

GOCHIMO

GOCHIMO – Short Questionnaire

Perfection in Balance

GOCHIMO is developing an international network of distinctive coffee and tea businesses. This short questionnaire helps us understand what matters most to business owners and how GOCHIMO could create value for them.

1. Name of your business

.....

2. City / country

.....

3. What do you mainly offer?

☐ Coffee ☐ Tea ☐ Coffee and tea ☐ Other

4. What makes your business special?

.....

.....

5. Do you work with specialty coffee roasters, tea producers or selected suppliers?

☐ Yes ☐ No

If yes, which ones?

6. How important are quality and origin of coffee and tea to your customers?

☐ Very important ☐ Important ☐ Moderately important ☐ Less important

7. Would you be interested in joining an international network of selected coffee and tea businesses?

☐ Yes ☐ Maybe ☐ No

GOCHIMO

8. Could a GOCHIMO card, giving members benefits or a special experience at participating businesses, be interesting for your business?

☐ Yes ☐ Maybe ☐ No

9. Which type of member benefit do you think would work best?

☐ Discount ☐ Complimentary extra or upgrade ☐ Special coffee or tea experience ☐ Exclusive product
☐ Other

10. How important is it to you that part of the proceeds goes back to coffee and tea plantations or local projects at the source?

☐ Very important ☐ Important ☐ Neutral ☐ Less important

11. Would you like to receive more information about GOCHIMO and the partner programme?

☐ Yes ☐ Maybe ☐ No

12. Contact details

Contact name:

Email:

Phone (optional):

Any comments or ideas for GOCHIMO:

.....
.....

Thank you for your time and interest in GOCHIMO.