



ASHESI UNIVERSITY COLLEGE

**A FEASIBILITY STUDY INTO THE ESTABLISHMENT OF A GAMBIAN
RESTAURANT IN ACCRA**

By

SUKAI JALLOW

Undergraduate dissertation submitted to the Department of Business Administration,
Ashesi University College in partial fulfilment of the requirements for the award of
Bachelor of Science Degree in Business Administration

Supervised by: Prof. Benony K. Gordor

April 2018

Declaration

I hereby declare that this thesis is my original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: _____

Candidate's Name: _____

Date: _____

I hereby declare that the preparation and presentation of this thesis was supervised in accordance with the guidelines on supervision of theses established by Ashesi University College

Supervisor's Signature: _____

Supervisor's Name: _____

Date: _____

Acknowledgement

I would like to express my sincere appreciation to my supervisor Prof. Benony K. Gordor, for his support, time, feedback and encouragement. He has been helpful throughout the course of this research and without his constant guidance, knowledge and patience it would have been very difficult. I could not have imagined having a better supervisor for my Thesis as his door was always open whenever I needed him. Thank you Prof. Benony K Gordor, I am truly grateful.

I also wish to extend my appreciation to my fellow Gambian here in Accra, Modou Boye Jange (MB), for assisting me with the data collection.

Finally, I am also grateful to my family for their continuous prayers, motivation and support.

ABSTRACT

Travelling to a new environment comes with experiencing new cultures which can lead to cultural shock. Food is one of the factors that causes cultural shock because it differs from one country to another. However, in this interconnected world, experiencing cultural shock because of food can be reduced because countries are now establishing restaurants all over the world where they serve their home meals. The establishment of ethnic restaurants in many parts of the world has made it possible for people to experience foreign dishes without leaving their country and enjoy their home dishes while away.

However, Gambians and people who will like to try Gambian dishes are missing on this opportunity because there is no Gambian cuisine restaurant in Accra. This study, therefore, proposes a Gambian cuisine restaurant as a solution to this issue and investigates whether it will be a viable business from a demand point of view.

To help achieve this, a field survey was conducted, and questionnaires were administered to 208 respondents including Gambians and other nationals aged 15 years and above, residing in Accra. Interview questions were also administered to 12 participants. In addition, the owner of an ethnic restaurants in Accra was interviewed to highlight the challenges the proposed restaurant is likely to encounter. Finally, a PESTLE analysis was conducted to assess the feasibility and challenges of the proposed restaurant.

Findings from the data shows that majority of the respondents are willing to patronize the proposed restaurant. Also, from the PESTLE analysis, the proposed restaurant is feasible, and it will be a viable business from a demand point of view.

Keywords: Gambia, cuisine, business, feasibility, Accra, ethnic restaurant

Table of Contents

CHAPTER 1: INTRODUCTION.....	1
1.1 Overview	1
1.2 Research problem.....	3
1.3 Research Questions	4
1.4 Research objectives	4
1.5 Research Relevance.....	4
CHAPTER 2: LITERATURE REVIEW	6
2.1 Introduction	6
2.2 A Brief History of Ethnic Restaurants	6
2.3 The Restaurant Industry at Global Level and its Contribution to Nations' Economy	8
2.4 A Brief Review of Ghana's Restaurant Industry	9
2.5 Factors Causing the Increasing Number of Eat-outs.....	9
2.6 Choice Between Home Dishes and Host Country's Dishes.....	11
2.7 Ethnic Restaurant as a Cultural Ambassador for Countries	12
2.8 Factors that Influence Customers' Choice of Restaurants	13
CHAPTER 3: METHODOLOGY	16
3.1 Overview of the Chapter	16

3.2 Research Design	16
3.3 Research Scope	17
3.3.1 Study population.....	17
3.3.2 Study Area	17
3.4 Sampling Strategy	17
3.5 Data Collection.....	18
3.5.1 Data Collection Instrument.....	18
3.5.2 Data Collection Procedures	18
3.5.3 Data Analysis.....	18
3.6 Reliability and Validity	19
3.7 Ethical consideration	19
CHAPTER 4: FINDINGS AND DISCUSSION	20
4.1 Introduction	20
4.2. Demographic Characteristics of Respondents.....	20
4.3 Responses and Analysis	21
4.3.1 Currently Patronizing Restaurant Services.....	21
4.3.2 Frequency of Eating in a Restaurant.....	22
4.3.3 Important Criteria that Influence Customers' Choice of Restaurant	22
4.3.4 Willingness to Patronize a New Gambian Cuisine Restaurant.....	25
4.3.5 Type of Restaurant Preferred.....	30

4.3.6 Prices Respondents are Willing to Pay.....	31
4.3.7 Gambian Dishes the Proposed Restaurant Will Serve.....	33
4.3.8 Location for the Proposed Restaurant	34
4.3.9 Delivery Service at an Extra Cost.....	36
4.3.10 Frequency of Eating a Gambian Dish.....	37
4.4. Findings from an Existing Startup Senegalese Restaurant	38
4.5. Opinions on the Need to Establish the Proposed Gambian Restaurant	39
4.6 PESTLE Analysis.....	41
CHAPTER 5: CONCLUSION AND RECOMMENDATION	42
5.1 Introduction	42
5.2 Summary	42
5.3 Conclusion.....	42
5.4 Recommendations	43
5.5 Further Research	44
5.6 Limitation and Delimitation	44
REFERENCES	46
APPENDIX A: RESEARCH QUESTIONNAIRE.....	50
APPENDIX B: LIST OF TABLES	57
Table B1. Demographic characteristics of Respondents (Gender)	57
Table B2. Demographic characteristics of Respondents (Nationality)	57

Table B3. Demographic characteristics of Respondents (Age)	57
Table B4. Demographic characteristics of Respondents (Monthly income)	58
Table B5. Frequency of Eating in a Restaurant	58
Table B6. Important Criteria (Restaurant type)	59
Table B7. Important Criteria (Dining environment)	59
Table B8. Important Criteria (Food quality)	60
Table B9. Important Criteria (service)	60
Table B10. Important Criteria (price)	61
Table B11. Important Criteria (Convenience).....	61
Table B12. Important Criteria (Type of food serve)	62
Table B13. Gambian Dishes to be on The Restaurant's Menu	62
APPENDIX C: PESTLE ALANYSIS	63
APPENDIX D: TRANSCRIBED INTERVIEW RESPONSES.....	69

CHAPTER 1: INTRODUCTION

1.1 Overview

In recent years, people from different parts of the world have been brought closer due to the fast-technological development in transportation and communication (Xia, 2009). Technology has made it possible for people to easily move from one country or continent to another.

Ghana as a country is no exception as it hosts citizens from all parts of the world, including Gambia. Gambians come to Ghana for studies, work or business. Some of them especially those who come for studies and work can stay for several years and those who come for international appointments in most cases move in with their family.

Furthermore, when people travel to a new environment, they experience a new culture, especially the food of that country. However, in the process of learning new cultures, people experienced cultural shock. This makes transitioning to their new environment one of the most difficult things they face. Cultural shock may be defined as the psychological disorientation experienced by people who suddenly enter radically different cultural environments to live and work (Xia, 2009). One of the causes of cultural shock is food because it differs from one country to another. In addition, food is among the various cultural factors representing national identity and it is recognized as a common signifier because a food itself is a cultural symbol (A. Khalifa, 2015). Moreover, one of the important components of culture is expressed in the way cultural groups prepare and serve their food (Khalifa, 2015).

Besides, the interaction between people from different parts of the world has given countries the opportunity to introduce their own food to people around the world. According to Kwon (2015), people from various countries are eager to introduce their own ethnic food to people from around the world. As a result, there are many ethnic restaurants established in different countries around the world as people's taste for foreign food and eat-outs increases. This has made it possible for people to experience foreign dishes without leaving their country and enjoy their home dishes while away. According to Ogl & Eliseyeva (2009), cross-cultural pollination has led to ethnic cuisines becoming popular outside of its place of origin, even to the point of becoming mainstream cuisine.

Urbanization, rapid economic development, and time-constrained also contributed in the shifting towards out-of-home and convenience food among urban residents (Omari, 2014). A similar trend can be observed in Ghana as urban areas grow in population and economic activities. According to Fraikue (2016) eating out-of-home has become a necessity in Ghana and males, the married, and people who had tertiary education earning salaries of GHS1,500 over-patronized eating-out. Besides, convenience and physiological factors are among the reasons why people eat-out.

In urban Ghana, ready-to-eat, out-of-home food is usually obtained from informal street vendors, traditional eateries also known as chop bars, and formal outlets such as fast food chains and restaurants. The chop bars are mostly informal that serve local Ghanaian dishes while the fast food chains and restaurants are mostly formal and serve mostly foreign dishes. Thus, this paper is focused on the formal restaurants.

Furthermore, the foreign restaurant industry in Ghana has become increasingly prevalent in the urban area and they undoubtedly contribute to the provision of ready-to-

eat food to individuals (Omari, 2014). The foreign restaurants in Ghana consist of foreign cuisines such as the Chinese, Thai, European, Indian, French and other African cuisines. The restaurant business in Ghana has many foreign cousins that people can choose from. However, in Accra, there is no restaurant that focuses on only providing Gambian dishes and drinks. Therefore, for Gambians and people that have interest in Gambian dishes, there is a gap in the dishes the restaurants in Accra provide. This is because the way Gambian dishes are prepared and served is different from the way Ghanaians and other nations prepare and serve theirs. Therefore, this is a business opportunity for any investor who wants to tap into the restaurant business in Accra. This research, therefore, seeks to explore this business opportunity by finding out the possibility of establishing it to cater to the need of these people.

1.2 Research problem

The world has become so interconnected that it is easy for people to set up businesses anywhere in the world. The restaurant industry is one of the businesses that are established in different parts of the world. In Ghana, there are many foreign restaurants in Accra such as the Chinese, Thai, French, and other African cuisines that provide varieties of dishes people can choose from. Nowadays, the worry of missing home food when people travel is less because it is possible for people to have access to their home food while away.

The varieties of dishes available in Accra will help people in transitioning to their new environment because if they are not comfortable in eating a dish, they can try the other ones available. This can help to reduce food cultural shock among foreigners in Accra.

However, this is not the case for Gambians who are craving for their home dishes and for people who want Gambian dishes because there is no established Gambian

restaurant in Accra. Moreover, Gambians in Accra have the opportunity to taste other foreign dishes but do not have the opportunity to eat their home dish at their convenience.

Therefore, Gambians who do not have the means to cook their home dish do not have the opportunity to enjoy their home dishes anytime they want. Also, people who want to explore other foreign foods are missing on the opportunity to try Gambian foods. Thus, there is a need to explore the feasibility of establishing a Gambian restaurant as a lucrative business.

1.3 Research Questions

This research seeks to answer the following questions:

1. How strong is the demand for Gambian cuisine in Accra?
2. What will be an optimal location for the restaurant?
3. What will be the challenges in establishing the restaurant?

1.4 Research objectives

The objectives this research seeks to achieve are:

1. Determine the level of demand for Gambian cuisine in Accra
2. Find out the suitable location for the restaurant
3. Determine the challenges in establishing the restaurant

1.5 Research Relevance

Every established business comes with many other opportunities besides the product or service it offers to the people. Established businesses come with other opportunities to the people and place or country it is located. This research seeks to explore

the business opportunity in the restaurant sector in Accra by studying the possibility of establishing a Gambian restaurant.

Thus, this research is relevant in that the data from the research will provide a valuable information for investors who can use it as a guide in establishing a restaurant. Also, the research will provide data for policymakers and the data from the research can assist them in making informed decisions.

Finally, the data from the research can be used as a reference by investors who seek to open a restaurant in another place that have a similar demographics with Accra, thereby contributing to the existing body of literature.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature on ethnic restaurant and related issues. The chapter is divided into many sections. The first section is a brief review of the history of ethnic restaurants, the second section discusses the restaurant industry at the global level, and the contribution of restaurants to Ghana's economy. The other sections of the chapter look at the factors that cause the increasing number of eat-out, factors that influence customers' choice of restaurants, and ethnic restaurant as a cultural ambassador.

2.2 A Brief History of Ethnic Restaurants

The history of ethnic cuisine restaurants is closely tied to migration. Because of fast development in technology that make it possible for people to easily migrate to other places in the world, ethnic restaurants are established all over the world. When a significant number of citizens from one country migrate to another country, they can influence the eating habit of their host country by introducing their home food. For example, in the United States, between 1815 and 1890, more than fifteen million immigrants entered the United States from Europe especially from England, Ireland, Germany, and Scandinavian. Another fifteen million immigrants from the same region came to the United States between 1890 and 1914. Also, with the setting up of various kinds of cuisines such as the Chinese, Japanese, Italian, and Mexican, the eating pattern of Americans was affected in the early 20th century (Lee, Hwang, & Mustapha, 2014).

Ghana, just as in America and elsewhere, has experienced an influx of citizens from different countries over time. The LOCAL NEWS (2014) reported that over 40,000 foreigners received a residence permit in 2013 and they are from different countries such

as United States of America, China, India, Japan, to name a few. In addition, Ghana host over 10,383 foreign students from different African countries (My-Joy-Online, 2015). Hence, just as in the United States, Ghana has its share of foreign restaurants established in different parts of Accra such as the Chinese, European, French, and some African cuisines.

Furthermore, the immigrants in Ghana, include a reasonable number of Gambians who come as workers, tourist, and students. For example, the Gambian student association in Accra has over one hundred Gambian students. When people travel, eating their home meal is one way they can connect with their homes. This is because people are culturally attached to their home or local meals and Gambians are not an exception. Hence, a feasibility study into establishing of a Gambian cuisine restaurant.

A feasibility study is always a necessary step in establishing a new venture. Wassil (2010) did a feasibility study on establishing a restaurant in Ventura. The findings from the study show that majority of the respondents will like to visit a new restaurant in Ventura and 80% of the respondents said that they eat in a restaurant. Financial analysis was also performed using data from existing restaurants. The analysis shows that the restaurant will be a successful business.

In addition, Ohangbon (2012) did a feasibility study into establishing of an African restaurant in Helsinki. He stated that Africa has varieties of food because of its diverse cultures. However, African meals are not recognized or known in the world as compared to other continents such as China and America. He also added that most of the African restaurants established in Helsinki failed due to lack of experience and information on the

market in Helsinki. The result of the study reveals the possibility of successfully operating African restaurant in Helsinki.

2.3 The Restaurant Industry at Global Level and its Contribution to Nations' Economy

The restaurant industry's significance and contribution to the international service economy have been the subject of discussion among hospitality professionals (Alonso, O'Neill, Liu, & O'Shea, 2013). The restaurant industry undoubtedly contributes to individual countries and the world at large in providing food, employment, and revenue to governments.

In the United States of America for instance, the National Restaurant Association (2011) estimated that the industry was going employ 12.8 million in 2011, making it among the largest private sector employers (As cited in Alonso, O'Neill, Liu, & O'Shea, 2013). In addition, the US restaurant industry sales recorded \$604 billion, contributing 4% of the US gross domestic product in 2011 (National Restaurant Association, 2011). Furthermore, the industry is expected to provide more than one million jobs in the next ten years and as many as 14.1 million jobs by 2021 (Alonso, O'Neill, Liu, & O'Shea, 2013).

Ethnic restaurants contribute significantly to both the citizens and the host nation. Besides the food it provides for people, it also contributes to the development of nations. In the United States, in the year 2000, ethnic restaurants contributed 4% of its gross domestic product and Americans spend 47% of their food dollar in restaurants (Gai, 2014).

In Ghana, the ethnic restaurants provide not only food for people but contribute to Ghana's GDP. According to Ghana Statistical Service, the service sector remains the largest contributor to Ghana's gross domestic product. Contributing about half (49.3%) to

its GDP in 2012. The service sector includes hotels and restaurants, transportation, information and communications, financial intermediation, to mention a few. In 2012, hotels and restaurants are among the five activities that recorded a growth rate of above 10% (Ghana Statistical Service, 2012).

2.4 A Brief Review of Ghana's Restaurant Industry

Ghana's food service sector consists of hotels, resorts, and restaurants. The sector is expected to continue to grow as the convenience fast foods, restaurants and hotels continue to expand (Ashitey, 2008). However, for this study, the scope is limited to restaurants in Accra.

The restaurant sub-sector is the largest and fastest growing sector in the food service in Ghana. It has witnessed phenomenal growth in the last few years, averaging 20% every year (Ashitey, 2008). In addition, with the large population of over 27 million people in Ghana (IndexMundi,2018), there is a large market available for restaurants in the industry to serve and grow their business.

Moreover, the industry has many players from diverse backgrounds. This is because there are many foreign restaurants in Ghana ranging from European, Chinese, Indian, to other African restaurants serving their home food or dishes. According to a report by USDA (2008), new upscale restaurants are frequently being opened that serve continental or ethnic cuisine such as Chinese, Indian, Ghanaian, to name a few (Ashitey, 2008).

2.5 Factors Causing the Increasing Number of Eat-outs

The number of eat-outs is increasing globally. In today's globalized world where people are very busy and do not have time to prepare food at home, the only solutions are to eat-out, buy food and take it away or order for the food to be delivered. Among the

options available, eating-out is the most popular. There are many definitions of eating-outs but for this research, eating-out can be defined as meals eaten outside home prepared by a food service such as restaurants or fast food chains (Srividhya, 2014).

A study done by Nielsen (2016) about the ingredient and dining out trends around the world, surveyed 30,000 respondents from 61 countries using an online survey to understand the out-of-home dining and preference behavior of consumers. The survey examined respondents' frequency of eating-out, their preferred dining establishments and the most important selection factors when choosing a restaurant. The findings from the survey show that eating-out is not just for special occasions, but a way of life for nearly half of the respondents (48%). These people eat at a restaurant or other out-of-home dining establishments weekly or more often. Lunch and dinner are the most common meals respondents eat away from home. The findings show that in Africa and the middle east, most of the respondents eat-out 1-3 times a month (34%) and followed by once or twice a week (20%). Globally, 63% of the respondents eat lunch away from home, 53% eat dinner away from home while 16% eat breakfast in a food service establishment (Nielsen, 2016).

Also, a study conducted in India on the factors that influence people eating-out found that the growing trend of both spouses working full-time, the quest for convenient eating and cooking as well as meals for children provided by the private sector reduce the number of meals at home. The rise in income and living standard also contribute to the factors that made people eat-out. It was also noted that in wealthier countries people tend to eat out-more frequently (Srividhya, 2014).

In addition, a study conducted in New Zealand shows that the number of dining out among New Zealanders has increased because of higher income, an increase in the

number of working women, changes in consumption pattern and changes in household size and composition (Chen, 2014).

2.6 Choice Between Home Dishes and Host Country's Dishes

When people travel to other countries, they are faced with a completely new environment especially the food. Thus, when people travel, there is a possibility for them to adopt their host country's food, maintained their home food, or do a bit of adjustment to their home food using ingredients from their host country's food.

Vallianatos and Raine (2008) noted that migration to a new country often comes with social and economic challenges, often reflected in the foodways. They asserted that food is of central importance in maintaining a connection to home and signifying ethnic identity among diasporic community members. Because of the connection between food and identity, migrants tend to conserve their eating habits. However, incorporation of new food elements and eating pattern have been noted among migrants in a diverse context (Vallianatos & Raine, 2008)

A study was also conducted in Austria and it investigated the effect of migration on food habits of Somali women living as refugees in Austria. The study used convenience sampling and snowballing to collect data from some Somali women living in Austria for less than five years and are above eighteen years. Interviews were conducted to have an in-depth understanding of the issue. The findings from the study show that Somali women largely maintained the structure of their home diet in Austria and that the addition of processed foods of the economically developed world was made within the framework of the eating pattern of their culture (Burns, 2004).

2.7 Ethnic Restaurant as a Cultural Ambassador for Countries

Ethnic foods are foods originating from a heritage and culture of an ethnic group who used their knowledge of local ingredients of plants and animal source (Kwon, 2015). Thus, ethnic restaurants are restaurants that serve a food of one country in another country. These restaurants sell part of their culture to the people of the host country because a food is a cultural symbol. As a result, people do not have to travel to a country or place before they can experience the culture of that country or place. The availability of ethnic restaurants provides people with the opportunity to experience and learn a culture of a country or place.

A research by Wood and Le (2007) on the role of themed restaurants as cultural ambassadors examined how ethnic restaurant serves as a cultural ambassador. They stated that for some customers, ethnic-themed restaurant can serve as their sole or primary contact with foreign cultures. They used focus groups and purposive sampling. They sampled both Austrian and American. Austria was the home country and America was the host country. A video and photographs of an Austrian restaurant were shown to the Austrian and American participants. The analysis shows that according to the Austrian participants, the restaurant does not represent the true image of the Austrian culture. The Austrian participants argued that the restaurant only portrayed the old Austria, leaving out the modern culture of Austria (Wood & Muñoz, 2007).

Therefore, the proposed Gambian restaurant if established can serve as a cultural ambassador for Gambia. The restaurant can serve as an avenue to sell part of Gambian culture to the world, as there are many nationals from different parts of the world in Ghana (LOCAL NEWS, 2014).

2.8 Factors that Influence Customers' Choice of Restaurants

Food quality: In many studies on factors that influence customers' restaurant choice, food quality is rated as one of the most factors that customers used in choosing a restaurant to dine in. Food quality includes unique taste and ingredient, menu variety, appearance and presentation, healthy food options and familiar foods (Sriwongrat, 2008). Unique taste and ingredient are very important in the case of an ethnic restaurant. A study by Sukalakamala and Boyce (2007) shows that customers of Thai restaurants consider unique and authentic ingredients as the most important of their ethnic dining experience. The variety of dishes on a restaurant's menu is also an element customer look out for in choosing an ethnic restaurant. The presentation of the food is also very important. A study by Namkung and Jang (2007) (as cited by Sriwongrat, 2008) found that presentation of the food is an important factor in determining customers' satisfaction. The number of people who are concern with eating healthy food is increasing. According to the National Restaurant Association of the United States, many restaurants are adjusting their menu to accommodate and attract the increasing number of customers who are concerned with eating healthy (Sriwongrat, 2008). The way meals are prepared and serve is different across cultures. Thus, customers are likely to patronize a restaurant serving a food that has a similar ingredient.

Service quality: Service quality is also another factor that influences a customer's restaurant choice. The service quality includes the physical environment and staff behavior. The physical environment includes the décor, ambiance, furniture and other facilities that can impact the dining experience of a customer. The staff behavior is how restaurant staffs welcome and treat customers. Staffs behavior influence customers' dining experience.

Cultural learning: The ethnic restaurants established in any country is not only visited or patronized by the citizens of the foreign country, but other nationals residing in that country as well. For example, the Indian restaurants in Accra are visited by Ghanaians and other nationals. Thus, eating in an authentic ethnic restaurant is a way to experience another culture and learn something from it.

Image and social status: Some customers of restaurants do not only go to a restaurant to eat but also to satisfy their ego or social status. Some customers choose a restaurant over another because of the social status attached to that restaurant through the way the restaurant is advertised or marketed. The findings from a study conducted in Taiwan by Cheng (2006, as cited by Sriwongrat, 2008) shows that restaurants that were classed as fancy attracted diners with higher paying jobs such as government employees or teachers and restaurants classed as ordinary attracted mainly students.

Marketing and communication: Restaurant operators used marketing communication to sell their service to customers. Through sales promotion, advertising and publicity, they can influence customers' choice of restaurant.

Advertising: Advertising is any form of paid publication of idea, good, or service through a medium such as television, radio, newspapers, magazines, and internet. Consumers used information from advertising, and the information provided at the restaurant when searching for external sources of information. Thus, the information from advertising can influence their choice of restaurant.

Sales promotion: According to Mill (2007), sales promotion such as special offer and discounts can act as a short-term incentive motivating a customer to choose one

service. High-price restaurants benefited from coupon promotions than lower price restaurants (Sriwongrat, 2008).

Publication: Publication refers to an unpaid communication such as press conference and press release (Sriwongrat, 2008). Customers can be motivated to choose one restaurant over another because of a publicity. This is because publicity provides a more credible information as companies have no control over the critics as in the case of an advertisement.

Value of money (price): The value of money or price is another factor customers consider in choosing a restaurant. Muller and Woods (1994) (as cited by Sriwongrat, 2008) asserted that restaurant consumers use price as a measure for the quality of the restaurant. An expensive restaurant serves better food and offers better quality. Similarly, Sweeny et al. (1992) commented that while a low price may increase the probability of choosing a restaurant, a low price may also decrease consumer perceptions of a restaurant quality. If customers perceived that the value they received from a restaurant is less than the price, they are likely to evaluate the dining experienced negatively (Sriwongrat, 2008).

CHAPTER 3: METHODOLOGY

3.1 Overview of the Chapter

The research is a feasibility study into the establishment of a Gambian restaurant in Accra. The aim is to find out whether it is possible to establish a Gambian restaurant in Accra. Based on the proposal that a Gambian restaurant will provide the foods Gambians in Accra crave for, provide other nationals in Accra to experience a part of Gambian culture, and contribute to the development of Ghana's economy by providing revenue for the government, a field study was conducted to gather relevant information that will determine whether a Gambian cuisine restaurant will be a viable business in Accra. Therefore, this chapter summarizes the specific procedures that was used in the process of data collection and analysis which ultimately aided the researcher to answer the questions.

3.2 Research Design

The research is aimed at investigating whether opening a Gambian cuisine restaurant in Accra will be a viable business. The research is largely quantitative in nature because the research involves the collection and analysis of numbers. Quantitative research is ideal for studies that deal with numerical data. It is a research method that involves collecting, analyzing, interpreting, and writing a report of a study (Creswell, 2002). However, the research also involves the collection of qualitative data to have a better understanding of some of the issues that may arise during the study. Qualitative research is ideal for studies that seek to obtain specific cultural information about values, opinion, behaviors, and social context of a population. The research is therefore, a mixed method. A mixed-method research is both a method and methodology for conducting research that

involves collecting, analyzing, and integrating quantitative and qualitative research in a single study or a longitudinal program of inquiry (Creswell, 2008).

3.3 Research Scope

3.3.1 Study population

The population from which the sample of this study was drawn is Gambians and non-Gambians in Accra including students and workers. The working population is chosen because they are the group of individuals that earn income from their activities. The university students are also chosen because they can also patronize the restaurant.

The working population in Ghana falls between the age 15 to 60 years. However, for this research, the age range 15 years and above was used. This range includes both the working population, students and those in the informal sector. In addition, data was also collected from a startup Senegalese restaurant in Accra. The data from the restaurant was used to determine any potential challenge the proposed restaurant may encounter.

3.3.2 Study Area

Accra was chosen as the study area because it is one of the most modernized and the largest city in Ghana with almost two million people and many business activities (Goanames, 2017). In addition, Accra has many Gambians, Universities, and ethnic restaurants. Thus, the choice of Accra as the study area gave the researcher easy access to gather data.

3.4 Sampling Strategy

A field survey was conducted and a sample size of 208 potential customers was collected for the study. This sample includes both Gambians and non-Gambians. This was

done to get information regarding the establishment of the restaurant from non-Gambians as well because they are also potential customers.

3.5 Data Collection

3.5.1 Data Collection Instrument

For this research, a questionnaire (see Appendix A) and interview was used to collect the data. The questionnaire included both open-ended and close-ended questions. This was done to allow the researcher to collect both quantitative and qualitative data concurrently. In addition, the questionnaire and interview questions were structured based on the research questions and objectives.

3.5.2 Data Collection Procedures

Data was collected within a period of three weeks. Questionnaires were administered at restaurants, offices, and universities. The interviews were conducted at the respondents' places.

Respondents who filled the questionnaire, a summary of the purpose of the research was made available to them. Interviews was conducted following a brief discussion with the participants about the purpose of the research. Respondents could decide whether to participate in the study or not.

3.5.3 Data Analysis

The data was analyzed using descriptive statistics and other statistical analysis. The analysis was done using SPSS Statistics and results were presented in the form of tables, charts, and cross-tabulation.

3.6 Reliability and Validity

According to Golafshani (2003), reliability is the extent to which results are consistent over time and an accurate representation of the total population under study. Reliability also examined whether a result of a study can be reproduced under a similar methodology. On the other hand, validity measures how truthful the research results are (Golafshani, 2003).

For this research, to ensure reliability and validity, the data was collected carefully from the correct sample. This was done to make sure that the data used will only be made up of the views of individuals the research concern. The data was analyzed carefully to ensure that the results are completely accurate and free of error.

3.7 Ethical consideration

Since the research involves human subjects, the researcher obtained permission to carry out this research from the Human Subjects Review Committee of Ashesi University College. In addition, the researcher asked for the consent of all potential respondents using a consent form before questionnaires were administered. The questionnaires were not imposed on any respondent who does not want to take part in the research.

Furthermore, the researcher is a Gambian, so, measures were put in place to avoid any bias by asking the right questions to the right people. Also, the data obtained from the respondents was not adjusted and the right analysis was done to get the true result from the data.

CHAPTER 4: FINDINGS AND DISCUSSION

4.1 Introduction

In this chapter, all the findings obtained from the data collection are analyzed. The analysis is presented in the form of graphs and tables, some of which is presented in the appendix. The findings are analyzed and interpreted to answer the research questions and achieve the research objectives outlined in chapter one.

4.2. Demographic Characteristics of Respondents

The respondents who participated in this research are both Gambians and non-Gambians. Out of the 208 respondents who participated in the survey, 51% are non-Gambians and 49% are Gambians. Gender balance was established within the responses because about half of the respondents are males and half females (see Table B1 in Appendix).

Even though the target age group for this survey was 15 years and above, the data collected revealed that the highest proportion of the respondents are not more 30 years (62%) (see Table B3 in Appendix), a quarter (25%) of the respondents fall between the ages of 31-40 years and the remaining respondents (13%) are within 41 years and above.

With regards to monthly income, of the 208 respondents who participated in the survey, the highest proportion of the respondents earned a monthly income of up to GHS1000.00 (see Table B4 in Appendix). However, many of the respondents also earn a monthly income of GHS4000 and above.

4.3 Responses and Analysis

4.3.1 Currently Patronizing Restaurant Services

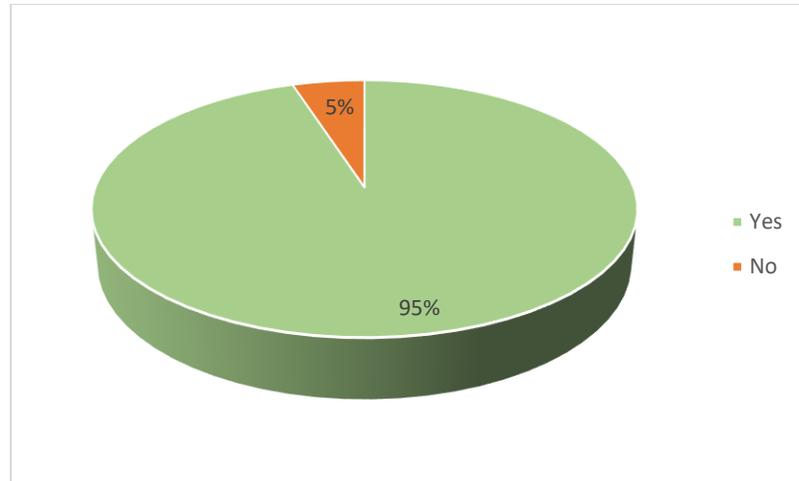


Figure 1. Patronizing Restaurant Service

Respondents were asked whether they currently patronize restaurant services and the Figure 1 above reports the summary of their responses. Interestingly 95% of them said “Yes”. However, this percentage is not surprising as it confirms the literature in Chapter two that the number of eat-outs among urban residents is increasing and that people eat-out not only on special occasions but is a way of life for many people (Nielsen,2016)

In addition, the 5% of the respondents who said they do not patronize restaurant services were asked to give reasons why they do not. Majority of them said the type of food served by the restaurants is the reason why they do not patronize it. Some said the services of restaurants are expensive for them and others said their spouse cooks for them.

4.3.2 Frequency of Eating in a Restaurant

The researcher also wanted to find out how often respondents who said they patronized restaurant services does it. Among the 95% who said they patronize restaurant services, more than half (55%) eat in a restaurant or buy food from a restaurant daily or three times a week. Interestingly, three quarters (75%) of them eat in a restaurant many times in the week (i.e. daily, three times a week, and once a week) which further confirms the literature that the number of eat-outs is increasing among urban residents. However, people have different reasons for going to a restaurant. Even though eating-out has become a daily routine for many people, for some people, it is an occasional activity. Thus, it is not surprising to find that 17% eat in a restaurant once a month and only 4% eat in a restaurant occasionally (see Table B5 in Appendix).

4.3.3 Important Criteria that Influence Customers' Choice of Restaurant

To determine how to influence potential customers to patronize the proposed restaurant and to give them a good dining experience, respondents were asked how important some criteria are to them when they are choosing a restaurant to go and dine. The criteria were ranked from extremely important to not important. For simpler analysis and to understand how important the criteria are to respondents, the percentages of extremely and very important were added which are presented in Figure 2 below.

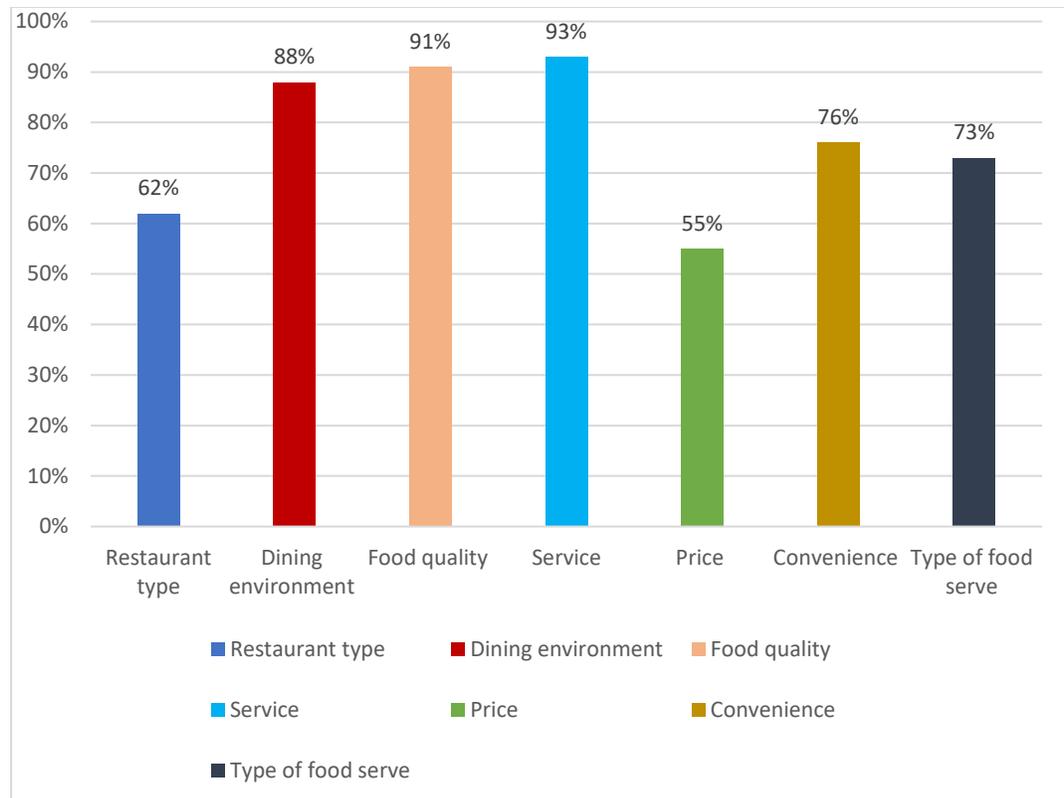


Figure 2. Important Criteria to Respondents

From Figure 2 above, food quality and service are extremely important to respondents when they are going to a restaurant. Over 90% are very concerned with the quality of food and services they get when they go to a restaurant to eat or buy food. This confirms the research findings from many studies that explored factors which influence customers' choice of restaurant. Food quality is rated as one of the most important factors customers look out for when choosing a restaurant to dine in.

Food quality includes but not limited to unique taste and ingredient, menu variety, appearance and presentation, healthy food options and familiar foods (Sriwongrat, 2008). Customers of restaurants wants to have a unique taste of the food they eat, they want to have a variety of dishes to choose from when they visit a restaurant, they want their food

to be presented in a way that will enhance their appetite to eat the food and they want to eat healthy.

Furthermore, about three quarters of the respondents said that dining environment, convenience and type of food serve are so important to them. Respondents want to eat their food in a very clean and calm environment. Respondents also want to get to a restaurant without facing or encountering any difficulty, thus, convenience is an important factor they consider when choosing a restaurant to dine in. Therefore, the proposed restaurant should be established where majority of people who are willing to patronized it can get there without encountering difficulties. The type of food a restaurant serve is also very important to these respondents. Thus, they look out for restaurants that serve the food or dishes they are interested in when choosing a restaurant to dine in.

Also, finding out that only about half of the respondents rated price as important is unsurprising as literature from chapter two shows that customers use price to measure the quality of a restaurant. They assume that an expensive restaurant serves better food and offers better quality. Even though a low price might increase the probability of someone choosing one restaurant to dine in over another, a low price might decrease customers' perception about the restaurant's quality. If customers perceived that the value they received from a restaurant is less than the price, they are likely to evaluate their dining experienced negatively (Sriwongrat, 2008).

The findings from the survey also show that respondents placed a very high importance on the quality of the food they eat in a restaurant than the price they pay for it. Thus, respondents are not very concerned about how much they pay if they get a good quality of the food they eat. Moreover, even though some criteria are more important to

respondents when choosing a restaurant than others, all of them put together will give customers an unforgettable positive dining experienced.

4.3.4 Willingness to Patronize a New Gambian Cuisine Restaurant

This section forms a very important part of the research because it determines whether the proposed restaurant is feasible. Finding out that majority of the respondents are willing to patronize it is not surprising at all.

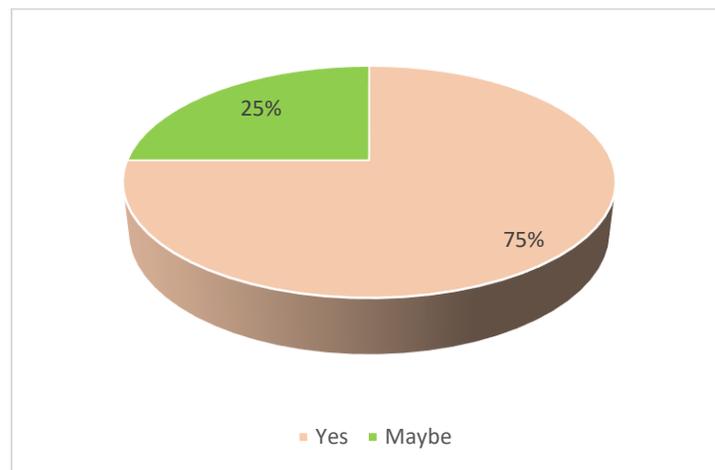


Figure 3. Respondents willingness to Patronize the Proposed Restaurant

From Figure 3 above, 75% of the respondents said “Yes”, they are willing to patronize the proposed Gambian restaurant. Interestingly, the other 25% said “Maybe”, which means that they are not saying they will not patronize it, but they are not sure. And with the use of marketing tools majority of this 25% can be convinced to patronized it especially when those who are willing to patronize it have a positive dining experienced and give a very good review about the restaurant.

Although 75% is high enough to conclude that the majority of the respondents are willing to patronize the proposed restaurant, a statistical test was conducted on the 75% to

determine whether a truly significant majority of the respondents are willing to patronize it. Therefore, a test of proportion was conducted. A test of proportion is conducted to assess whether a sample from a population represent the true proportion of the entire population. Therefore, the following hypotheses were stated:

$$H_0: \hat{p} = 0.50$$

$$H_a: \hat{p} > 0.50$$

To test the above hypotheses, the test statistics is obtained using the formula below.

$$Z = \frac{x - nP_0}{\sqrt{nP_0(1-P_0)}}$$

where

x = the number of respondents who said “Yes” they will patronize the restaurant (156)

n= number of respondents (208)

Po= the proportion (0.5) which is the standard “yes”

$$Z = \frac{156 - 208(0.5)}{208(0.5)(1-0.5)} = 7.12$$

Using an acceptance range of $-1.96 < Z < 1.96$ based on $\alpha = 0.05$, if the z value falls within the range, the null hypothesis will not be rejected and when it falls outside the range the null hypothesis will be rejected. Therefore, given this range and the test statistics, the null hypothesis is rejected because the Z value, 7.12 falls outside the range. Therefore, the 75% of the respondents who said “Yes” is significantly higher than 50%.

In addition, the respondents include both Gambians and non-Gambians and this was intentionally done to determine whether other nationals will be willing to patronize the proposed restaurant because when established, not only Gambians will eat or buy from it. Therefore, two cross tabulations (two-way table) were conducted on (a) nationality and willingness to patronize and (b) gender and willingness to patronize.

4.3.4.1 Nationality and Willingness to Patronize

A two-way table on the nationality and willingness to patronize was performed to determine whether respondents who are willing to patronize it is because of their nationality.

Table 1

Crosstabulation of Nationality and Willingness to Patronize

Nationality	Willingness to Patronize		Total number of respondents
	Yes	Maybe	
Gambian	95	6	101
Non-Gambian	61	46	107
Total	156	52	208

From Table 1 above, out of the 101 Gambians who participated in the survey, 95 of them said they are willing to patronize the proposed restaurant and only 6 of them said “Maybe”. This number is not surprising because there is no Gambian restaurant in Accra where Gambians can go and eat their home dishes whenever they want. The 107 non-Gambians respondents who participated in the survey, only 61 of them are sure that they

will patronize it and 46 of them are not sure. Again, this is not surprising because majority of them do not know Gambians dishes or have never tried it before.

However, what was surprising is that even though some non-Gambians have never tried a Gambian dish before and do not know it, they still want to try it. This further confirms the literature that some people visits other restaurants especially ethnic restaurant because of cultural learning. That is, people want to experience other cultures which can be done by eating their cultural dishes.

From Table 1 above, more non-Gambians participated in the survey (107) than Gambians (101) but Gambians are more willing to patronize the proposed restaurant than non-Gambians. Thus, it can be said that willingness to patronize the proposed restaurant depend on the respondent's nationality. To determine whether this was the case, a chi square test was conducted on the crosstabulation and the following hypothesis were set:

Ho: There is no association between nationality and willingness to patronize

Ha: There is association between nationality and willingness to patronize

Form the Pearson Chi-Square, the p-value was 0.000% which is practically 0 and is below the significance level of 5% (i.e. $P=0.00 < 0.05$.) Thus, we reject the null hypothesis that there is no association between nationality and willingness to patronize. Therefore, the Pearson Chi-Square test confirms that willingness to patronize depends on nationality. This is not surprising because Gambians are more familiar with their home dishes and they are in a foreign land. Thus, it is normal for them to be more willing to patronize a restaurant that will provide their home dishes and drinks.

4.3.4.2 Gender and Willingness to Patronize

The researcher also wanted to find out whether there is any association between gender and willingness to patronize. A crosstabulation and Chi-Square test were conducted to determine whether more male or more female respondents are willing to patronize the proposed restaurant.

Table 2

Crosstabulation of Gender and Willingness to Patronize

Gender	Willingness to Patronize		Total number of respondents
	Yes	Maybe	
Male	81	26	107
Female	75	26	101
Total	156	52	208

Table 2 above shows that 81 male respondents out of the 107 who participated in the survey are willing to patronize the proposed restaurant. About three-quarters of the female respondents are willing to patronized. Only one-quarter for both the male and female respondents are not sure. Thus, from the figures in the table above, it can be said that both males and females have equal proportion of their respondents who are willing to patronize it and equal proportion of their respondents who are not sure.

To test whether there is no association between the two variables, a Pearson Chi-Square was performed on the following hypothesis:

Ho: No association between gender and willingness to patronize

Ha: There is an association between gender and willingness to patronize

The p-value from the Pearson Chi-Square was 0.81. The p-value is more than the significance level of 5% ($P\text{-value } 0.81 > 0.05$) which is the level at or below which a null hypothesis can be rejected, so we fail to reject the null hypothesis that there is no association between gender and willingness to patronize. This means that respondents' willingness to patronize the proposed restaurant was not based on their gender.

4.3.5 Type of Restaurant Preferred

The type of restaurant is also part of the factors that give customers a very positive dining experience. Thus, respondents were asked the type of restaurant they will prefer between fine dining and casual restaurant and their responses are summarized in figure 4 below.

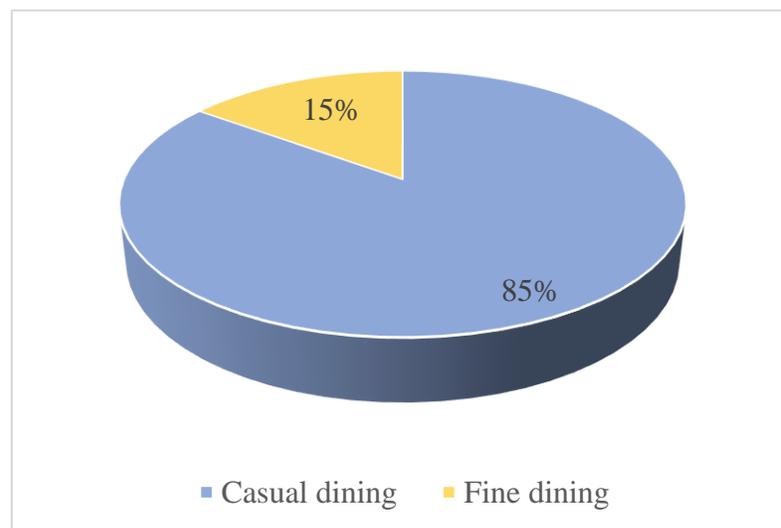


Figure 4. Type of restaurant preferred

From Figure 4 above, majority of the respondents prefer casual dining type of restaurant, which is a type of restaurant that serve moderately priced foods in a casual environment. Fine dining restaurant on the other hand is a restaurant that serve highly priced foods in a professional environment. This was not surprising because majority of the respondents will prefer to dine in a restaurant that provides a good quality of foods and at the same time give them the opportunity to socialize with their fellow countrymen. This was evidence in the interview with some respondents. Many respondents who were interviewed said that the restaurant will serve as a place for people especially Gambians to socialize (see Appendix D).

4.3.6 Prices Respondents are Willing to Pay

To determine the price per plate of dish and a glass of drink, respondents were asked to state the price they are willing to pay per plate of dish and a glass of drink. The minimum price per plate of dish was GHS7.00 and the maximum price was GHS150.00. However, the prices are group into categories for better presentation as seen in the diagram bellow.

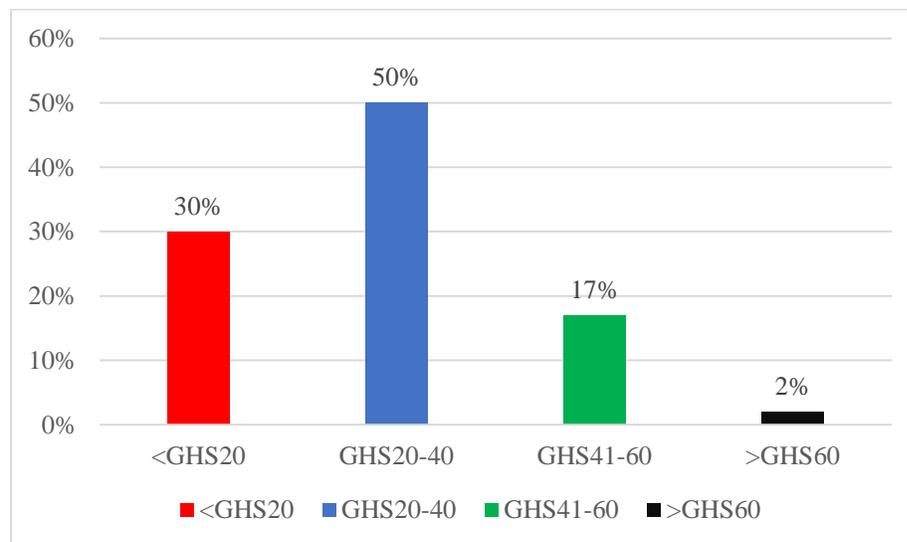


Figure 5. Price Respondents are Willing to Pay Per Plate of Dish

From Figure 5 above, half of the respondents set the price per plate of dish between GHS20-40 and only about a third set the price below GHS20.00. It was surprising that about 20% are willing to pay above GHS40.00.

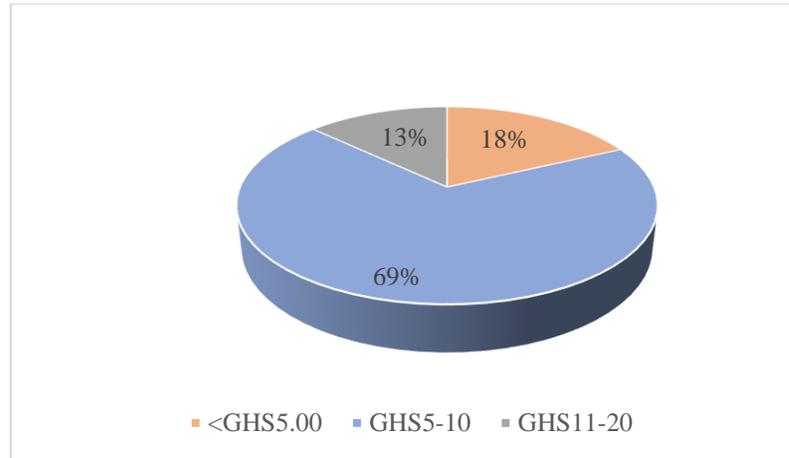


Figure 6. Price Respondents are Willing to Pay Per Glass of Drink

The minimum price set was GHS1.00 and the maximum price set by the respondents was GHS20.00. Majority of the respondents (69%) are willing to pay between GHS5-10. To determine what the price per plate of dish and a glass of drink will be, the mean and median of the prices set by respondents were calculated.

Table 3

Mean and Median of Prices Respondents are Willing to Pay

	Price per plate of dish	Price per glass of drink
Mean	27.08	7.70
Median	25.00	7.00

From Table 3 above, on average, respondents are willing to pay GHS27.08 for a plate of dish and GHS7.70 for a glass of drink. Both the mean and the median measure the central tendencies of the data. However, the median will be used to determine the prices because the mean is the average of the prices set by the respondents which may have some outliers that will affect the mean. As in this case, a respondent set the price for a plate of dish to GHS150.00 which is very high compare to what majority of the respondents are willing to pay. Therefore, the price for a plate of dish and a glass of local drink will be GHS25.00 and GHS7.00 respectively.

4.3.7 Gambian Dishes the Proposed Restaurant Will Serve

Gambia has many variety of dishes that the proposed restaurant can choose from when making its menu. However, Gambians and non-Gambian who are familiar with Gambian dishes were asked to state the Gambian dishes they will want the restaurant to include on its menu. Many dishes were stated but the ten that have the highest frequency was reported in Figure 7 below.

Majority of the respondents said they want Benachin (Jollof), SuperKanja (Okra stew with rice), Yassa (grilled chicken or fish gravy with rice) and Domoda (Peanut stew with rice) to be on the proposed restaurant's menu as shown in Figure 7 below. This is not surprising because these dishes are the favorite dishes for many Gambians. In addition, the local Gambian drinks that respondents want on the restaurant menu are Wonjo, baobab juice, and ginger bear. Chakery and Ebbeh are some of the foods that Gambians cannot party without. They are in every event Gambians have especially among the youths. Thus, they are part of the foods to be included on the proposed restaurant's menu.

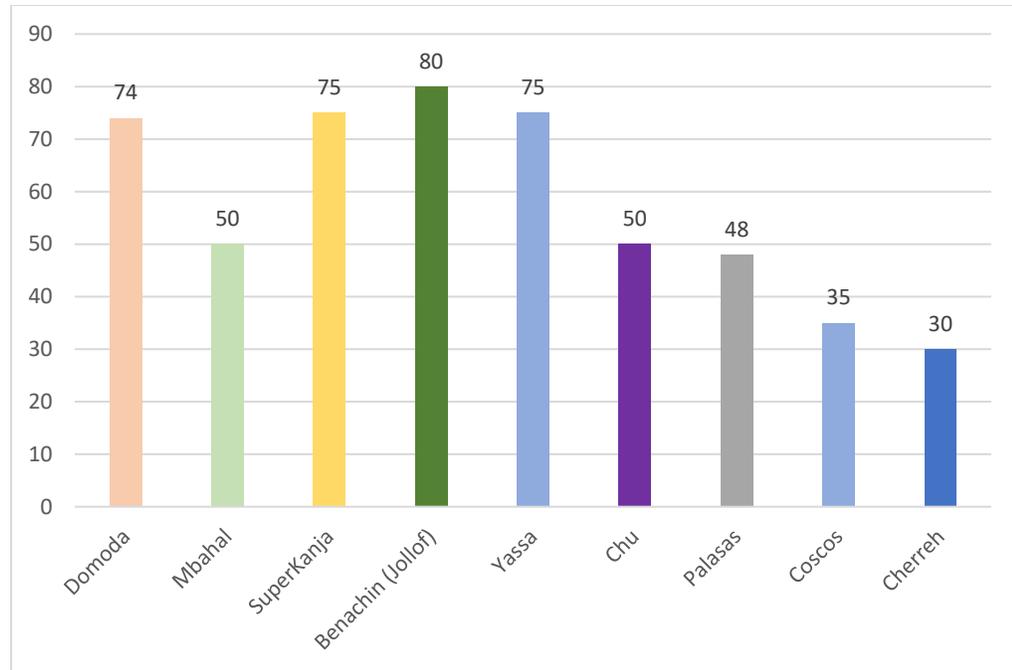


Figure 7. Dishes Respondents Want on the Proposed Restaurant's Menu

4.3.8 Location for the Proposed Restaurant

To determine the optimal local for the proposed restaurant, respondents were asked to choose a location where they want the proposed restaurant to be. The options respondents can choose from are presented in Figure 8 below. However, respondents were also given room to suggest any other location they want the proposed restaurant to be. These locations were chosen by the researcher because they are places which are closer to many Gambians.

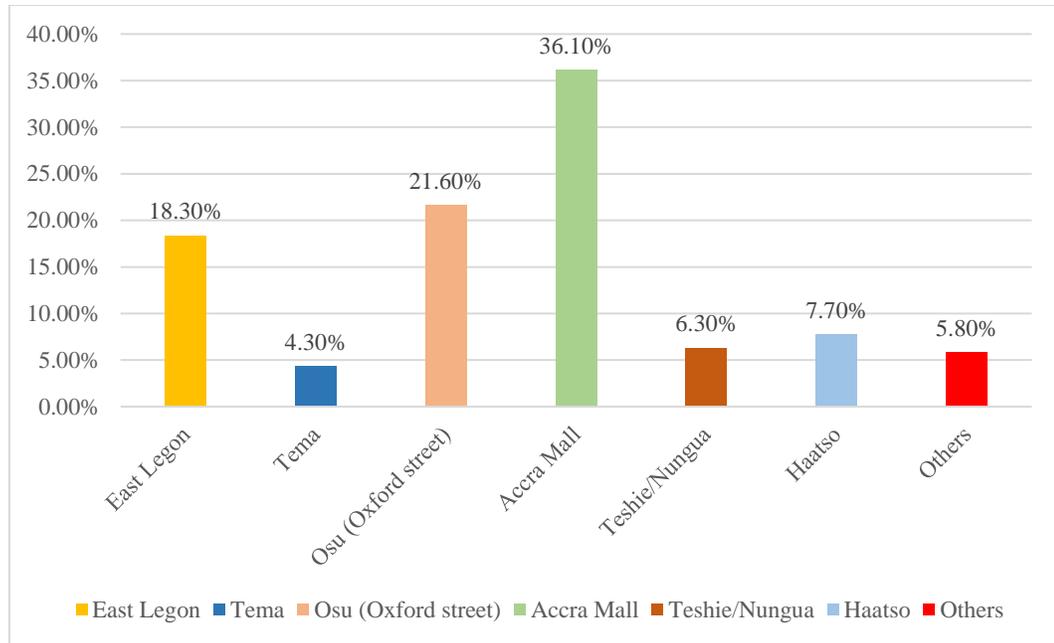


Figure 8. Locations Respondents Want the Restaurant to be

Figure 8 reports the locations respondents want the proposed restaurant to be. Out of the 208 respondents 75 (36.10%) want the proposed restaurant to be located at Accra mall. Accra mall is a busy place with many business activities. Establishing the proposed restaurant there will be an advantage to the business if it has the capability of influencing new customers to patronize it. 45 (21.60%) of the respondents want the proposed restaurant to be located at Osu (Oxford street). Osu is a busy place especially Oxford street. Thus, establishing the restaurant there will be an advantage as well as there are many people who go to Osu for fun every day. The other 42% of the respondents want the restaurant to be located at places such as East Legon, Haatso, Tema etc. Therefore, the proposed restaurant can be located at either Accra Mall or Osu (Oxford street) because more than half of the respondents want it to be located at these places.

4.3.9 Delivery Service at an Extra Cost

For some respondents, convenience is very important to them. They want to get their food without any issue and for some having the time to go and eat in the restaurant might be an issue for them. So, having a delivery service system which delivers the food customers who are busy and cannot come to the restaurant order, will be an advantage to the restaurant. Thus, the researcher wanted to find out whether respondents will be willing to pay an extra cost for the delivery service.

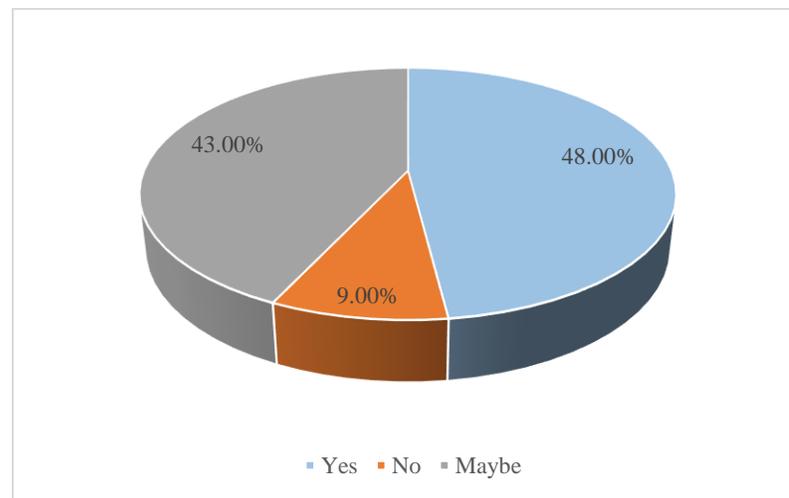


Figure 9. Delivery Service

Figure 9 reports respondents' willingness to patronize the delivery service system and about half of the respondents want the delivery service and are willing to pay an extra cost for the service. Only 9% of the respondents said they do not want a delivery service which is a small fraction of the 208 respondents. Interestingly, 43% of the respondents said maybe which means that they are not sure. They may patronize the service because of factors such as busyness. Therefore, delivery service should be included to the services the proposed restaurant will offer because it will be a source of revenue. In addition, it may

increase sales because people who will like to buy food from the restaurant but are very busy to leave their work place, the restaurant will not lose those sales because they can deliver it to them.

4.3.10 Frequency of Eating a Gambian Dish

Gambians respondents were asked how often they eat a Gambian dish here in Accra and the figure bellow reports their responses.

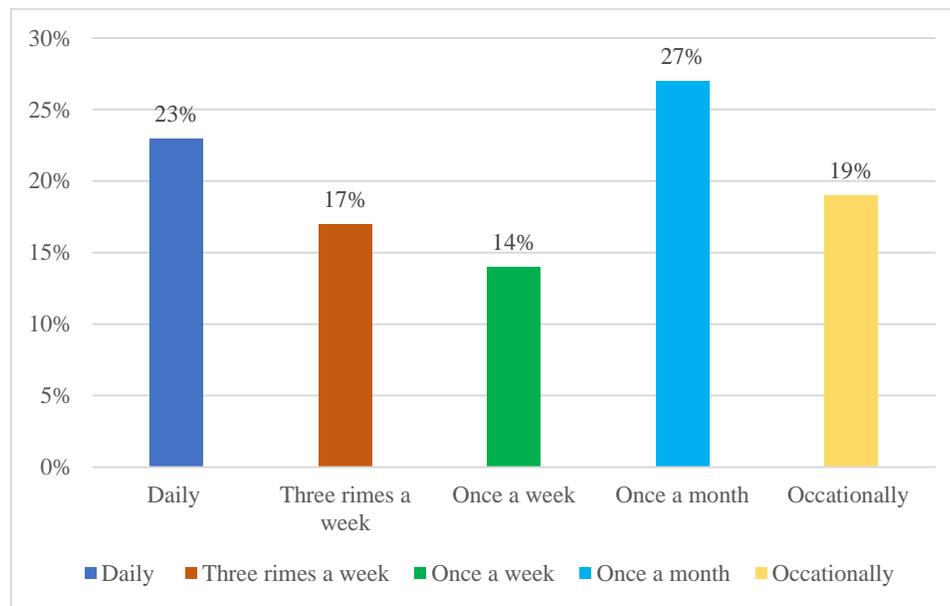


Figure 10. Frequency of eating a Gambian dish in Accra

From Figure 10. only 23% of the Gambian respondents eat a Gambian dish daily. This is because some Gambians are here with their family and they cook their own food. However, what is interesting is that about half of them eat a Gambian dish rarely (once a month and occasionally). This figure confirms that fact that Gambians in Accra do not have the opportunity to eat their home dishes anytime they want because there is no Gambian cuisine restaurant in Accra. Therefore, in addition to the majority of respondents who are

willing to patronize the proposed restaurant, this strengthens the reason to establish a Gambian cuisine restaurant.

4.4. Findings from an Existing Startup Senegalese Restaurant

To know and understand the challenges to establishing the proposed restaurant, the owner of a Senegalese restaurant startup was interviewed. He was chosen because Senegalese dishes are more the same as Gambian dishes.

Findings from the interview show that one of the challenges in establishing the restaurant was finding a good place where the restaurant will be. According to him, it took him about six months to find a place to start the restaurant. This is a potential challenge for the proposed restaurant especially finding a place at Accra mall or Osu (Oxford street) where majority of the respondents want the restaurant to be.

Another challenge was getting customers. According to him, when he started, the food was not selling because people were not buying it. Fortunately for him, those who try it like the food and they always come back. As he stated,

“to win customers you have to make the food very nice because many people here are not familiar with the food”

When asked the nationalities that visit his restaurant he said many people visit the restaurant. Gambians, Senegals, Ghanaians, Malians, Guineans etc. This challenge can be addressed by making sure that the dishes the restaurant will serve are of good quality. As seen in figure 2 above, food quality is highly important to respondents. Therefore, if people who try it enjoy the food, they are likely to recommend it to their friends as one interview respondent puts it.

“ If one try a new dish and it was very nice, that person will take his phone and text his friends “charley” have you try this restaurant, their food is very nice and good quality. You should try it.”

Another potential challenge is getting the right ingredients. According to him, he gets most of his ingredients from Senegal and the ones he can easily get from here at Nima market in Accra. This is very costly because of the transportation cost involve in transporting the ingredients from Senegal to Accra.

4.5. Opinions on the Need to Establish the Proposed Gambian Restaurant

Interview respondents were asked whether they think there is a need to establish a Gambian restaurant and surprisingly both Gambians and non-Gambians share similar sentiment on the issue.

The common opinion both Gambians and non-Gambians share is that the restaurant will boost the image of Gambia. the reason being food is one of the things a country can used to expose herself to the world. People can get to know a part of a country’s culture through food. As one respondent put it.

“ I don’t know any Gambian thing exist in people’s mind apart from it being a country. So it will be good for people to have a glims of Gambian culture”

Another common opinion both Gambian and non-Gambians share is that the restaurant should be established because it will provide variety for them to choose from. This shows that people are ready to try new things and have a new experience with new dishes. One non-Gambian respondent said,

“I think there is a need for a Gambians cuisine restaurant in Accra because it will give me and others a chance to know about Gambian dishes, it will provide variety for me to choose from. It will give me a chance to taste and feel part of Gambian culture”

Interestingly, Gambian respondents have more reasons why there should be a Gambian restaurant. Aside the restaurant serving as a cultural ambassador, some of the reasons they gave were socialization, source of employment and serve as caterer when Gambians have a program here. For Gambians, the proposed restaurant should be established because it will help Gambians in Ghana socialize. There are many Gambians in Accra and some have been here for over 10 years but majority of them do not know each other especially those who newly arrived. Thus, the restaurant will serve as a meeting place for them. As one respondent said,

“If you are new here in Accra or have been here for a long time and you here that there is a Gambian restaurant at this place, if you go there you might meet Gambians you knew back in Gambia or new once. You can chat with them while eating your favourite Gambian dish which will make you feel home especially if you are home sick ”

In addition, another reason Gambian respondents gave was the restaurant will serve as a caterer when Gambians have a program here. There are four major programs Gambians in Accra have every year. The Gambia independence celebration, Gambian picnic which aims to bring Gambians in Accra together, Korite and Tobaski celebration. In all these celebrations, many Gambian dishes and drinks are prepared. Thus, the restaurant can be hired to provide food for them during these occasions. As stated by one of the respondents.

“There is a need for the restaurant to be established because apart from it providing food for people on a daily basis, it will provide food for us when we have our major events in Accra and save us time which can be used for other activities because we spend a lot of time cooking. ”

4.6 PESTLE Analysis

A PESTLE analysis is used to evaluate the political, economical, social, technological, legal and environmental factors that are likely to affect the businesses in a country. Thus, it was used to gain insight into the general environment in which the proposed restaurant is going to operate. Data from this analysis aided in determining the likely challenges the proposed restaurant is likely to face. The PESTLE analysis of the proposed restaurant is included in the appendix section.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Introduction

In chapter four, findings from the data gathered were analyzed to answer the research questions and determine the feasibility of the proposed restaurant. In this chapter, the research is briefly summarized and recommendations are also made.

5.2 Summary

Findings from the literature review show that the number of eat-outs is fast increasing among urban residents. The literature also shows that countries are now very eager to show the world their cuisine which is resulting in the establishment of many ethnic restaurants around the world. In Ghana for example, there are many ethnic restaurants such as Chinese, Thai, French, Nigerian etc. Thus, nationalities in Ghana who have their ethnic restaurant established in Accra have the opportunity to eat their home food anytime they want. However, this is not the case for Gambians in Accra because there is no Gambian cuisine restaurant in Accra.

The research therefore sought to find whether it is feasible to establish a Gambian cuisine restaurant in Accra. Based on the findings obtained from analyzing the data, the following conclusions are made.

5.3 Conclusion

Based on the the view of respondents, there is a need for a Gambian cuisine restaurant here in Accra. This is because three-quarters of the respondents said they are willing to patronize the restaurant and the other one-quarter are not sure and with the use of marketing tools, they can be influenced to patronize it.

In addition, one might say that because the proposed restaurant will serve Gambian dishes, Gambians will favour the idea more. However, that was not the case because both Gambians and non-Gambians have a similar sentiment on the issue. Non-Gambians are as excited as Gambians with the idea of establishing a Gambians cuisine restaurant in Accra.

Therefore, it is reasonable to conclude that the proposed restaurant is feasible based on the findings that all the respondents have favourable thought about it and are willing to patronize it. Also, from the PESTLE analysis, the restaurant is not likely to face many challenges and can be a viable business in Accra.

5.4 Recommendations

Below are four recommendations based on the findings and conclusion of this research

Recommendation 1

Investors who would like to start up this business should not only target Gambians but other nationalities as well. This is because other nationalities who participated in the research have a favourable thought about the proposed restaurant and are willing to patronize it. In addition, because Gambians are already familiar with their home dishes, more effort should be made to win more non-Gambians because they form the majority.

Recommendation 2

Investors who intend to start up the business should ensure that the food is of good quality because food quality was one of the factors that is highly important to respondents when they are choosing a restaurant to dine in.

Recommendation 3

Some of the potential challenges the proposed restaurant is likely to face are finding a suitable place to establish it and getting the ingredients for the cooking. Thus, investors who intend to start the business should make sure to find a place that people can easily get to. They should make sure to have a good supply chain system to avoid incurring high cost for transporting their ingredients which could negatively affect the profitability of the restaurant.

Recommendation 4

Finally, any investor interested in establishing the restaurant should do a financial analysis of it to determine its profitability. The price respondents are willing to pay is good compared to what a plate of dish cost in Accra. Thus, it is likely to be profitable.

5.5 Further Research

Below are recommendations for further research based on this topic.

It is recommended that further research on the feasibility into the establishment of a Gambian restaurant be conducted in other parts of Ghana where Gambians are to determine if other parts of the country will also have a favourable thoughts on the issue.

It is also recommended for further research to be done on the topic to determine what makes other cuisines such as Chinese cosmopolitan.

5.6 Limitation and Delimitation

The major limitation associated with the literature of the study is that there was limited statistics regarding Gambians in Ghana. There was also limited research done on establishing an ethnic restaurant in a foreign country. Also, there was limited data regarding

the restaurant industry in Ghana. Hence, most of the literature was set outside Africa, which may not easily apply to the African context.

In addition, considering the fact that only a limited number of hours was spent on the field, it was difficult to gather enough qualitative data because most of the time was spent collecting the quantitative data because the research is largely quantitative. Moreover, some respondents were very unwilling to take part in the research especially the interview. Some provided responses they believed the researcher was looking for.

Finally, because of time and financial constraints the research was limited to only Accra. This may therefore fail to capture the views of Gambians in other parts of Ghana.

REFERENCES

- Africa, C. S. (2015, October 5). *How cultural and social factors impact your business in Ghana*. Retrieved from CFO South Africa : <https://cfo.co.za/article/factors-impacting-ghana-business>
- Akinny, W. D. (2016). Investigating the desirability and feasibility of the ‘Old People’s Home’ as a viable business in Ghan. *Unpublished Thesis*, 86-87.
- Alonso, A. D., O’neill, M., Liu, Y., & O’shea, M. (2013). Factors Driving Consumer Restaurant Choice: An Exploratory Study From the Southeastern United States. *Journal of Hospitality Marketing & Management*, 547-567. Retrieved September 23, 2017, from <http://dx.doi.org/10.1080/19368623.2012.671562>
- Ashitey, E. (2008). *Ghana's Food Service Sector*.
- Authority, G. R. (2018, April). *Domestic tax*. Retrieved from Ghana Revenue Authority: <http://www.gra.gov.gh/index.php/tax-information/income-tax>
- Bank, T. W. (2017, October 5). *The World Bank in Ghana*. Retrieved from The World Bank: www.worldbank.org/en/country/ghana/overview
- BBC. (2018, March 5). *Ghana country profile*. Retrieved from BBC : <http://www.bbc.com/news/world-africa-13433790>
- Burns, C. (2004). Effect of migration on food habits of somali women living as refugees in australia. *Ecology of food and nutrition*, 1-19.
- Chen, B. (2014). Lesson Learned: A Qualitative Case Study of Restaurant Success in Auckland, New Zealand. 1-95.

Creswell, J. W. (2008, October 21). Mixed Methods Research: Design and Procedures.

Journal of Mixed Method Research.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*,

5(1), 1-4. Retrieved December 3, 2017, from

<https://pdfs.semanticscholar.org/79a2/c4a4111275b3efbfa0522284ccd0fecc556a.pdf>

Fraikue, F. B. (2016). Reasons for eating out and socio-demographic. *Incedi Conference*,

(pp. 1-11). Accra.

Gai, L. (2014). Dining at ethnic-themed restaurants: an investigation of consumers'

ethnic experiences, preference formation, and patronage . 8-38.

Goanames. (2017). *Ghana Largest Cities*. Retrieved from Geonames:

<http://www.geonames.org/GH/largest-cities-in-ghana.html>

Golafshani, N. (2003). Understanding Reliability and Validity in. *The Qualitative Report*,

8(4). Retrieved December 12, 2017, from

http://nsuworks.nova.edu/tqr/vol8/iss4/6/?utm_source=nsuworks.nova.edu%2Ftqr%2Fvol8%2Fiss4%2F6&utm_medium=PDF&utm_campaign=PDFCoverPages

Hanson, C. (2016, November 23). *Labour laws in Ghana for the business starter*.

Retrieved from Graphic Online :

<https://www.graphic.com.gh/features/opinion/labour-laws-in-ghana-for-the-business-starter.html>

- Kwon, D. Y. (2015). What is an Ethnic Food. *Journal of Ethnic Food*, 1.
- Lee, J. H., Hwang, J., & Mustapha, A. (2014). Popular Ethnic Foods in the United States: 13, 2-17.
- Mundi, I. (2018, January 20). *Ghana Economy Profile 2018*. Retrieved from Index Mundi: https://www.indexmundi.com/ghana/economy_profile.html
- My-Joy-Online. (2015, June 23). *10,383 tertiary students are foreigners*. Retrieved from Joy Online: <http://www.myjoyonline.com/news/2015/June-23rd/10383-tertiary-students-are-foreigners.php>
- Nielsen. (2016, August). What's in Our Food and On Our Mind; Ingredient and Dining-Out Trends Around the World.
- Sakyi, K. A. (2014, September 28). *Climate Change, Effects and Impact on the Ghanaian Economy*. Retrieved from Ghanaweb: <https://www.ghanaweb.com/GhanaHomePage/NewsArchive/Climate-Change-Effects-and-Impact-on-the-Ghanaian-Economy-328061>
- Srividhya, D. N. (2014, June). Eating Out Habit of Individuals – An Analytical Study” (With Special Reference to Puducherry City). *International Journal of Business and Management Invention*, 3(6), 1-7. Retrieved November 2017
- Sriwongrat, C. (2008). Consumers’ choice factors of an upscale ethnic restaurant.
- Vallianatos, H., & Raine, K. (2008). Consuming Food and Constructing Identities. Retrieved September 2017, from <http://dx.doi.org/10.2752/175174408X347900>

Wood, N. T., & Muñoz, C. L. (2007, March). The role of themed restaurants as cultural ambassadors. 7(3). Retrieved November 11, 2017, from

<http://www.jstor.org/stable/23745437>

Worldguides. (2016, June 7). *Ghana Weather, When to Go and Climate Information*.

Retrieved from WorldGuides: http://www.world-guides.com/africa/western-africa/ghana/ghana_weather.html

APPENDIX A: RESEARCH QUESTIONNAIRE

1. Gender

Male

Female

2. Nationality

Gambian

Non-Gambian

3. What is your age group?

up to 30 years

31-40 years

41-50 years

51-60 years

over 60 years

4. What is your monthly income?

Up to GHS1000

GHS1001-2000

GHS2001-3000

GHS3001-4000

Above GHS5000

5. Do you patronize restaurant services?

Yes

No

If Yes, please go to question 7, otherwise please answer question 6.

6. What are the reason for not patronizing restaurant services? Tick as many as apply

Expensive

Type of foods serve

Poor customer service

Others (please specify)

7. How often do you eat in a restaurant?

Every day

Three times a week

Once a week

Once a month

Others (please specify)

8. When going to a Restaurant which criteria are important for you (1 being the most important)

	1	2	3	4	5
Restaurant concept	<input type="checkbox"/>				
Dinning environment	<input type="checkbox"/>				
Food quality	<input type="checkbox"/>				
Service	<input type="checkbox"/>				
Cost	<input type="checkbox"/>				
Convenience	<input type="checkbox"/>				

Others (please specify)

New Gambian Restaurant Questionnaire 9-16

9. Would you like to try a new ethnic restaurant?

Yes

No

Maybe

If Yes, please go to question 11. Otherwise, answer question 10.

10. What will attract you to try a new restaurant?

Type of meals serve

Conveniences opening hours

Less expensive meals

Others (please specify)

11. What type of dining room will you prefer?

De-lux (Private dining rooms with air condition (AC) and Television)

Standard (Open dining area with Television)

If you are not familiar with Gambian dishes, local drinks, snacks or deserts, please go to question 15.

12. List at least five Gambian dishes you will want on the restaurant's menu.

E.g. SuperKanja (rice with okra stew)

13. List at least three Gambian local drinks you will want on the restaurant's menu. E.g. wonjo

14. List any other Gambian food (snakes and deserts) you will want on the restaurant's menu. E.g. Chakery

15. How much are you willing to pay for a plate of dish in a new Gambian cuisine restaurant?

16. How much are you willing to pay for a glass of drink in a new Gambian cuisine restaurant?

17. Which location should the propose restaurant be?

East Legon

Tema

Osu (Oxford street)

Accra Mall

Teshie/Nungua

Others (please specify)

18. Would you want a delivery service at an extra cost?

Yes

No

Maybe

For Gambians Only

19. How often do you eat Gambian dish in Accra?

Daily

Three times a week

Once a week

Once a month

Others (please specify)

Interview Questions for Non-Gambians

1. Have you ever tried other cuisines other than your country's?
2. What other cuisine have you tried other than your country's?
3. How was your experience?
4. How often do you eat other cuisines other than your country's?
5. Where do you get the other cuisine you have tried?
6. Would you like to try a Gambian food and why?
7. Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Interview Questions for Gambians

1. How long have you been in Ghana?
2. Where do you get your meals?
3. How often do you eat a Gambian food in Ghana?
4. Have you ever tried other cuisines other than your country's?
5. Would you like to visit a Gambian restaurant and why?
6. Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

APPENDIX B: LIST OF TABLES**Table B1. Demographic characteristics of Respondents (Gender)**

Gender	Frequency	Percentage (%)
Male	107	51
Female	101	49
Total	208	100

Table B2. Demographic characteristics of Respondents (Nationality)

Nationality	Frequency	Percentage (%)
Gambian	101	49
Non-Gambian	107	51
Total	208	100

Table B3. Demographic characteristics of Respondents (Age)

Age	Frequency	Percentage (%)
Up to 30 years	129	62
31-40 years	51	25
41-50 years	23	11
51-60 years	4	2
Over 60 years	1	0.5
Total	208	100

Table B4. Demographic characteristics of Respondents (Monthly income)

Monthly income	Frequency	Percentage (%)
Up to GHS1000	64	31
GHS1001-2000	27	13
GHS2001-3000	25	12
GHS3001-4000	33	16
Above GHS4000	59	28
Total	208	100

Table B5. Frequency of Eating in a Restaurant

Category	Frequency	Percentage (%)
Everyday	67	32
Three time a week	47	24
Once a week	41	21
Once a month	35	18
Occasionally	8	4
Total	208	100

Table B6. Important Criteria (Restaurant type)

Importance	Frequency	Percentage (%)
Extremely important	35	17
Very important	94	45
Moderately important	56	27
Slightly important	5	2
Not important at all	8	4
Missing	10	5
Total	208	100

Table B7. Important Criteria (Dining environment)

Importance	Frequency	Percentage (%)
Extremely important	59	28
Very important	124	60
Moderately important	15	7
Missing	10	5
Total	208	100

Table B8. Important Criteria (Food quality)

Importance	Frequency	Percentage (%)
Extremely important	160	77
Very important	30	15
Moderately important	8	3
Missing	10	5
Total	208	100

Table B9. Important Criteria (service)

Importance	Frequency	Percentage (%)
Extremely important	71	34
Very important	122	59
Moderately important	5	2
Missing	10	5
Total	208	100

Table B10. Important Criteria (price)

Importance	Frequency	Percentage (%)
Extremely important	61	29
Very important	53	26
Moderately important	52	25
Slightly important	30	14
Not important at all	2	1
Missing	10	5
Total	198	100

Table B11. Important Criteria (Convenience)

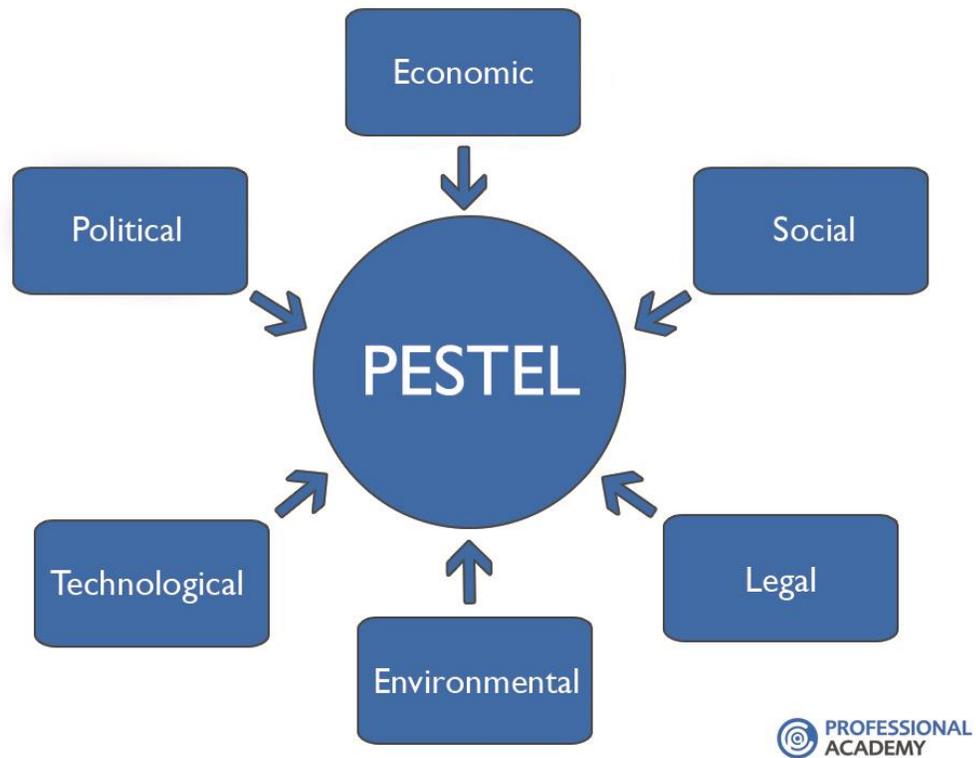
Importance	Frequency	Percentage (%)
Extremely important	51	25
Very important	106	51
Moderately important	37	18
Slightly important	4	2
Missing	10	5
Total	198	100

Table B12. Important Criteria (Type of food serve)

Importance	Frequency	Percentage (%)
Extremely important	66	32
Very important	86	41
Moderately important	44	21
Slightly important	2	1
Missing	10	5
Total	198	100

Table B13. Gambian Dishes to be on The Restaurant's Menu

Dish	Frequency
Domoda	74
Mbahal	50
SuperKanja	75
Benachin (Jollof)	80
Yassa	75
Chu	50
Palasas	48
Coscoc	35
Cherreh	30
Pepper soup	28

APPENDIX C: PESTLE ANALYSIS

Source: Professional Academy

General Economic Condition

Ghana's economic performance improved in the first half of 2017. The fiscal deficit for the first half of 2017 was 2.7% of GDP which is on track to meet its target of 3.5% of GDP. However, revenues underperformed and were 14.9% below their target, but the government cut both its recurrent and capital expenditure to keep its fiscal consolidation program on track. This underperformance was to be reversed in the second half of 2017 as

policies, announced in March, took effect. These were supported by the World Bank through technical assistance to the Ghana Revenue Authority. Ghana's total debt had increased from \$29.2 billion (73.1% of GDP) at the end of 2016, to \$31.7 billion (68.1% of GDP) in 2017, reflecting a slowdown in the rate of external debt accumulation, as well as higher GDP growth (The World Bank, 2017).

The economy expanded for the third, successive quarter in March 2017, to 6.6% as compare to 4.4% in the previous year. The industry sector recorded the highest growth of 11.5%, compared to 1.8% in 2016, with significant contributions of this from mining and petroleum. The agriculture sector grew by 7.6%, as compare to 5% in the previous year, which was driven by good performances in the crops, fisheries, and cocoa sub-sectors. However, growth in the services sector slowed to 3.7% from 6.6%, due to slower growth in information, communication, and finance. Non-oil growth slowed to 3.9% from 6.3% in the same period of 2016.

The inflation rate continued to moderate itself, allowing the central bank to reduce its policy rate. Inflation was 12.3% in August, a slight increment from 11.9% in July but continuing a decreasing trend overall since September 2016. This created room for monetary policy easing and the Bank of Ghana cut the policy rate by a cumulative 450 basis points to 21.5% in July. Consequently, the 91-day Treasury-bill rate fell from 16.81% in December 2016 to 12.10% in June 2017; and the rates on the 182-day Treasury-bill rate moved from 18.5% to 13.28% over the same period. Outstanding credit to the private sector grew by 16.2% in May 2017, against 10.1% for the same period in 2016.

As the cedi continue to stabilize, the external sector further improved. However, after a sharp decline in the value of the cedi in January, pressure has relieved with improved

liquidity and increased reserves. Gross National Reserve went up from \$4.9 billion (equivalent to 2.7 months of imports) at the end of December 2016, to \$5.9 billion in June 2017 which is equal to 3.4 months of imports (The world Bank, 2017)

In general, Ghana has a market-based economy with relatively few policy barriers to trade and investment in comparison with other countries in the region, and Ghana is well-endowed with natural resources (Mundi, 2018).

Demographics

Ghana's population is estimated at 27,499,924 and is expected to grow at a rate of 2.17%. The gage structure of the different sectors of the population is represented in the table below.

Ghana has a young age structure with approximately 57% of the population under 25 years. Thus, it is advisable for the country to invest in education. Over a quarter of the population are between the age of 25-54, which is a very active population and good for businesses.

Geographically, 55.3% of Ghana's population are based in the urban area and this is estimated to increase at a rate of 3.07% annually. The major cities in the country are Accra and Kumasi with a population of 2.277 and 2.599 million respectively.

Table 13

Age Structure

Ages (years)	Male Population	Female Population	% of the Population
0-14	5,253,430	5,198,892	38.01
15-24	2,548,661	2,575,160	18.63
25-54	4,554,972	4,834,765	34.14
55-64	664,866	701,277	4.97
65 years and over	538,790	629,111	4.25

Source: Index Mundi

Social Forces

Ghana is a diverse country that harbors about one hundred ethnic groups spread across its ten region. Although English is the official language of the country, most Ghanaians speak at least one local language with Twi being the most spoken local language. Religion has a strong influence on the day to day life of the Ghanaian people. Christianity is the most popular religion with about 70% of the population practicing it and Islam is the second largest religion which is practiced by over 15% of the population (CFO South Africa, 2015). Thus, any investor doing business in Ghana should know that Saturdays and Sundays (for Christians) and Fridays (for Muslims) are for worship related activities.

Due to the highly religious nature of Ghanaians, it is important for investors to know a bit about the customs of their Ghanaian partners to foster cordial relations. Many customs in the Ghanaian society are influenced by both traditional tribal beliefs and

Christian or Muslim traditions. The use of the left hand for handing people things e.g. money is something Ghanaians do not take for granted. Therefore, investors planning to start a business especially a restaurant business should avoid the use of the left hand when dealing with their customers and business partners.

Natural Environment

Ghana has a tropical climate and there are two main seasons: the wet season and the dry season. The southern part of Ghana experiences its rainy season from March to mid-November while the Northern part experiences the rainy season from April to mid-October. In addition, there is also harmattan which is a dry desert wind that blows in the north-east Ghana from December to March. This lowers the humidity and causes hotter days and cooler nights especially in the northern part of the country. The temperature in Ghana is 32°C / 90°F on average between February and April. In July and August, the average temperature is 27°C / 81°F (Worldguides, 2016).

As in other countries, climate change also affects Ghana. plastic pollution, illegal mining (called Galamsay), felling of trees for timber, drying up of rivers, intensive rainfalls that causes floods among others are some of the impacts of climate change in Ghana (Sakyi, 2014).

Political, Regulatory, and Legal Environment

In Ghana, there are institutions, laws and regulation that govern how businesses operate. The Labour Act 2003 (Act 651) is the main legislation governing industrial relations or employment matters. The Act came into force several years after Ghana gained independence in 1957. This act outlines the rights and duties of both employers and

workers. The employer who hires the service of a worker is required to fulfil some rights and obligations within the employment relationship to ensure that both parties coexist in a peaceful and harmonious working environment (Hanson, 2016).

Ghana has no anti-laws to regulate competition like other countries such as the United States. There are no laws that regulate or control competition among businesses. Therefore, businesses must find their own way to deal with the competition around them. They also face challenges such as high interest rate, fuel, communication, electricity, among others these challenges arise because these services are provided by companies that have limited competition.

Every business and citizen are expected to pay tax to the government. There are different classes of tax: income tax, corporate tax, capital gain tax etc. (Ghana Revenue Authority, 2018).

Politically, Ghana has a sound environment. It is one of the most recognized democratic countries in Africa. It is considered one of the most stable countries in West Africa since its transition to a multi-party system in 1992. There is a high degree of media freedom in Ghana and the private press and broadcasters operate without significant restrictions (BBC, 2018).

Technological Environment

Technology is changing the world especially businesses. Ghana is not a technologically advanced country and does not invest a huge amount of its gross domestic product on technology (R&D) as compare to other countries (Akinny, 2016).

APPENDIX D: TRANSCRIBED INTERVIEW RESPONSES

Transcription of the Interviews Responses

Respondent 1: Nationality: Non-Gambian

Interviewer: Good morning. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 1: Ok

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 1: No

Interviewer: Why?

Respondent 1: Because of proximity, I work five days a week and am busy at work, so I didn't make time to go and try some. Plus, where I work is far from town.

Interviewer 1: Would you like to try a Gambian food and why?

Respondent 1: Yes, I will love to, because it will give me variety. I eat the same food every day, so it will be nice to try other dishes. To explore other dishes as well.

Interviewer 1: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 1: Yes, it will give me a chance to know about Gambian dishes, it will provide variety for me to choose from. It will give me a chance to taste and feel part of Gambian culture.

Respondent 2: Nationality: Non-Gambian

Interviewer: Good morning. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 2: Sure

Respondent 2: Nationality: Non-Gambian

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 2: Yes

Interviewer: What other cuisine have you tried other than your country's?

Respondent 2: I have tried Gambian food before when I visited Gambia, that dish with a lot of onions, yeah Yassa.

Interviewer: How was your experience?

Respondent 2: It was different, oh it was good, I loved it.

Interviewer: How often do you eat other cuisines other than your country's?

Respondent 2: I eat them occasionally

Interviewer: Where do you get the other cuisine you have tried?

Respondent 2: I get most of them from my friends. I have a Gambian friend and she gave me "coscos" which I love so much. So, I prepare it at home when I want to eat a different dish.

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 2: Yes, I have tried a Gambian dish before and I like it

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 2: I think is good to know how many Gambians are in Accra first to know whether there are many Gambians in Accra that will patronize it.

Respondent 3: Nationality: Non-Gambian

Interviewer: Good afternoon. How are you?

Respondent: Am fine and you?

Interviewer: I am doing fine. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 3: Ok, no problem

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 3: Yes, I have.

Interviewer: What other cuisine have you tried other than your country's?

Respondent 3: I have tried American, Thai, Chinese, to name a few

Interviewer: How was your experience with them

Respondent 3: They were great. I liked them.

Interviewer: How often do you eat other cuisines other than your country's?

Respondent 3: I think twice a month and is because of work.

Interviewer: Where do you get the other cousins you have tried?

Respondent 3: I get them from restaurants

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 3: Yes, because it would be nice try a new dish. I love trying different dishes. And to prove that Ghana Jollof is better than Gambian Jollof, laughs.

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 3: Yes, I don't know any Gambian thing exist in people's mind apart from it being a country. The restaurant if established can also do cultural display to showcase Gambian cultures. So it will be good for people to have a glimpse of Gambian culture.

Respondent 4: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 3: Ok

Interviewer: How long have you been in Ghana?

Respondent 4: I have been here since 1994 (23 years) with my family. All my children were born here.

Interviewer: where do you get your meals?

Respondent 4: My wife cooks for us

Interviewer: How often do you eat Gambian food in Ghana?

Respondent 4: I eat it everyday

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 4: Yes, I have tried Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 4: Yes, because I will like to eat my home dish anytime I want

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 4: Yes, because Gambians are many here

Respondent 5: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 5: Oh, that is good. Go ahead

Interviewer: How long have you been in Ghana?

Respondent 5: Two months

Interviewer: where do you get your meals?

Respondent 5: I cook

Interviewer: How often do you eat Gambian food in Ghana?

Respondent 5: Almost everyday

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 5: Yes, I have tried Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 5: Yes, because there are Gambian dishes I will want sometime, and I can't get them here.

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 5: Yes, because apart from the food, it can serve as a source of employment for some Gambians here.

Respondent 6: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 6: Sure

Interviewer: How long have you been in Ghana?

Respondent 6: I have been here for 16 years

Interviewer: where do you get your meals?

Respondent 6: I cook or buy from chop bars

Interviewer: How often do you eat Gambian food in Ghana?

Respondent 6: Almost everyday

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 6: Yes, I have tried Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 6: Yes, because there are Gambian dishes I will want to eat and can't cook

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 6: Yes, because there is lack of Gambian dishes here, sometimes you don't know what to eat because and it will bring Gambians in Accra here together.

Respondent 7: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 7: Ok

Interviewer: How long have you been in Ghana?

Respondent 7: I have been here for 4 years

Interviewer: where do you get your meals?

Respondent 7: At the restaurants

Interviewer: How often do you eat a Gambian food in Ghana?

Respondent 7: I hardly eat a Gambian dish here

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 7: Yes, I have tried Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 7: Maybe, because there are Gambian dishes I will want to eat and can't cook

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 7: Yes, because there are many Gambian here and it will be good for socialization

Respondent 8: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 8: Sure

Interviewer: How long have you been in Ghana?

Respondent 8: I have been here for 12 years

Interviewer: Where do you get your meals?

Respondent 8: Restaurants or I cook sometimes

Interviewer: How often do you eat a Gambian food in Ghana?

Respondent 8: Almost everyday

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 8: Yes, I have tried Ghanaian dishes, Chinese, Indian, European

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 8: Yes, because when I want to eat a Gambian dish I will just go there and eat which will save me time.

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 8: Yes, there is a need for the restaurant to be established because apart from it providing food for people on a daily basis, it will provide food for us when we have our major events in Accra and save us time which can be used for other activities because we spend a lot of time cooking. Also, if you are new here in Accra or have been here for a long time and you here that there is a Gambian restaurant at so so place, if you go there you might meet Gambians you knew back in Gambia or new once. You can chat with them while eating your favourite Gambian dish which will make you feel home especially if you are home sick. It will also allow people to have a taste of Gambian dishes without having to go to Gambia.

Respondent 9: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 9: Ok

Interviewer: How long have you been in Ghana?

Respondent 9: 2 years

Interviewer: Where do you get your meals?

Respondent 9: Restaurants or I cook sometimes

Interviewer: How often do you eat Gambian food in Ghana?

Respondent 9: Two days a week

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 9: Yes, Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 9: Yes, to eat other Gambian dishes I can't cook at home

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 9: Yes, because it will give us access to Gambian dishes. As a wife, it will make it easy for me because when we want Gambian dish, I don't have to cook, I can just buy from there.

Respondent 10: Nationality: Non-Gambian

Interviewer: Hello. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 10: Ok, no problem

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 10: Yes, I have tried Senegalese, Malian, Guinean, to name a few

Interviewer: How was your experience with them

Respondent 10: very nice, they cooked it well especially the Senegalese food

Interviewer: How often do you eat other cuisines other than your country's?

Respondent 10: Everyday

Interviewer: Where do you get the other cuisines you have tried?

Respondent 10: I get them from restaurants

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 10: Yes, because they are very good. I also like the food presentation. It gives you appetite, laughs.

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 10: Yes, because I think many people will patronize it. Especially if the food quality is good and the price is not too expensive. Also, Gambian dishes are rich and people will like it.

Respondent 11: Nationality: Non-Gambian

Interviewer: Hello Aunty. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 11: Sure

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 11: Yes, I have tried Gambian, Senegalese, Malian and many others

Interviewer: How was your experience with them

Respondent 11: They were good. I liked them.

Interviewer: How often do you eat other cuisines other than your country's?

Respondent 11: I eat them sometimes when I want to change my taste

Interviewer: Where do you get the other cuisines you have tried?

Respondent 11: I get them from restaurants or when I go to their programs

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 11: Yes, because the ones I tried were very nice and sometimes I like to change my taste.

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 11: Yes, because there are many Gambians here and some non-Gambians like myself will like to have a Gambian dish anytime we want to change our taste.

Respondent 12: Nationality: Gambian

Interviewer: Good afternoon. Please I am working on my school final project on the feasibility of establishing a Gambian cuisine restaurant in Accra. Please is it okay to ask you few questions concerning this?

Respondent 12: Ok

Interviewer: How long have you been in Ghana?

Respondent 12: I have been here for 23 years

Interviewer: Where do you get your meals?

Respondent 12: My wife cooks for us

Interviewer: How often do you eat Gambian food in Ghana?

Respondent 12: Everyday

Interviewer: Have you ever tried other cuisines other than your country's?

Respondent 12: Yes, Ghanaian dishes

Interviewer: Would you like to visit a Gambian restaurant and why?

Respondent 12: Yes, to eat some Gambian foods and to change environment

Interviewer: Do you think there is a need for a Gambian cuisine restaurant in Accra and why?

Respondent 12: Yes, because we can take our guest there and have chat with them.