Business Project Proposal

Project Title: Installation of a Vending Machine in MIT Campus (AB3 / Marena)
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1. Objective

The aim of this project is to install a vending machine within the MIT campus to provide students with quick, convenient, and healthier food & beverage options.
This initiative is intended to:
- Save students' time during busy schedules.
- Offer products that complement, rather than compete with, nearby shops.
- Provide healthier alternatives (snacks, protein options, hydration drinks) currently missing on campus.
- Give me hands-on entrepreneurial experience in managing a small-scale venture.

2. Location Options

Option A: Academic Block 3 (AB3)
- One of the busiest blocks with high daily footfall.
- Single entry/exit ensures visibility.
- Regular evening usage for clubs, projects, and meetings.
- Convenience for students between classes or during late evenings.
Focus: Quick snacks, beverages, and healthy options.

Option B: Marena (Sports Complex)
- No shops or kiosks immediately nearby.
- Students often need hydration and energy replenishment during/after workouts.
- Currently no quick access to energy drinks, protein bars, or recovery snacks inside the facility.
Focus: Hydration drinks, protein bars, post-workout snacks.

3. Proposed Items

Core Categories:
1. Healthy Snacks:
  - Protein bars (SuperYou, RiteBite, Yoga Bar, MMini bars)
  - Granola bars, muesli bites
  - Baked chips, roasted chana, foxnuts

2. Hydration & Energy (especially for Marena):

- Electrolyte drinks (ORS, Enerzal, Gatorade)
- Coconut water (packaged)
- Flavored sparkling/still water
- Zero-sugar soft drinks

3. Quick Convenience Snacks:
- Small packs of biscuits (Oreo, Digestive, Hide & Seek)
- Budget-friendly chocolates (Munch)

4. Rotating / Seasonal Items:
- New launches or trending snacks
- Festive/limited-time products
- Based on student survey/feedback.

4. Benefits

For Students:

- Convenient access to snacks, hydration, and unique items inside AB3 or Marena.
- Healthier choices compared to the limited options available nearby.
- Saves time during classes, late evening meetings, or workout sessions.
- A rotating catalog based on feedback, ensuring students always have fresh and relevant options.

For MIT as a University:

- Adds modern, student-friendly infrastructure within academic and sports blocks.
- Demonstrates MIT's commitment to fostering **student-led entrepreneurial initiatives** under the Innovation & Incubation ecosystem.
- Serves as a **pilot project** that can be scaled to other blocks, hostels, and facilities.
- Offers MIT a success story to showcase how it empowers students to bring real-world ideas to life.
- Zero financial/operational burden on MIT, since I will manage all aspects (machine, stocking, rent, electricity).
- Clear continuity plan: once I graduate, the machine can be handed over to another student or to MIT directly.

For Me:

- Hands-on exposure in entrepreneurship, operations, and inventory management.
- A chance to validate demand and viability of student-centric services.
- Practical learning experience in managing costs, supply chain, and customer feedback.

5. Operations & Management

- Vendor already identified for machine supply and setup.
- Stocking, management, and upkeep will be handled by me.
- I am willing to pay for rent and electricity usage.
- During vacations, machine can be paused or stocked only with long shelf-life items.

6. Long-Term Plan

- Start with AB3 (academic focus) or Marena (sports & wellness focus).
- Expand vending machines to other blocks if successful.
- After graduation, either hand over to another student or MIT directly.

7. Financial Considerations

- Initial investment (machine + stocking): Handled by me.
- Revenue model: Direct sales from the machine.
- Ongoing costs: Restocking (covered by sales), Rent + electricity (covered by me).

8. Machine details

DC05 Pulse

Machine Specifications DC05

- Color: White
- Dimension:H1860*W825*D900mm
- With Refrigeration system
- With multi-language (English/ Hindi) purchase interface
- With Andriod OS, 3G/4G SIM Slot with M2M Capability
- 6 spiral trays, 10 slots/tray,60 Slots per machine
- With Payment system with 45 Payment Option
- With 10.1 inches touch screen
- With Remote management Solution
- With AI Driven Help-Centre
- Unique Non-replicable Lock
- With Drop Sensor

9. Conclusion

This vending machine project is designed as a student-led, sustainable, and convenient service for the MIT community.
With AB3 providing a high-footfall academic hub and Marena addressing wellness-focused needs, either location can serve as the perfect pilot site.
If the pilot is successful, it can be scaled across multiple locations within MIT.