

MARKET RESEARCH (2022-2023)

Group 11



**IMPLEMENTATION OF
THE
Campus
KITCHEN**

2022/2023

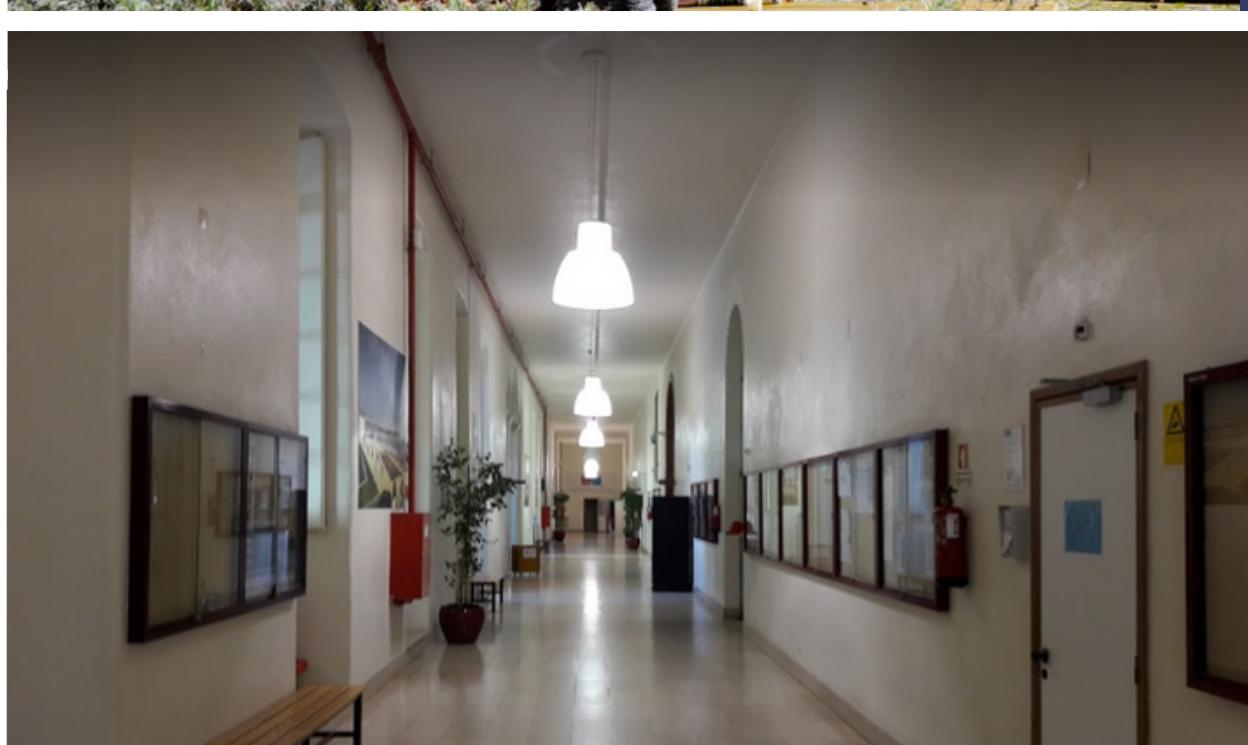
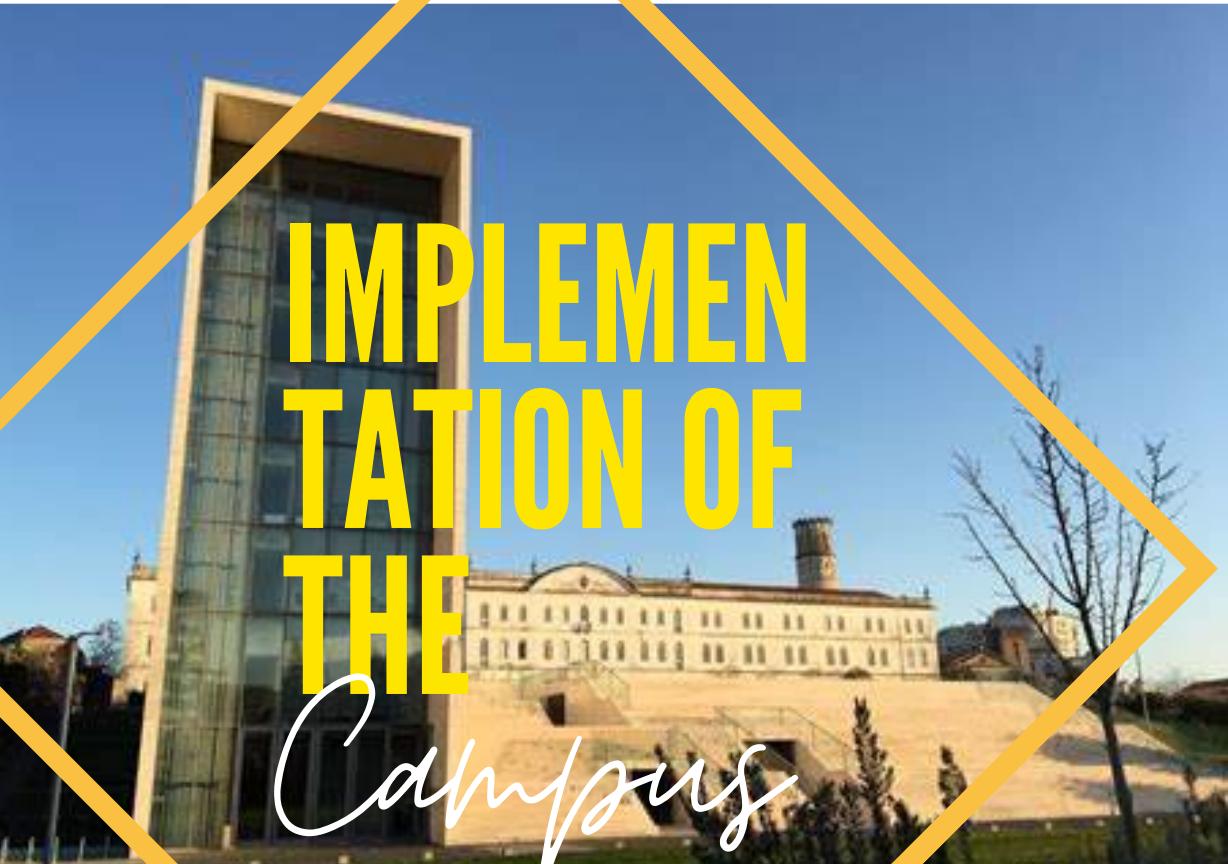
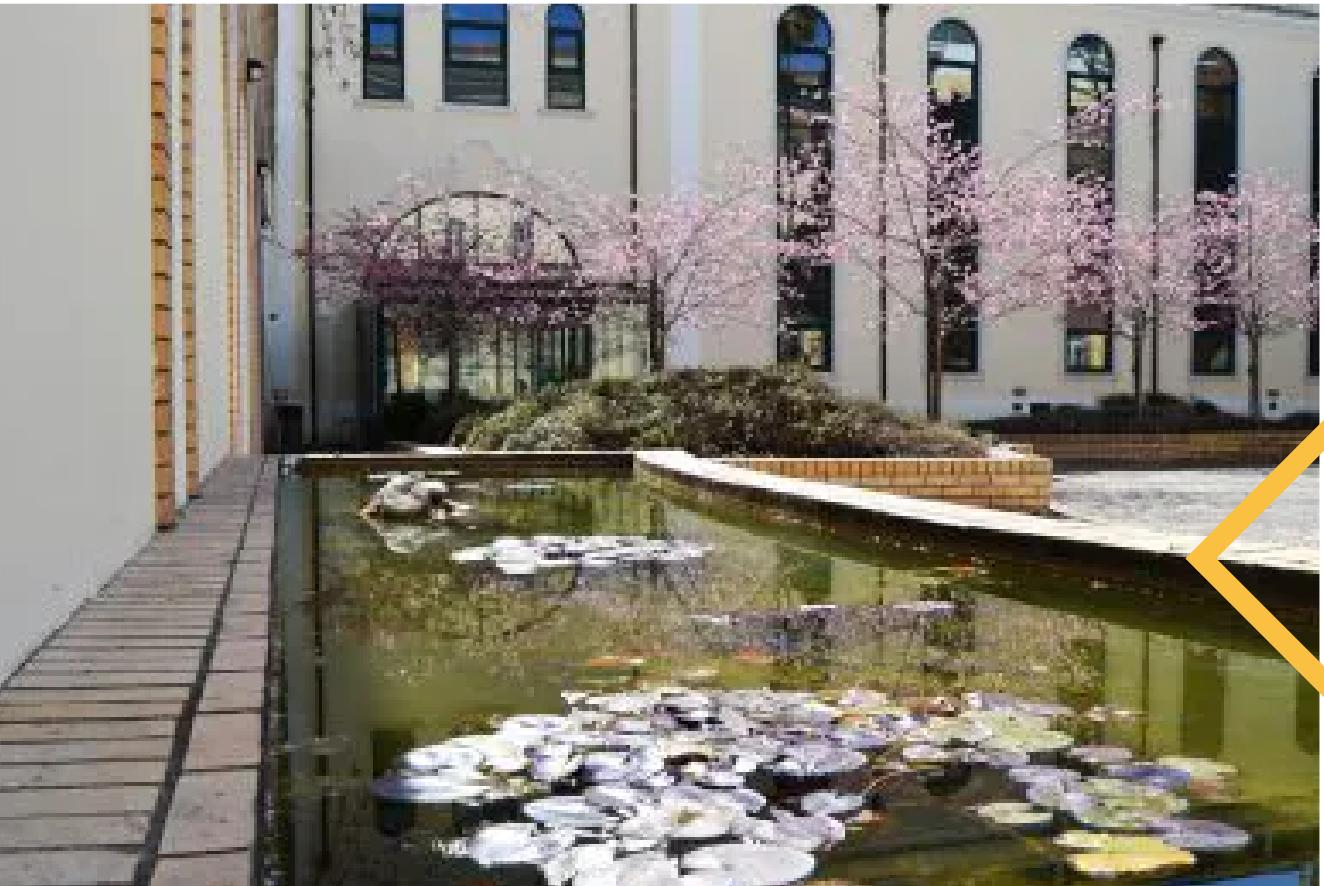


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01

INTRODUCTION

INTRODUCTION

*Why is it essential
to implement a practical
kitchen on the NOVA IMS?*

- Learning how to cook is also growing our knowledge about quality food, variety of products, and how eating can affect our mental and physical health
- The reasons for not eating at University food service institutions were tasteless food and dissatisfaction with the menu
- Students prefer to cook their own meals rather than buying prepared food or eating at the restaurant



02 PROBLEM STUDY & GOALS

PROBLEM STUDY & GOALS

- In our research, we came across some of the reasons that lead to the dissatisfaction with the food services provided by NOVA IMS, and these were **Variety, Quality, and Price.**

— **Problems**

- Determine the behavior of the NOVA Academic Community with the food services.
- Determine the satisfaction of the NOVA IMS Community with the food services.
- Determine the willingness of the NOVA IMS Community to use our Practical Kitchen.
- Determine the benefits that the NOVA IMS Community will get by using our Practical Kitchen.

— **Primary
Goals**

- Determine the willingness of our NOVA IMS Community to participate to a volunteer project related to the kitchen.

— **Secondary
Goal**



03 CONTEXTUALIZATION

CONTEXTUALIZATION



NOVA University Lisbon & NOVA
Information Management
School (NOVA IMS)



Competition



04 SAMPLING PLAN

SAMPLING PLAN

Target Population:
Students - Teachers - Staff
from NOVA IMS



Sampling Frame:
2870 individuals

| Category | Bachelor's | Master's | Postgrad | Ph.D. | Professors | Staff | Total=N |
|-----------------------|------------|----------|----------|-------|------------|-------|---------|
| Number of individuals | 442 | 1473 | 780 | 72 | 45 | 58 | 2870 |

Table 1: Number of Individuals of Nova IMS in the year (2020/2021)

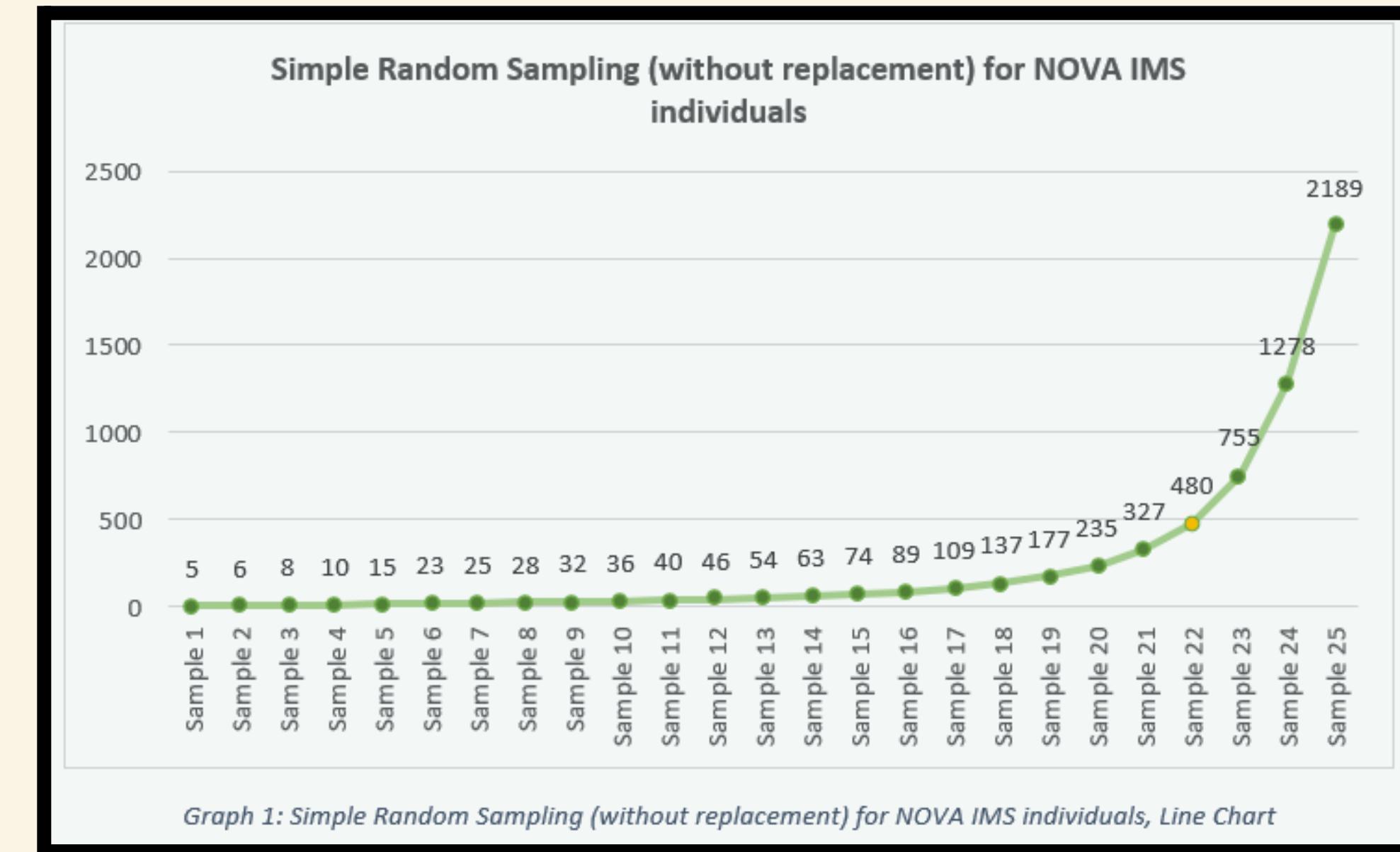
Sampling Method:
Simple Random Sampling
Method, without
replacement using
proportion

$$\frac{z^2(1 - a/2)Npq}{d^2N + z^2(1 - a/2)pq}$$

DETERMINING SAMPLE SIZE

| Samples | N | d | d^2 | $Z^2_{1-\alpha/2}$ | 00 | $Z^2_{1-\alpha/2} N_{pp}$ | $d^2 N + Z^2_{1-\alpha/2}$ 00 | $Z^2_{1-\alpha/2} N_{pp}$ 00 | $d^2 N + Z^2_{1-\alpha/2}$ 00 | n |
|-----------|------|------|--------|--------------------|------|---------------------------|----------------------------------|---------------------------------|----------------------------------|---|
| | | | | | | | | | | |
| Sample 1 | 2870 | 0.45 | 0.2025 | 3.8416 | 0.24 | 2646.09408 | 582.096984 | 4.545795894 | 5 | |
| Sample 2 | 2870 | 0.4 | 0.16 | 3.8416 | 0.24 | 2646.09408 | 460.121984 | 5.750853408 | 6 | |
| Sample 3 | 2870 | 0.35 | 0.1225 | 3.8416 | 0.24 | 2646.09408 | 352.496984 | 7.5067141 | 8 | |
| Sample 4 | 2870 | 0.3 | 0.09 | 3.8416 | 0.24 | 2646.09408 | 259.221984 | 10.20783052 | 10 | |
| Sample 5 | 2870 | 0.25 | 0.0625 | 3.8416 | 0.24 | 2646.09408 | 180.296984 | 14.67630806 | 15 | |
| Sample 6 | 2870 | 0.2 | 0.04 | 3.8416 | 0.24 | 2646.09408 | 115.721984 | 22.86595847 | 23 | |
| Sample 7 | 2870 | 0.19 | 0.0361 | 3.8416 | 0.24 | 2646.09408 | 104.528984 | 25.31445326 | 25 | |
| Sample 8 | 2870 | 0.18 | 0.0324 | 3.8416 | 0.24 | 2646.09408 | 93.909984 | 28.17691972 | 28 | |
| Sample 9 | 2870 | 0.17 | 0.0289 | 3.8416 | 0.24 | 2646.09408 | 83.864984 | 31.55183432 | 32 | |
| Sample 10 | 2870 | 0.16 | 0.0256 | 3.8416 | 0.24 | 2646.09408 | 74.393984 | 35.56865673 | 36 | |
| Sample 11 | 2870 | 0.15 | 0.0225 | 3.8416 | 0.24 | 2646.09408 | 65.496984 | 40.40024316 | 40 | |
| Sample 12 | 2870 | 0.14 | 0.0196 | 3.8416 | 0.24 | 2646.09408 | 57.173984 | 46.28143598 | 46 | |
| Sample 13 | 2870 | 0.13 | 0.0169 | 3.8416 | 0.24 | 2646.09408 | 49.424984 | 53.53758091 | 54 | |
| Sample 14 | 2870 | 0.12 | 0.0144 | 3.8416 | 0.24 | 2646.09408 | 42.249984 | 62.6294694 | 63 | |
| Sample 15 | 2870 | 0.11 | 0.0121 | 3.8416 | 0.24 | 2646.09408 | 35.648984 | 74.22635327 | 74 | |
| Sample 16 | 2870 | 0.1 | 0.01 | 3.8416 | 0.24 | 2646.09408 | 29.621984 | 89.32872558 | 89 | |
| Sample 17 | 2870 | 0.09 | 0.0081 | 3.8416 | 0.24 | 2646.09408 | 24.168984 | 109.4830498 | 109 | |
| Sample 18 | 2870 | 0.08 | 0.0064 | 3.8416 | 0.24 | 2646.09408 | 19.289984 | 137.1745088 | 137 | |
| Sample 19 | 2870 | 0.07 | 0.0049 | 3.8416 | 0.24 | 2646.09408 | 14.984984 | 176.5830434 | 177 | |
| Sample 20 | 2870 | 0.06 | 0.0036 | 3.8416 | 0.24 | 2646.09408 | 11.253984 | 235.125097 | 235 | |
| Sample 21 | 2870 | 0.05 | 0.0025 | 3.8416 | 0.24 | 2646.09408 | 8.096984 | 326.799964 | 327 | |
| Sample 22 | 2870 | 0.04 | 0.0016 | 3.8416 | 0.24 | 2646.09408 | 5.513984 | 479.8878778 | 480 | |
| Sample 23 | 2870 | 0.03 | 0.0009 | 3.8416 | 0.24 | 2646.09408 | 3.504984 | 754.9518286 | 755 | |
| Sample 24 | 2870 | 0.02 | 0.0004 | 3.8416 | 0.24 | 2646.09408 | 2.069984 | 1278.3162 | 1278 | |
| Sample 25 | 2870 | 0.01 | 0.0001 | 3.8416 | 0.24 | 2646.09408 | 1.208984 | 2188.69239 | 2189 | |

Table 2: The Simple Random Sampling without replacement for NOVA IMS individuals



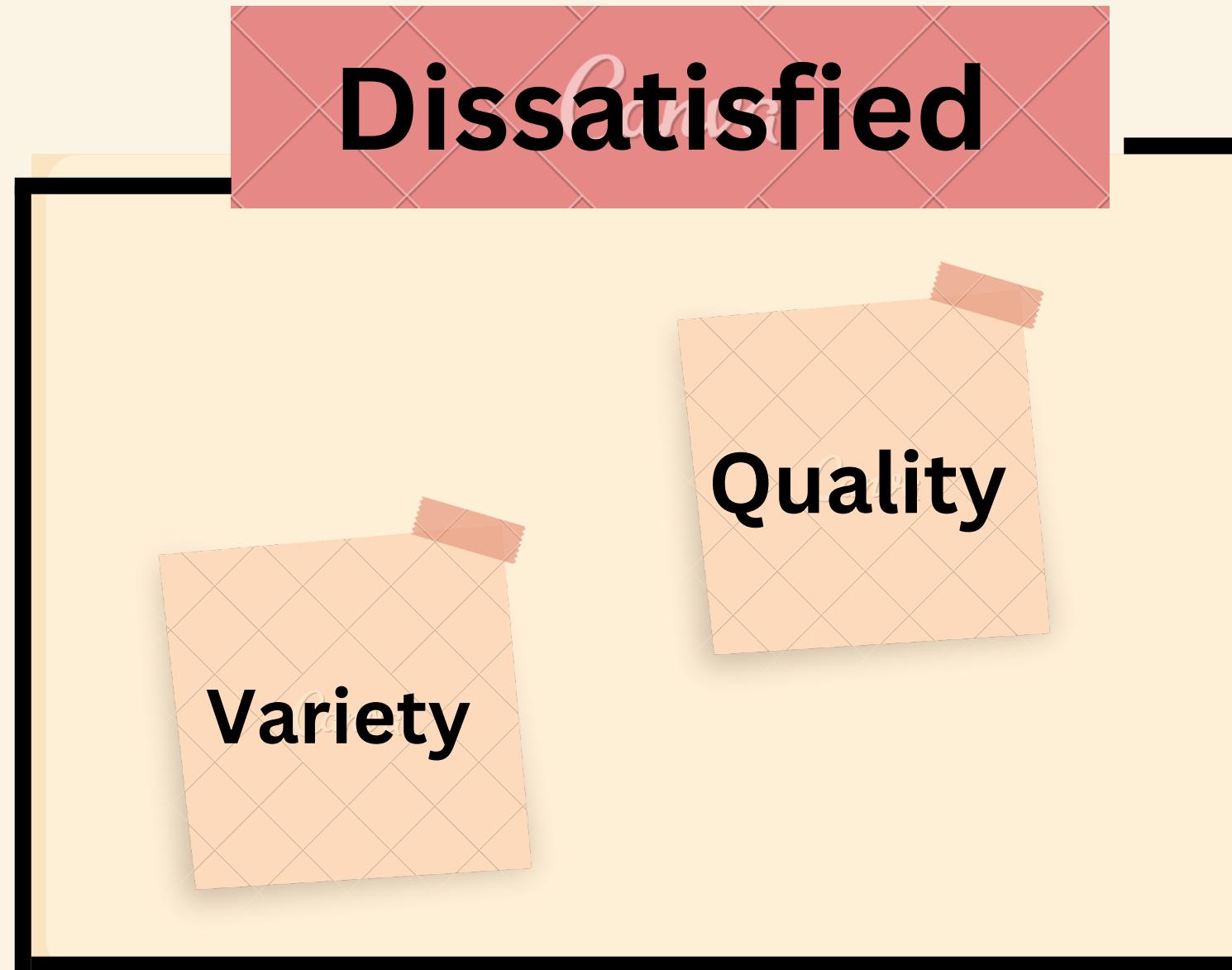
Using an elbow method, we conclude that the sample size of 480 is the best estimate after which it starts variating a lot.



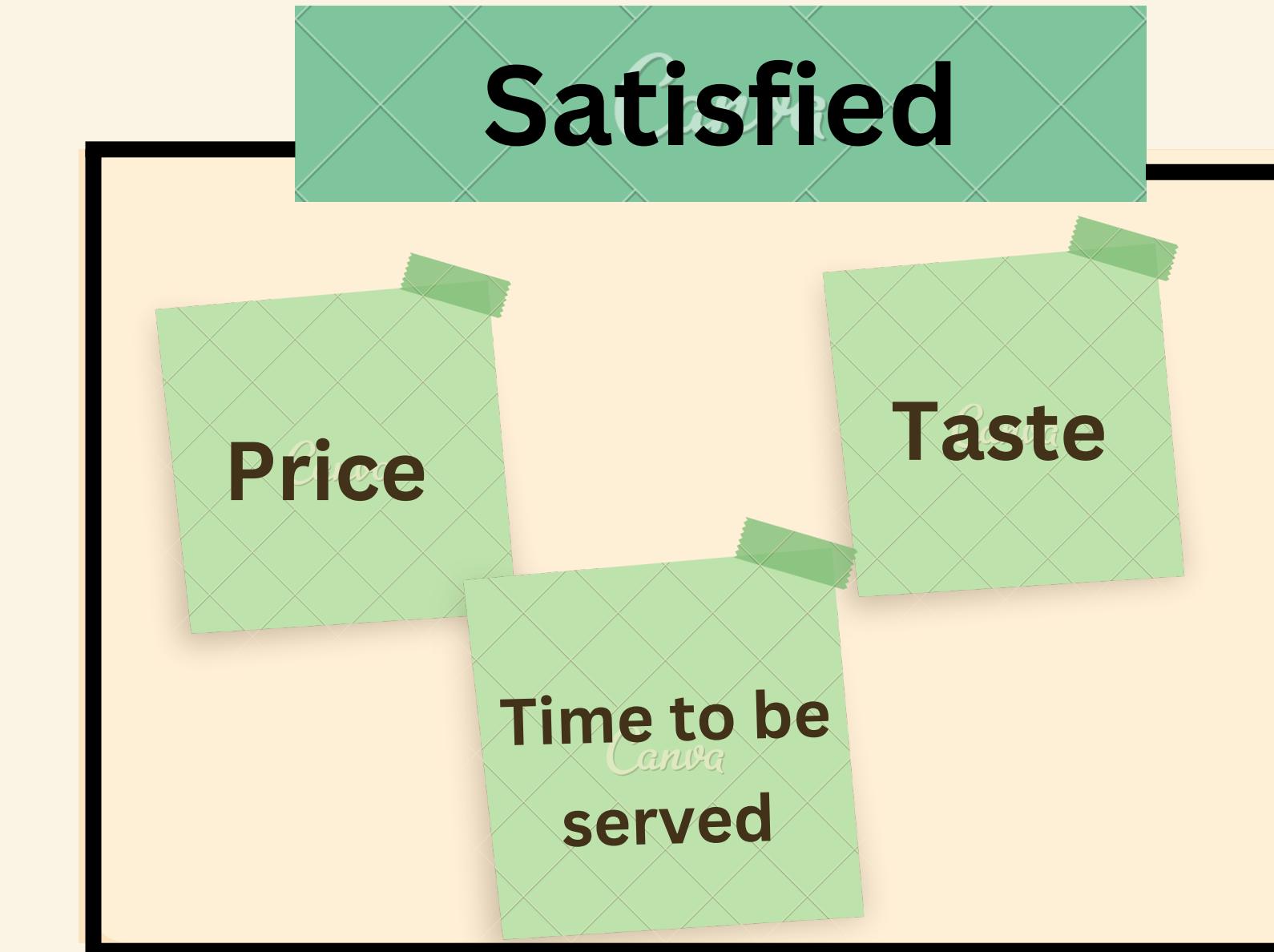
05

RESULTS

RESULTS - FOOD SERVICES SATISFACTION

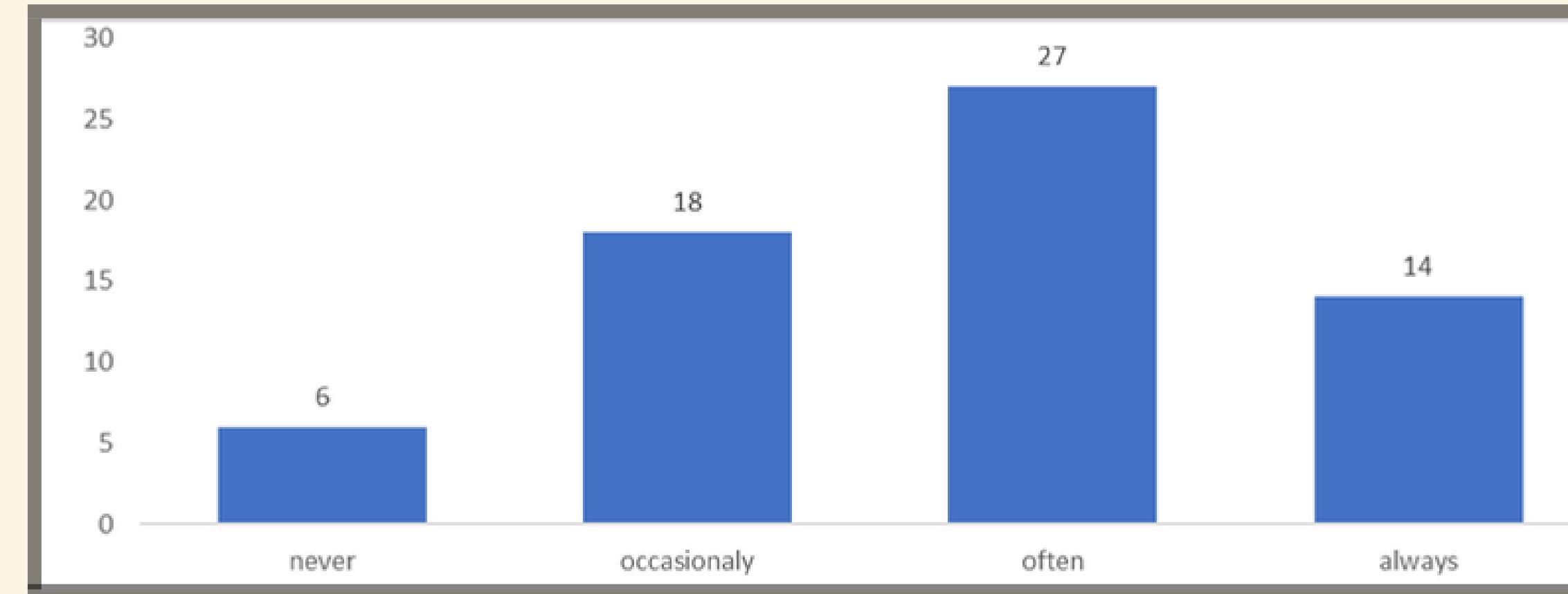


Main reasons of Dissatisfaction



Main reasons of Satisfaction

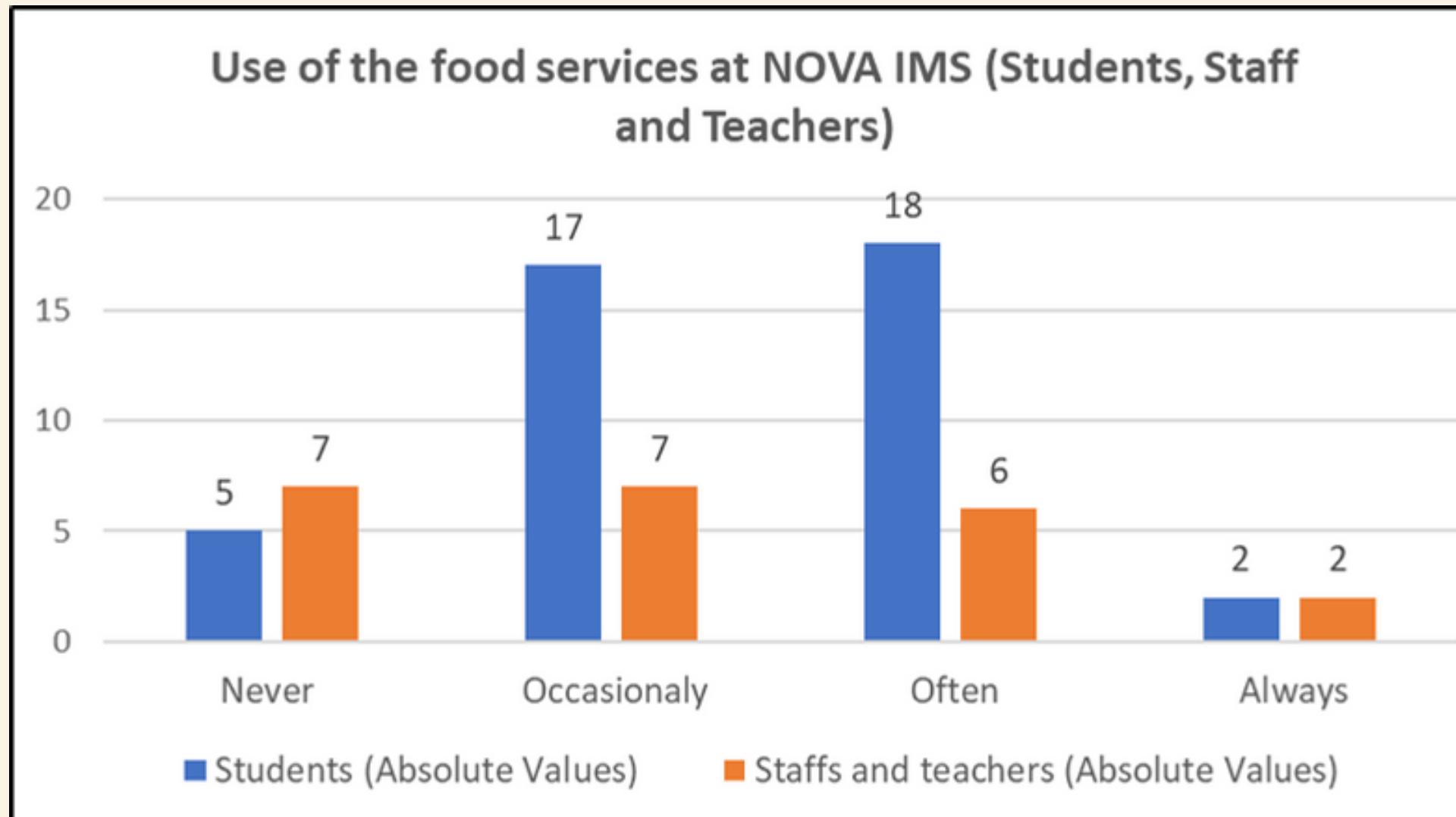
RESULTS - USE OF THE KITCHEN



The Students, Staff and Teachers stated that they use the Practical Kitchen frequently, **65% of Students, Staff and Teachers**

The Students, Staff and Teachers stated that they will not use the Practical Kitchen frequently, **35% of Students, Staff and Teachers**

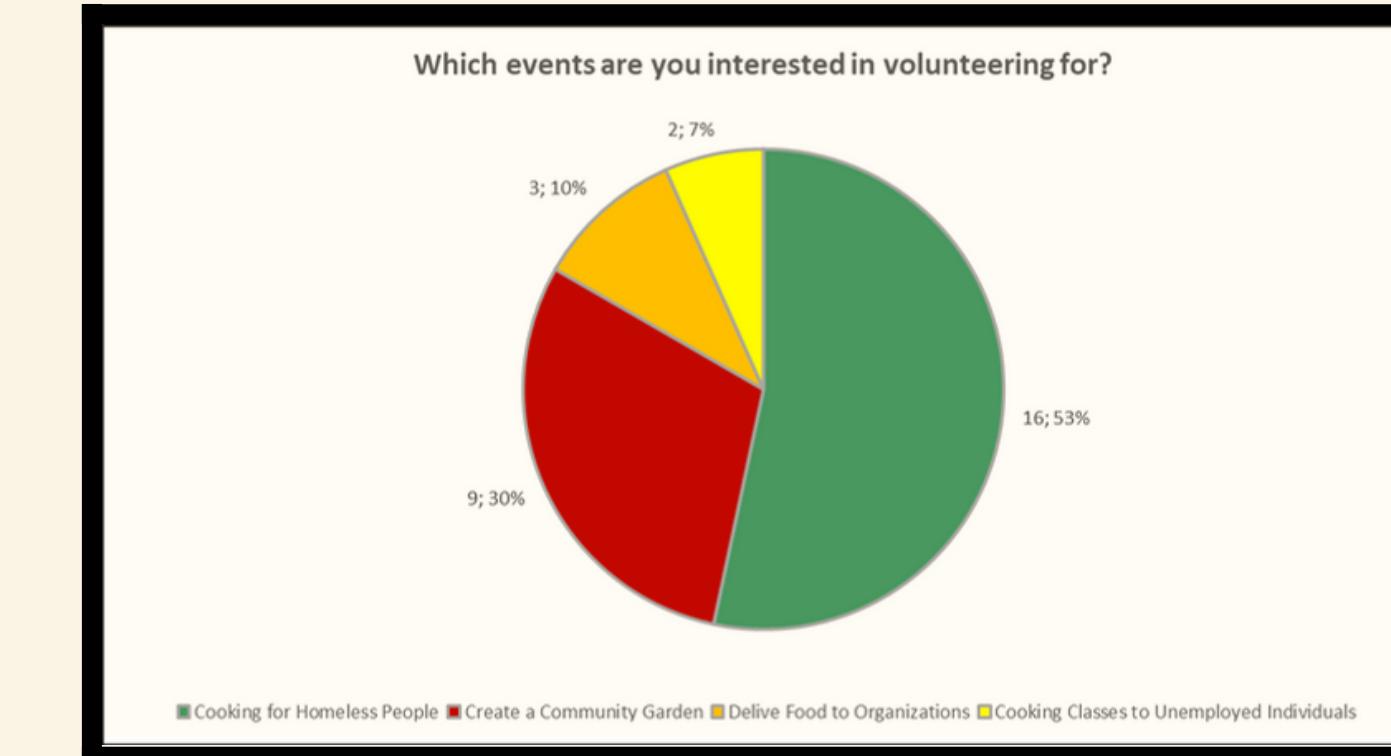
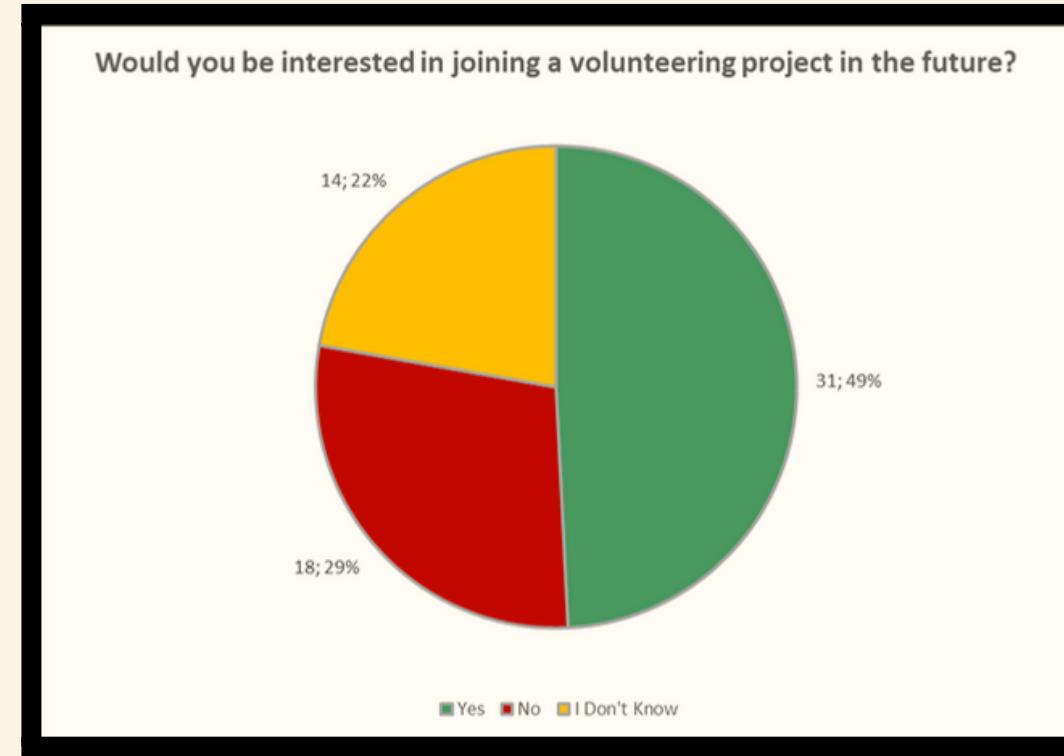
RESULTS - FOOD SERVICES



The Students stated that they use the Food Services at NOVA IMS frequently, **57% of Students.**

The Staff and Teachers stated that they use the Food Services at NOVA IMS frequently, **68% of Staff and Teachers**

RESULTS - USE OF VOLUNTEERING KITCHEN

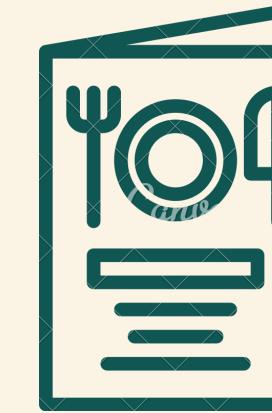


- About the NOVA IMS community that **would like to use volunteer cooking**, we can conclude that **49%** of the NOVA IMS community would use the cooking volunteering and **29% would not use** the practical kitchen for volunteer cooking.
- Of the people willing to participate, about **53%** would like to **cook for homeless people** and about **30%** would be willing to **create a community garden**



06

CONCLUSION



CONCLUSION

Food services are not able to satisfy **more than 53%** of the NOVA IMS Community



91% of NOVA IMS Community is willing to use our kitchen and this can be a way to improve the satisfaction of the food services



Carava

Thank You!