

Chapter Case Study

'Kozmo Lounge'-hang-out for the cosmopolitan people **

As you approach the impressive entrance of the building a sentry in black salutes you and leads you to the reception desk. Leaving behind a warehouse on the third floor, and another doorman, in black again, welcomes you with a bow. You are now in a place that offers you a nice view, mouth-watering cuisine, obviously good music and an in-house theatre.

Well, it's definitely not a dream. Nor any place outside the country. Here in Dhaka city, there is a place in Dhanmondi where you can actually unwind, without being hurried. It's a restaurant; it's Kozmo Lounge.

If you are looking for a new place to hang out in the heart of the city, expecting something different from other restaurants, you must try Kozmo Lounge. Launched this April, with a whole new concept of offering a truly "cosmopolitan" menu, this is an informal and cosy place, to the right of the Dhanmondi Lake in castle-like mansion where you can dine with a big number of friends, as couples, or imply alone. The choice is yours.

Arif Hafiz, CEO of the restaurant, says, "We pick our cuisines from different corners of the world. And that is our specialty."

So, let's go through the menu; it's literally different types of food from different countries of the world—Vietnamese spring roll, Swiss potato rosti with Moroccan meat sauce, Spanish chicken casserole with garlic bread, Jamaican hotpot chicken with steamed rice and salad, Korean beef and dried shrimp noodle....the list goes on.

It has unusually large menu of drink; exotic items like citrus sun iced tea, creamy Thai papaya smoothie, besides the common items like plain juice, and other cold and hot drinks.

"We had a lot of choices for the name. after short listing, we thought of calling it 'Could 9 Café' but that might give the impression of a cyber café,"

Hafiz explains, "finally, we called it Kozmo Lounge, obviously an abbreviation of 'cosmopolitan', we just changed the K and Z to make the pronunciation easier," adds Hafiz.

The clientele can read the whole history of this nomenclature while sipping at their glasses, 'cos it is printed on them!

Hafiz conceptualized Kozmo Lounge and designed its interior, "we are the city's first lounge. The whole set-up is new. It's not like the regular restaurant with dining arrangements only. We are more homely. It's not a restaurant, nor a café; it is something in between," says Hafiz, "the serving style is very casual. People find it trendy. This is a perfect place for the young working people and also those who are young at heart."

The eatery is unusually well lit, letting in natural light, of course at daytime, though its large windows. The sprawled chairs and sofas give the place a comfortable atmosphere. The walls are decorated with pictures, showpieces and lights. The whole area is non-smoking, but if you are a smoker, you can just visit the balcony if you need to.

With an accommodation for 45 people, Kozmo Lounge can be booked for parties. A special package for couples offers a four-course meal "on a special table decked with flowers and candles!"

The lounge opens at 10:00 am and closes at 10:30 pm, offering food throughout the day, from drinks to snack, brunch to supper and of course, dessert.

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Questions for discussion:

1. Which factors (Cultural, Social, Personal or Psychological) do you think affect a consumer to choose an exclusive restaurant like 'Kozmo Lounge'?
2. What type of buying behavior a consumer shows in choosing Kozmo Lounge? Why?
3. What may cause a cognitive dissonance in case of a luxurious restaurant like Kozmo?
4. Which offer(s) will encourage the customers to visit Kozmo Lounge?
5. Which characteristics do you think will encourage customers to adopt a new type of restaurant like Kozmo Lounge?