

3: Types of customer

What types of customer are there?

How can you attract different people?

Rainbow Café, High Street



Family friendly café with homemade food.
Kids' lunchboxes available.

Set Menu

£10 for three courses

Starters

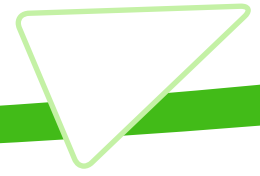
Tomato soup (v)
Prawn cocktail

Main courses

Sausages and mash
Pasta with pesto (v)

Desserts

Sticky toffee pudding (v)
Homemade ice cream (v)



Activity 3: What do they need?



Think about one of these customers:

- a blind person with a guide dog
- a family with a baby
- an elderly couple.

What might they need?

How will you give them good customer service?

Make notes in the space.