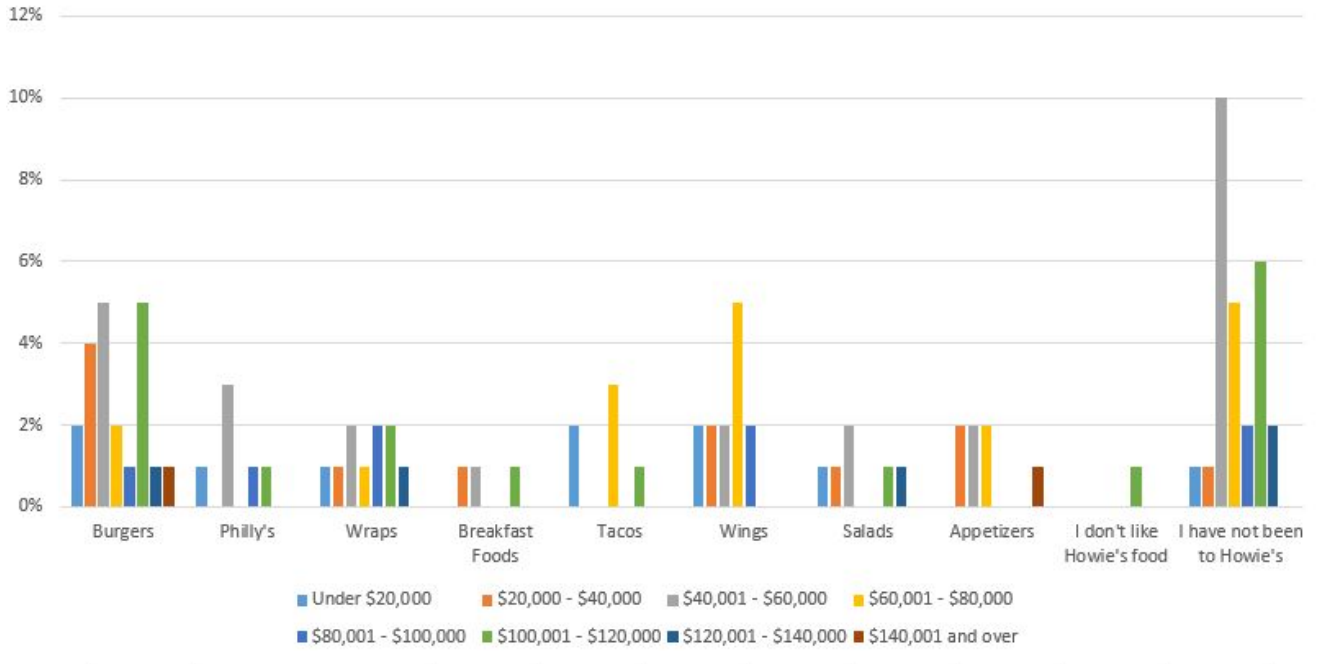
This graph explains what each gender's favorite food at Howie's is. According to the graph, males prefer burgers while females prefer wraps.

### Household Income Vs. Likelihood of getting Howie's Catering



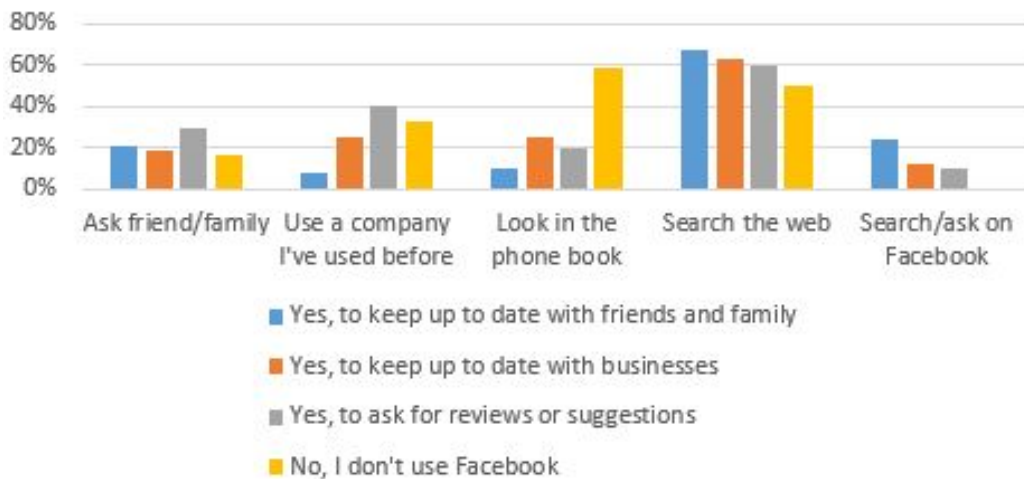
This graph shows household income vs. the likelihood of that income bracket getting Howie's catering. This can be used to segment your target population down to a certain income amount.

Household Income Vs. Favorite Howie's Food



This graph shows the relationship between income, and what their favorite items on the menu are.

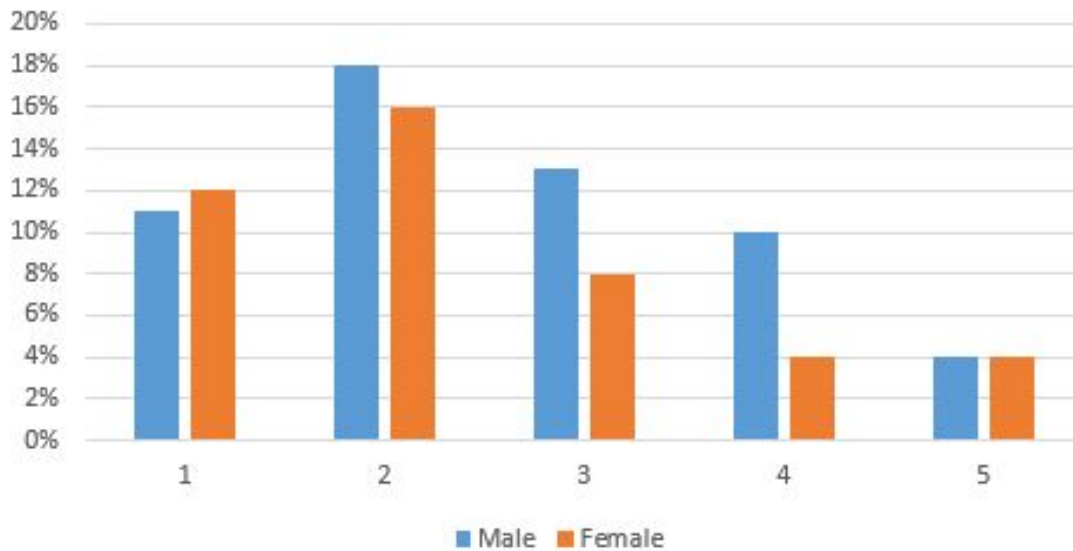
How People Search for Catering Vs. Their Facebook Usage



This graph shows the relationship on how people search or find catering, compared to how and if they use Facebook.

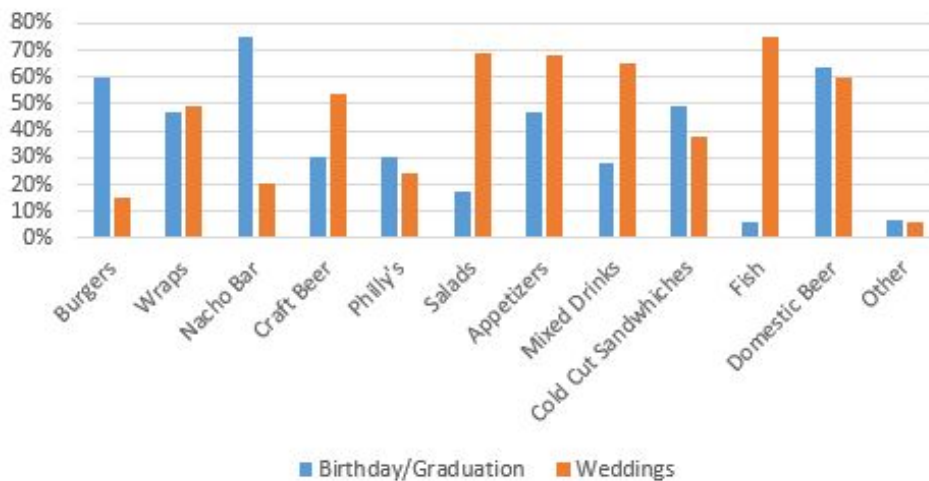


### Gender Vs. Likelihood to get Howie's Catering



As you can see from this graph, females are more prone to get Howie's catering.

### Food choices for Graduations Vs. Weddings



This graph helps determine what type of foods are most likely to be chosen between birthdays/graduations and weddings. As you can see, the nacho bar for birthdays/graduations was the most popular and for weddings, fish was the most popular.

## **Howie's On La Crosse**

### **Part 8: Conclusions and Recommendations**

After going through all of the data, graphs and tables, we found a few recurring themes that are standing in your way of making a whole lot more money on the catering aspect of your business. The first and biggest problem we saw was the fact that 91% of the people who took the survey were unaware that Howie's catered at all. There are multiple reasons for why this might be happening. Firstly the Howie's catering "GMB-Google My Business Page" is probably only set up to list as a restaurant, and not offer any catering. When you search "places to eat in La Crosse" Howie's comes up as the first listing, but when you search "catering in La Crosse" Howie's isn't even listed in the "GMB" area and does not come up on Google at all. The reason this is happening is because your catering page is in a PDF format which makes it impossible for the Google Crawlers to search for information about the webpage. When the Google Crawlers can't find information on a website it will flag it and make it perform poorly in the Google Ranks.

Other things we noticed that could possibly be beneficial to Howie's Catering is the correlation of households making between \$20,000 and \$60,000 a year and the fact that they were the most likely to get Howie's catering. On top of that, people from the ages of 21 to 40 said they were most likely to get Howie's Catering in the future. Overwhelmingly the most common thing people thought should be catered is graduation parties, which could set up a solid base line for considering who to target, and what types of events you should target. This information is all subject to our research and can be used however you feel fit.