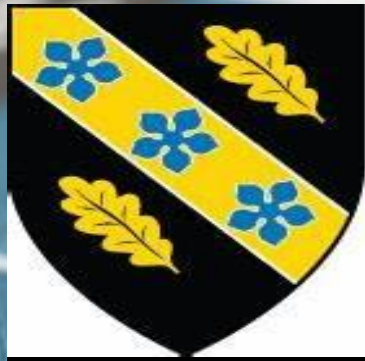


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Lecturer name: Akshay Narayanan



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Business Research Proposal

Title

**Frequent Complaints Regarding Food
Quality in Wagamama**

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Introduction

Wagamama is a Asian casual dining restaurant based in UK, it was opened in Bloomsbury, London, in 1992, and has been in operating for 30 years, created celebration of Asian food, it was inspired by Japanese ramen bars in a very fast-paced way, the inspiration for Asian food came from is founder who is of Chinese origin, but most of the names of the dishes come from Japan, and the name Wagamama itself is of Japanese origin, In UK exist are more than 150 restaurants and over 200 restaurants in all continent.

2- Identification of Business Problem

The purpose of this research is to find out the causes of customers complain about the food quality and tasty they are receiving always in most of the Wagamama restaurants, this company also know have a famous restaurant with inspiration of Asian food where the researcher will find out what happens in almost all restaurant in this company and also this company have many restaurants around the world, but most of them is located here in the United Kingdom, where it was founded, with the goal of satisfying his customers with Asian food, mainly typical of Japan.

In this research, the researcher will identify a problem that is affecting not only customers but also the company regarding food quality, this problem causing restaurant many problems one of them is lose some important customers and reputation due the poor quality of the food they are experiencing when they visit the restaurant, In recent years, customers have been complaining online about the quality of the food they are being served at the restaurant, and this become one of the problem today in this company. It is very important to do this research for this problem to find out why the food reach to customer in poor quality, because if the researcher do not do this research the situation could be worse and this could cause the company to lose money and some regular customers who frequent this restaurant, and another reason that this issue should be researched is due to the restaurant reputation, because bad comments from customers can make people go to the restaurant less than before, on the other hand, this research is worthwhile because if successfully completed and have positive results, it can help the company grow more than before and also increase significantly the food industry in the positive way and company can have more customer, more sales, less complaints.

3. Purpose

The purpose of this research is to try to discover the root of problem and to find a solution before it affects more customers who frequent this restaurant, on the other hand, it to discover how this problem might affect the company, employee and collaborators directly or indirectly, and this research may even help in solving similar problems in the future.

3.1 Aims

The aim of this work is to find a solution that can be useful in resolving the problem currently affecting the company, and to try to determine how the researcher will collect the information so that solutions can be found for the company.

3.2 Objectives

The objective of this work is to find a solution to ensure that the food prepared in the kitchen has good quality and meets customer expectations, but this will only be possible through in-depth research that can help the researcher find answers, find the strategies and other way that can help improve food quality and reduce customer complaints, and Identify the specific area where customers complain most frequently.

3.3 Questions

Why customer complaints about food?

What is the reason behind the poor food quality?

Why company reach this point?

Which strategy company can use to overcome these problems?

4. Preliminary Literature Review

For many years studies have shown that food quality and service are fundamental to customer loyalty, to keep their customers and gain more others customer through online reviews from active customers.

Many years ago food complaints were less frequent and customers are satisfied with the food they are served in restaurants because does not exist the online review services that exist today, now with development of technology and social media everything chance, but now technology put the restaurant to see reviews and to follow customer request , before the food complaints and customer reviews can be only in person in restaurants, and recent problems make the customers becoming less patient when it comes to food, and with technological advancements customer complaints have increased significantly due to overall food quality.

A restaurant with many complaints because of food quality is key to downfall of the company, causing customers losing confidence and start looking for other restaurants, this kind of complaints from customer about poor food quality can affect not only the company but also those who frequent that restaurant, there are other factors that can affect frequent complaints about poor food quality, such as, losing customer, negative brand reputation.

This type of research has already been done by many researchers, but in a different way than mine, because none of the research done by other researchers involved them to travel and collect information from interviewees in the restaurant that is why this research will have great importance to anyone who uses this information to solve the issues about food complaints in restaurant.

4.1 Food quality and customer complaint

Based on all the research done by the researcher through the Tripadvisor and Trustpilot websites, it shows that customers complain about the following factors:

Food quality - customers are increasingly complaining about food arriving too cold at a very low temperature, it is important for employees to understand that food quality is crucial so that customers can leave positive reviews, which can help with the company is reputation (Trustpilot, 2025).

Food taste - Many long-time customers are now complaining about the changing taste of the food, leaving them very dissatisfied, and this can also affect the company, many of them do not regularly visit Wagamama are easy to complain about the taste of the food, and even those who frequent regularly this restaurant also complain about the quality of the food at some of their restaurants, sometimes saying that the food is not as like on the menu, or that it looks very unappetizing(TripAdvisor, 2025).

Too much oil in food- Customers frequently complain about the food when they receive it at home or when they eat at the restaurant, citing excessive oiliness, this problem occurs almost always in all of this company's restaurants, the customer always say they not eat the food because of high oil content and this is another factor that could affect the company (TripAdvisor, 2025).

5. Research Methodology & Design

It has a great advantage because you can see the true root of the problem that affecting the company, and it also increases the company is reputation and helps it to solve some of the problems that affecting the company, data from Interviews and surveys together can provide all the information the researcher will need to move forward with this proposal on food quality, which is the main topic of this work.

The method the researcher will use is mix method to obtain information from both sides.

5.1 Survey - Researcher will conduct an online survey to obtain more in-depth information from customers about the food, it will be twenty customers from different area where they will have opportunity to answer some question regarding food quality, the researcher will use this survey to collect some information from customers and will be used to analyse what is behind food complaints that are affecting not only the company but the food industry and to understand what customers feel about the restaurant and the services when they have visited.

5.2 Interview- The interview process will have four phases, and the researcher will choose four restaurants in different area from this company to do interview of four employees at each restaurant, including line chefs, waiters, managers, and senior staff members to get more information about food complaints. The researcher will interview kitchen staff and restaurant employees and those this interview process will be individually in a private location to understand the reasons behind the negative comments about the food quality they are prepare in kitchen which customers constantly complain about, and the researcher will do private interviews with the line chefs and once the researcher get all the information from the line chefs, the researcher will do second interview with the managers to see if the answers will be similar, and the third interview will be with the waiters to get more information and analyse their answer, but all the questions will be based on bad customers comments about food why is happen frequently , so the researcher will analyse the information from online surveys and interviews with employees, then all these the information will be analysed to understand the reasons behind the food complaints, and the last interview will be with and senior staff members from different restaurants to see what they say about all bad online comments from their customers.

6. Business Relevance & Practical Implications

Throughout this research, the researcher just discovered what can help this restaurant through online research and interviews conducted with company employees, first, it will help control the quality of food at Wagamama, which has been a disaster for the company, and the other hand, the company should have a program to train new and old employees because of the new menus that are always added to the system every year, and through this whole process, the company's brand will be improved and the impact of food quality on customer satisfaction is a global success in the restaurant industry.

Satisfied customers are more likely to return and recommend the establishment to friends and family, generating recurring business growth and positive marketing, and poor food quality management can lead to negative comments.

7. Plan of work and time schedule

In at this stage, the researcher will explain about Gantt charts and the entire development phase of this Business Research Proposal, which will help to better understand all the steps the researcher will take to obtain the general information that will form this work. Each step taken to form this complete work will take eleven weeks, during which the researcher will have to explain in detail what can be done each week throughout this process.

Gantt Chart

	Timelines					
Stage	Week-1-2	Week -3-4	Week- 5 -6	Week - 7-8	Week -9-10	Week -11
Business Problem						
Literature Review						
Data Collection Methods, Mix methods						
Data Analysis						
Draft writing and Conclusion						
Final submission						

Conclusion

The problem of food complaints is a very important topic in the food industry because it is the only way that companies can find out where and when they can improve food quality, this research can also help Wagamama to do its best to avoid customers complaining, on the other hand, this research allows the researcher to gain more knowledge about the importance that customer feedback has in a company like Wagamama, It is also a very complicated topic to develop and the researcher had to do in-depth research to obtain more information, and to finish is important to know this type of research can help the company to improve their reputation and focus more on the interests of their customers, who are the main part of business, the research also greatly helped the researcher in case want to open its own business in the future.

The researcher concluded that in general, this topic will be highly relevant when it comes to the food industry, and it also a very difficult task for restaurants to keep their customers 100% happy, but with patience, effort, and staff training everything can work well in the future.

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