

Appendix 6

Competitor Comparison

Product/Service	Seafront Cafe	Annie's Cakery	Myrus Golf Centre	Tarlair
Latte	£2.40	£2.70	£2.40	£2.40
Americano	£2.00	£2.40	£2.00 - £2.45	£2.00
Tea	£1.80	£1.70	£1.50	£1.50
Specialist tea	£2.20	£1.90	£1.80	£1.80
Sandwiches	£4.30 - £5.00	£4.90	£4.25	£4.30
Toasties	£4.30 - £5.00	£4.90	£4.95	£4.50
Scone & jam	£1.60	£1.80	£1.95	£1.60
Cake	£2.30	£2.20	£2.25	£2.25
Soup with bread & butter	£3.50	£3.80	£3.95	£3.60
Seating	25	25	40	32
Availability. Days per week	6 Closed Sunday	7	6 Closed Monday	4 Thursday-Sunday
Location	Good harbour views	Good bay views	Good views over open countryside	Secluded Art Deco building with sea & bay views.
Rating Google	4.6	4.6	4.5	
Trip Advisor	4.5	4.5	Not Listed	
Facebook	4.8	5	4.5	

The Seafront Cafe therefore has on street parking, is located on the main road through Macduff,

therefore benefits from passing trade. It is recommended by Macduff Aquarium staff.

Annie's Cakery is visible from the main road and benefits from Brown Tourist Signage. It shares premises with a good quality clothing and gift shop and has good off-street parking. The location is off the main thoroughfare and on a steep incline so this may limit pedestrian footfall.

Myrus Golf Range is not visible from the road but it does benefit from Brown Tourist Signs. Big car park and footfall is mainly from users of the golf/driving range.

Tarlair will be a 'destination' venue and will also benefit from it's unique setting and buildings. There will be adequate parking on site including 2 disabled bays for the anticipated footfall. We will aim for a high quality offering consistent with good value. The Marine Aquarium will promote Tarlair as a further destination as they already promote us and share profit from their fundraising calendar. Tarlair is the only cafe to offer a dog-friendly area