

Lesson Plan: Project Evaluation Report for a Food Festival

Report Prepared By: Team Global Station

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Course: Professional Skills

Objective:

This report aims to conduct a comprehensive evaluation of the Global Station Food Festival project to assess its effectiveness as both an entrepreneurial venture and an educational experience. The primary objective is to systematically analyze the project's performance across financial, operational, and learning dimensions while identifying key success factors and areas for improvement.

Introduction (10 minutes)

1. Discussion Starter

In today's rapidly evolving educational landscape, the integration of experiential learning with academic theory has become increasingly crucial for developing well-rounded, industry-ready graduates.

The Global Station Food Festival project emerged from this context, representing not merely a commercial venture but a comprehensive learning laboratory where students could explore the complexities of entrepreneurship, team dynamics, cultural exchange, and operational management. Food festivals, as cultural and commercial events, offer unique opportunities to examine consumer behavior, supply chain management, financial planning, and cross-cultural communication within a single, dynamic environment.

This project evaluation examines how a group of 12 university students transformed theoretical business concepts into a tangible, profitable enterprise while navigating the challenges of collaboration, resource management, and customer service.

Furthermore, this initiative highlights the role of food as a cultural bridge, demonstrating how culinary diversity can serve both commercial and social objectives. By offering a blend of traditional Sri Lankan cuisine and internationally appealing dishes, the project explored themes of cultural identity, globalization, and market positioning within the university community context.

2. Introduction to Project Evaluation:

Project evaluation serves as a critical component of experiential learning, transforming isolated experiences into structured knowledge and actionable insights. This comprehensive evaluation of the Global Station Food Festival follows established project management and business analysis frameworks to extract maximum learning value from entrepreneurial experience.

The evaluation methodology employed in this report encompasses multiple dimensions of project success, including financial performance, operational efficiency, team dynamics, customer satisfaction, and individual learning outcomes.

This evaluation report is structured to serve multiple stakeholders and purposes. For academic institutions, it demonstrates the practical application of theoretical concepts and validates the effectiveness of experiential learning approaches. For participating students, it provides a systematic framework for reflection and skill assessment, facilitating the identification of strengths, areas for improvement, and future development opportunities. For future student entrepreneurs, it offers a detailed case study with practical insights, challenges, and solutions that can inform similar ventures.

Through systematic analysis of successes, challenges, and lessons learned, this evaluation aims to provide actionable insights that can enhance future student entrepreneurial initiatives while contributing to the broader understanding of project-based learning methodologies in higher education contexts.

Components of the Project Evaluation Report (20 minutes)

1. Executive Summary

The Global Station Food Festival was a collaborative entrepreneurial venture executed by a 12-member student team, designed to showcase culinary diversity while developing practical business and event management skills. Our food stall featured a carefully curated menu of Sri Lankan traditional dishes and international favorites, strategically positioned to appeal to diverse palates within the university community.

The event exceeded initial expectations in terms of customer engagement, sales volume, and educational outcomes. Despite facing operational challenges such as unexpectedly high demand and space constraints, the team demonstrated remarkable adaptability and maintained service quality throughout the event duration. The project successfully achieved its dual objectives of profitability and skill development, while fostering stronger team cohesion and practical business acumen.

2.Objectives and Goals

To successfully operate a food service stall at the university food festival, delivering quality cuisine while maximizing learning opportunities in entrepreneurship, teamwork, and event management.

2.1 Specific Goals

Financial Objectives:

- Maintain cost efficiency through strategic procurement and portion control
- Generate revenue of Rs.7500 or above

Operational Objectives:

- Serve high-quality, diverse menu items consistently
- Maintain hygiene and food safety standards
- Ensure smooth customer service flow during peak hours

Learning Objectives:

- Develop practical skills in budgeting, marketing, and food service operations
- Enhance team collaboration and role-specific expertise
- Gain experience in problem-solving under time pressure

Customer Satisfaction Objectives:

- Achieving positive feedback on food quality and presentation
- Maintain reasonable waiting times during peak periods
- Create memorable dining experiences for festival attendees

3. Planning Process

3.1 Menu Selection

Our menu strategy focused on creating a "glocal" experience, combining authentic Sri Lankan flavors with internationally appealing items. This approach was designed to:

- Showcase cultural diversity through food
- Provide options for different dietary preferences and budgets

3.2 Menu Items and Pricing Strategy

Traditional Sri Lankan Dishes:

- Manioc with Lunumiris - Rs. 100
- Ramen- Rs. 120
- Gulab Jamun (3 pcs) - Rs.180
- Popcorn- Rs. 100
- Rolls-Rs.120

Beverages:

- Lime Mojito – Rs.150
- King Coconut - Rs.150

The group was divided into some tasks for easy fulfillment. Here are the given roles and responsibilities of each team member

Team Member	Role	Responsibilities
Nethuli Vihara	Food Preparation	Prepared sausages for Ramen
Amindu Rashmitha	Food Preparation & Cashier	Preparation of Ramen.
Dulaksha Pabasara	Food Preparation	Assisted in preparing Ramen.
Dimalsha Perera	Procurement & Food Preparation	Purchased all the necessary items (cups, spoons,

		vegetables, etc.) and Prepared popcorn
Ridmi Mithila	Decoration & Marketing	Brought decoration materials and handled marketing for the stall.
Umair Mohommed	Sales and Food Preparation	Sold food to consumers, Prepared Gulab Jamun.
Dilhara Jayathilaka	Decoration & Sales	Brought decoration materials and sold food to consumers.
Senith Adithya	Food Preparation	Handled King Coconut
Savindu	Food Preparation	Preparation of Lime Mojito
Dumindu Swarnajith	Decoration & Marketing	Assisted with decoration and marketing and organized the raffle draw.
Prabhash Geethanjana	Procurement and Sales	Purchased items and assisted in Sales
Mohommed Robeez	Food Preparation & Sales	Prepared Manioc and sold products to customers.

Preparation Schedule

Week 1: Initial Planning

- Team formation and role assignment
- Initial brainstorming sessions for menu and concept development
- Market research on competitor stalls and pricing strategies

Week 2: Menu Finalization and Branding

- Menu finalization with cost calculations
- Brand identity creation ("Global Station" concept development)
- Initial budget estimation and member contribution planning

Week 3: Marketing and Procurement

- Marketing materials design and social media campaign launch
- Ingredient Sourcing and supplier negotiations

- Equipment and packaging procurement

Week 4: Final Preparations

- Practice cooking sessions and quality testing
- Final budget confirmation and payment collection
- Setup logistics planning and backup contingency development

Day Before (28/07/2025)

- Last-minute checks for ingredients and decoration material.
- Confirmation of roles and responsibilities for event day.

Event Day Execution (29/7/2025)

Morning (9:00 AM)

- Food Preparation Team: Savindu, Amindu, Rabeez, Senith, Dumindu, Prabhash, Dulaksha prepared the necessary items (mojito, manioc, king coconut, ramen)
- Decoration Team: Dimalsha, Ridmi, Nethuli, Dilhara, Umair completed decorating the stall.

12:00 PM (Stall Opening)

- Marketing Team: Nethuli and Ridmi promoted the stall to attract customers.
- Mojito Preparation: Dulaksha, Savindu prepared Lime Mojito as per order and Senith and Prabhash Prepared King coconut as per order
- Sales Team: Umair, Dilhara, Rabeez, Dumindu sold the items to customers.
- Cashier Team: Payments were made by Dimalsha and Amindu

Key Meetings and Preparations

- First Meeting (3 Weeks Ago)- Discussed theme, menu, and roles.
- Weekly Check-ins- Progress on procurement, decoration, and food preparation.
- Final Meeting (Previous Day)- Confirmed preparations and task assignments for the event day.

Challenges and Solutions

Challenge 1: Space Constraints During Peak Hours

Issue: Limited movement space behind counter created bottlenecks

Response: Reorganized workflow and assigned dedicated traffic coordinator

Challenge 2: Payment Processing Bottlenecks

Issue: Single cashier created queue backup during peak hours

Response: Implemented mobile payment options and dual-cashier system

4. Event Execution

The event execution phase represented the culmination of weeks of planning and preparation, transforming theoretical strategies into practical reality under real-world conditions. The execution began the day before the festival with comprehensive ingredient procurement and initial preparation work, followed by equipment testing and final team briefings to ensure all members understood their roles and responsibilities. On the festival day, the team assembled at 8:00 AM for equipment transport and setup, with the stall fully operational by 10:00 AM after completing decoration installation, cooking preparation, food safety checks, and quality control measures. Throughout the day, customer flow varied significantly, starting with a gradual build-up in the morning, reaching peak demand during the lunch rush from 12:00 PM to 2:00 PM, maintaining steady moderate flow in the afternoon, experiencing another surge during the evening snack period, and concluding with final service until 3:00 PM. The team demonstrated exceptional coordination and adaptability during high-pressure periods, maintaining consistent food quality and customer service standards despite facing challenges such as unexpectedly high demand for specific items like lime mojito and manioc with lunumiris, space constraints during peak periods, and the need for quick inventory adjustments when popular items sold out faster than anticipated. Overall, the execution phase successfully tested the team's operational efficiency, crisis management skills, and ability to deliver quality service under pressure, with average customer waiting times kept reasonable, peak period service capacity meeting demand, and customer satisfaction ratings reflecting positive feedback on both food quality and service experience throughout the entire event duration.

5. Budget

- **Estimated budget for Food Ingredients**
 - Ramen-Rs.3000
 - Gulab Jamun-Rs.3500
 - Lime Mojito – Rs. 2000/=
 - Popcorn-Rs.1000
- **Actual budget for Food Ingredients**
 - Ramen with Sausages - Rs.4000
 - Gulab Jamun- Rs. 3000
 - Lime Mojito – Rs. 3000
 - Popcorn-Rs.980
- **Estimated budget for Food Ingredients**

- Bristol Board and Color Pens – Rs. 1000/=
- **Actual budget for Decorations**
 - Flyer and printout – Rs. 800/=
- **Total Estimated Cost: Rs. 10,500/=**
- **Total Actual Cost: Rs. 11,780/=**
- **Loss: Rs. 1280/=**

6. Challenges and Lessons Learned

○ Challenges faced:

The Global Station Food Festival presented several significant challenges that tested the team's adaptability and problem-solving capabilities throughout the event. **The most prominent difficulty encountered was the unexpectedly high demand for specific menu items, particularly Ramen and manioc with lunumiris**, which sold out three hours before the event concluded, resulting in lost potential revenue and disappointed customers who specifically sought these authentic Sri Lankan dishes. Additionally, **the limited space behind the food counter created operational bottlenecks during peak service hours, forcing team members to navigate cramped conditions while maintaining food safety standards and service efficiency. Equipment limitations, specifically having only one gas burner for multiple cooking requirements, created preparation delays that compounded during the lunch rush period when customer demand was at its highest.** Despite these challenges, the team demonstrated remarkable resilience by quickly implementing creative solutions: redistributing cooking responsibilities among team members, promoting alternative menu items through enthusiastic upselling, reorganizing the workspace layout to optimize traffic flow, and establishing a communication system that allowed for rapid decision-making during crisis moments. The experience taught invaluable lessons about the importance of comprehensive demand forecasting, the necessity of having backup inventory for popular items, the critical role of workspace design in operational efficiency, and the value of cross-training team members to handle multiple responsibilities when unexpected situations arise.

Lessons learned:

- 1) **Better inventory management** - Next time, we need to anticipate high demand and have extra stock available to maximize profits.
- 2) **Space handling** - We should be prepared for the lack of space beforehand and find solutions to handling the products with less space.
- 3) **Have backups supplies** - Essential items like ice, packaging materials, and additional cooking tools should always be on standby to avoid last-minute rushes.

4) **Implementing a proper way to manage the crowd** - A member of the team could've been told beforehand to take charge and handle the people coming and leaving the stall to avoid chaos.

7. Recommendations

- Invest in additional cooking equipment (portable gas burners, food warmers)
- Implement numbered queue system and clear customer flow signage
- Crosstrain team members for flexible role assignments during peak periods
- Create visually appealing social media content showcasing food preparation
- Develop photo-worthy presentation for social media sharing
- Create detailed break-even analysis for better decision-making
- Document lessons learned for knowledge transfer to future teams

8. Conclusion

- ☐ The Global Station Food Festival exceeded both financial and educational objectives
- ☐ Team members gained invaluable hands-on experience in entrepreneurship
- ☐ Enhanced campus culture and community engagement through food-based cultural exchange

Mini Lesson: Budget Planning for a Food Festival

Objective:

By the end of the lesson, students will understand how to create a basic budget plan for their food festival, including identifying costs, setting a revenue goal, and calculating potential profit or loss.

Introduction (5 minutes)

1. Discussion Starter:

- First we all discussed what ingredients we want to make the food. And we wrote down everything with the quantity. Then we made a ruff budget by guessing the

prices of the ingredients. Then after we got our ingredients with discounts. So compared to the ruff budget we got the ingredients cheaply.

2. **Definition of a Budget:**

- An essential financial outline that projects the anticipated costs (expenses) and possible earnings related to an event is a budget plan. It acts as a financial management road map, making sure that every expense and source of income is properly considered. Typically, the budget covers a range of costs, including ingredients, marketing materials, flyer and photocopy decorations, transportation, equipment rentals. It also takes into consideration prospective revenue, which could originate from donations and fundraising efforts. Event planners can effectively allocate resources, monitor expenditures, and prevent financial gaps with the help of a well-structured budget plan. It also aids in making well-informed decisions and establishing reasonable financial objectives to guarantee the event's continued viability. An improper budget increases the likelihood of overspending, which may result in monetary losses or lower-than-expected event quality. Therefore, by maximizing available resources and striking a balance between expenses and revenues, a well-planned budget is essential to the event's success.
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Steps to Create a Budget Plan (15 minutes)

1. Identify Expenses (Costs)

- **Fixed Costs Examples:**
 - Decorations
- **Variable Costs Examples:**
 - Manioc
 - Spices
 - Ramen Noodles
 - Rolls
 - Sausages
 - Wheat Flour
 - Sugar
 - Fresh Milk
 - Salt
 - Mint leaves
 - Lime
 - Pop corn
 - Butter
 - Sprite
 - Ice packets
 - Disposable serving materials (cups, napkins, gloves, shower cap, paper plates, straws, forks, toothpick)

2. Estimate Revenue (Earnings)

- **Ticket Sales**
 - Expecting 75 attendees
- **Food Sales**
 - Each member contribution – Rs. 2000/=
 - Manioc selling price – Rs. 220/=
 - Gulab Jamun selling price – Rs.250/=
 - Mojito selling price – Rs.120/=
 - Popcorn selling Price-Rs.100
 - Rolls selling Price-120
 - King Coconut selling Price – Rs.150
 - Average selling price per person – Rs. 500/=

3. Calculate Profit or Loss

- Total Revenue: Rs. 20,420/=
- Total Expenses: Rs. 24,000/=
- **Loss:** Rs. 24,000 - Rs. 20,420 = Rs.4420/=

Sample Budget Plan Example (10 minutes)

Sample Breakdown:

Item	Estimated Cost	Actual Cost
Venue Rental	-	-
Food Ingredients	Rs. 18,000	Rs. 16,920
Decorations (Photocopy)	Rs. 1000	Rs. 800
Marketing (flyers)	-	-
Other expenses (Spoons, Gloves and etc..)	Rs.5000	Rs.6300
Total Costs	Rs. 24,000	24,020
Revenue		
Ticket Sales	-	
Food Sales	Rs. 20,420	
Sponsorship	-	
Total Revenue	Rs. 20,420	
Profit/Loss	Rs. 4420	

Group Members

Dimalsha Perera	SA23356740
Ridmi Mithila	SA23200524
Nethuli Vihara	SA23318366
Dilhara Jayathilake	SA23793026
Umair Mohommed	SA23804524
Mohommed Rabeez	SA23686724
Senith Adithya	SA23149458
Prabhash Geethanjana	SA23631656
G.K Savindu	SA23312562
Amindu Colambage	SA23775824
Dulksha Pabasara	SA23365582
Dumindu Swarnajith	SA23157514

Group Photo

