



Our Team



Connor



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Hau



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Agenda

- Pain Points and Strategy
- Value and Feasibility
- Website Recommendation
- Implementation Timeline
- Success Metrics

Introduction to the Company



UC RIVERSIDE | Hospitality Services



Point of Contact & Data Access



Analysis-Based Recommendation for Implementation

Data-Driven Decision Making

- Used order/sales data to identify popular items.
- Balanced high-demand products with high-margin items to optimize sales.
- Designed portal layout based on this balance.



Future Data Collection & Analysis

- No customer feedback data yet.
- Plan to analyze data post website launch (Spring) using:
 - + Focus group feedback
 - + Sales performance trends
 - + Market research

Core Competencies

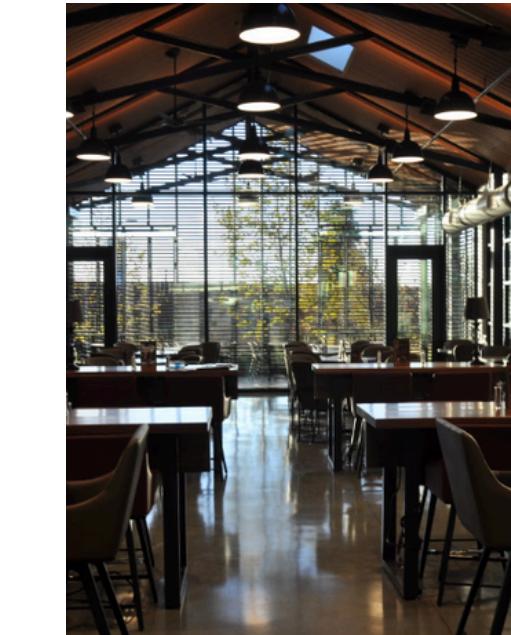


Priority

Students are the

#1 focus

Conducting
thorough research
to meet food
quality standards



Efforts to Add Value

Visiting other
restaurants for
benchmarking

Engaging with
cultural groups
on campus

Outreach efforts to
better understand
student needs



Competitors UCOP Policy 5402 and Catering

Please familiarize yourself with the UC Regents Policy 5402 which generally prohibits contracting catering services from off-campus. Please visit these websites for more information regarding this policy:

However,

ez cater



What's Going Wrong?

Staff Quantity

Relies on part-time staff for operations but aims to reduce this dependency moving forward.

Marketing Flexibility

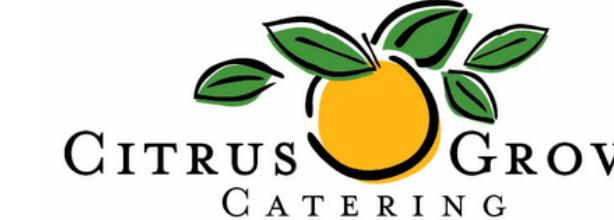
Perceived as having limited menu options but aims to highlight their new recipes to the public.

Quarterly Catering

Campus bookings fluctuate with quarterly demand

Future Goals

Committed to growth and adapting to campus clients' needs



Considerations Moving Forward

College Funding in
Relation to Finances

Labor & Union
Laws

UCR Trends &
Predictions

Cause Behind
the Boom

Restrictions &
Limitations



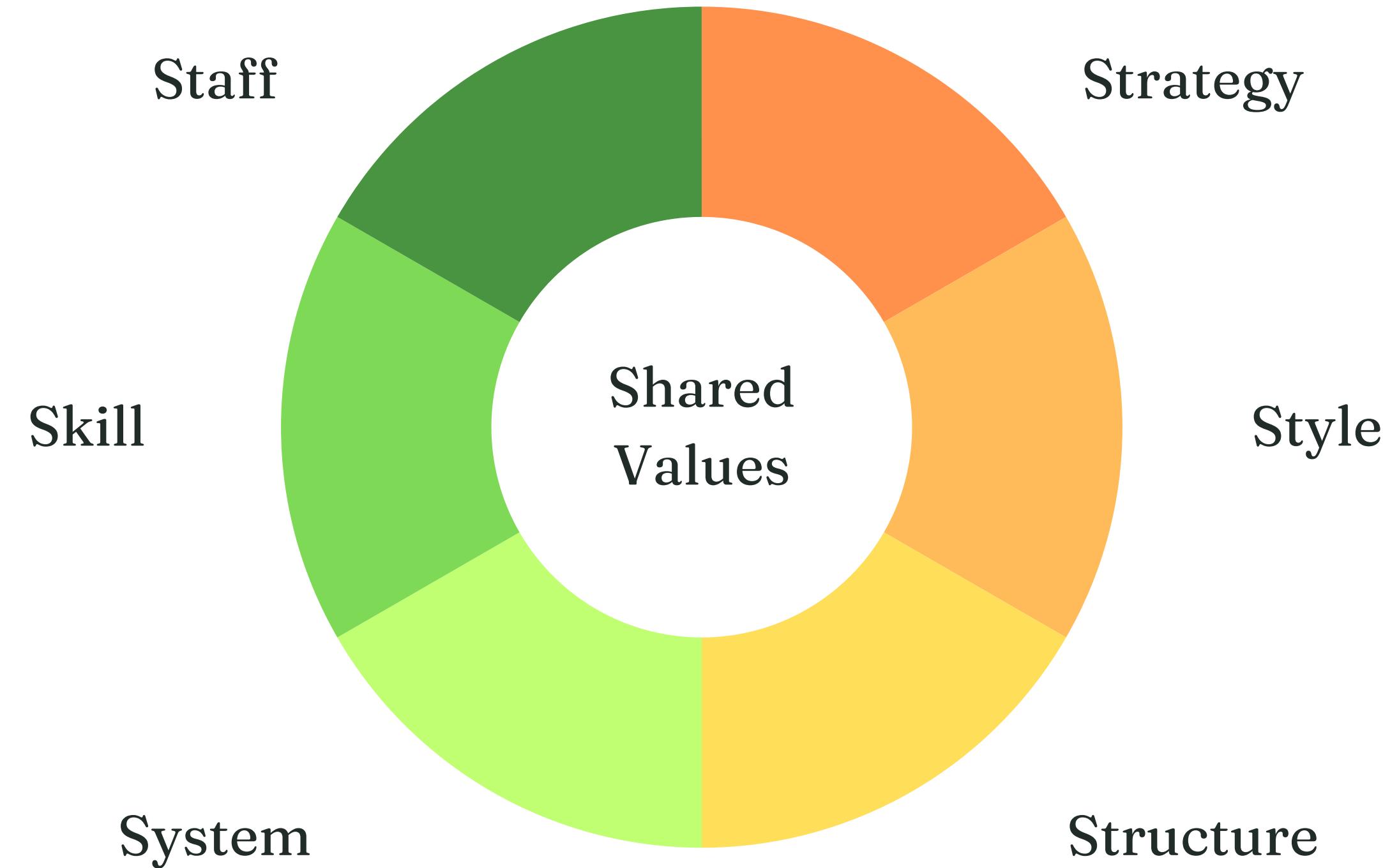
Business Problem

- Is this growth sustainable?
- How can we sustain it?
- What do we need to be prepared for?





Key Limitations Using McKinsey 7-S Framework





Strategy

- Lack of external revenue generation due to campus-first focus.
- No proactive plan for growth beyond internal operations.

Style

- High reliance on student workforce with frequent turnover.
- Trying to make efforts to connect with smaller groups for better understanding but limited reach due to communication issues.

Structure

- Outdated manual processes for managing client relationships and event logistics.
- No technology platform for streamlined communication or menu management.



System

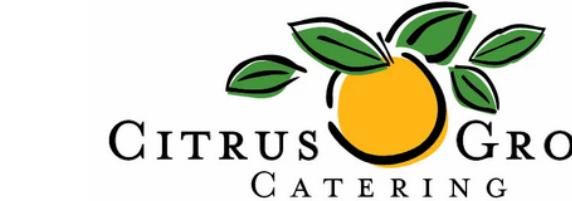
- Outdated manual processes for event logistics and CRM.
- Lack of a technology platform for streamlined communication and menu management.

Skill

- Operational bottlenecks due to varying skill levels of student staff.
- Difficulty in maintaining consistent service quality during peak demand.

Staff

- Heavy dependence on student employees; lack of experienced, permanent staff.
- Limited training and development opportunities to upskill workers.



Key Misalignments

Strategy vs. Systems:

Inefficient manual processes and no technology platform for streamlined client and event management.

Skills vs. Staff:

High student staff turnover impacts workforce consistency; limited cross-training between sales and operations.

Style vs. Shared Values:

Communication gaps with campus departments lead to logistical issues; internal culture misaligned with evolving workforce expectations.



Recommendations

Streamline Operations:

- Adopt a CRM and event management platform for better communication.
- Cross-train sales and operations for improved collaboration.

Boost Employee Quality & Retention:

- Create training programs for student staff.
- Offer retention incentives like professional development.

Improve Communication:

- Set regular check-ins with campus departments to ensure alignment.
- Highlight your value to clients effectively.



Strategic Group Identification

Industry

Event catering
industry

Price

Between mid and
premium tier

Geographical

Localized and
specific

Attributes

Pre-set menus and
fully customizable

Placement on Lifecycle

Growth

- Made a 300k profit last year
- First year making profits

Maturity

- At maximum production capacity
- Fast evolving external forces



Growth

Maturity

Decline

PESTLE Analysis

Economical

- Campus funding cuts
- Food import tariffs
- Labor law compliance



Political

- Rising food costs
- Changing student spending
- Enrollment decline risks

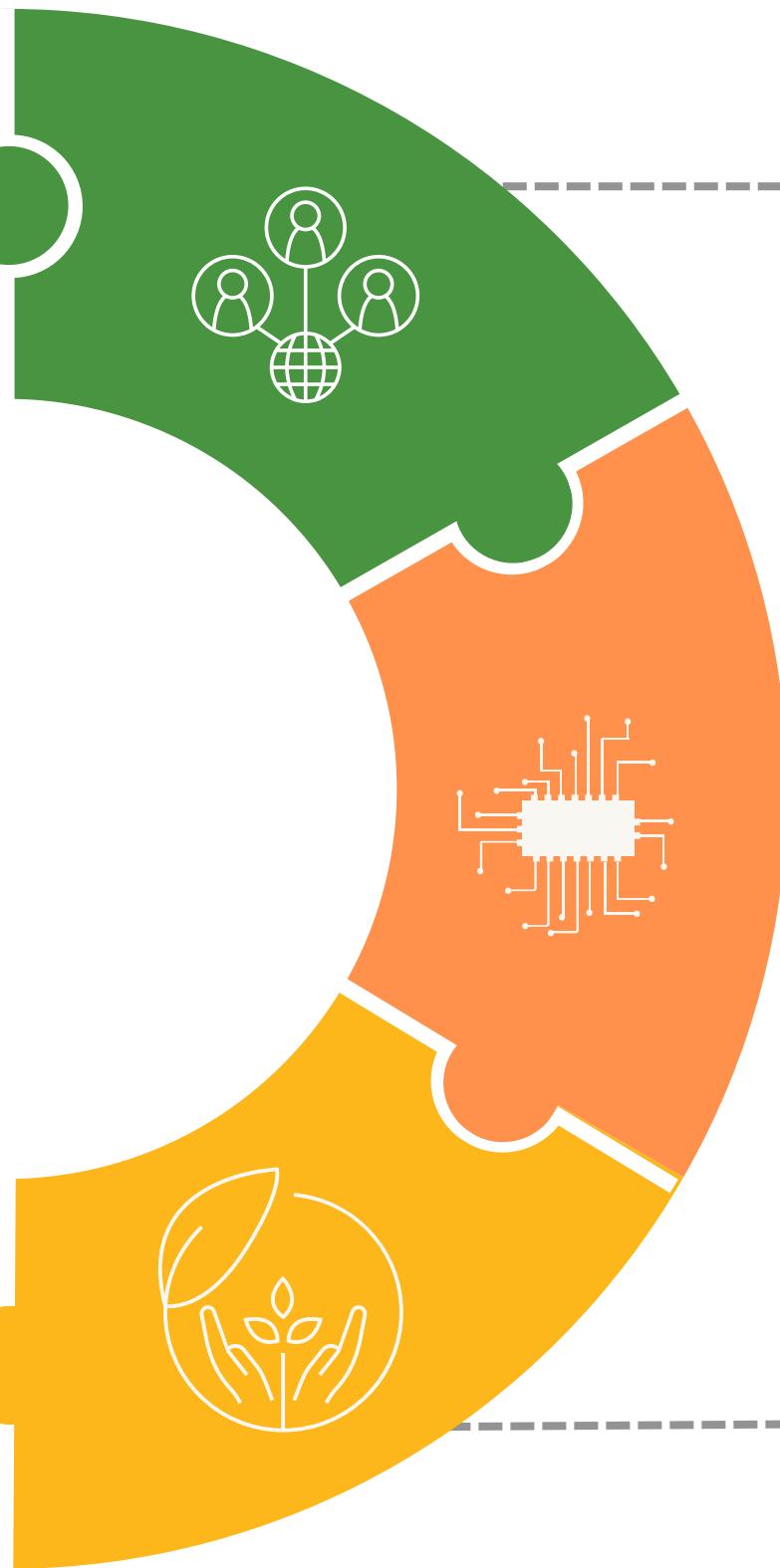


Legal

- Labor law compliance
- Food safety regulations
- Changing employment policies



PESTLE Analysis



Social

- Diverse menu demand
- Experiential dining preference

Technological

- Inefficient online portal
- Ordering system upgrades

Environmental

- Food waste management
- Climate change risks
- Sustainability initiatives

SWOT Analysis

- Monopoly in the market
- Flexibility in operations
- Aligns with business objectives by ensuring market control and adaptability

S

W

- External business expansion
- Website menu optimization
- Growth beyond campus while maintaining it as a priority

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- Staffing issues
- Limits growth and performance

- Potential campus funding cuts
- Declining student population impacting revenue

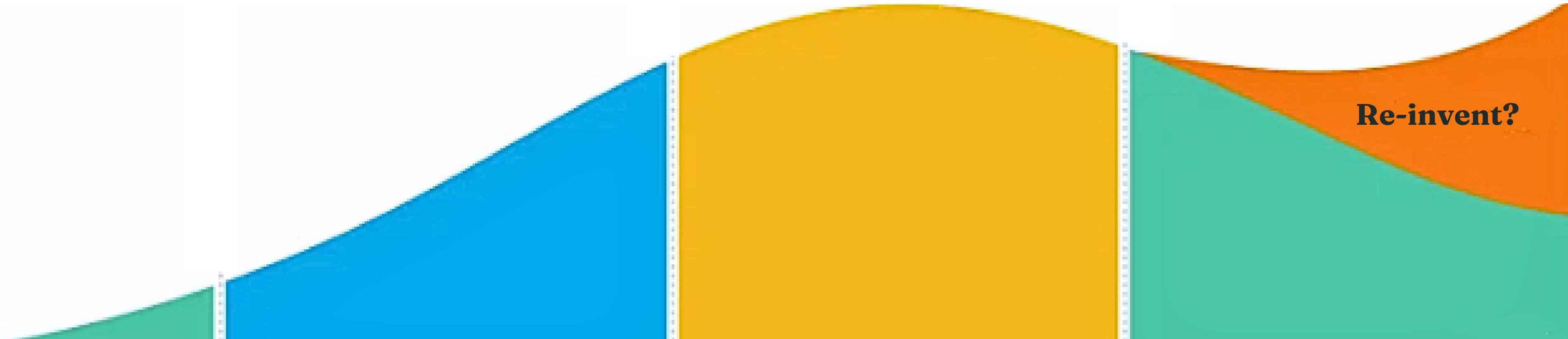
Future Plans

Growth

- Work on online portal
- Focus upon larger events

Maturity

- Shift strategic focus to external
- Connect with outside venues



Re-invent?



Initial Firm & Industry Assessment

Industry

Event catering
industry

Firm

Amplify operations
through
technology

Solution

Integrating an
evolving app
platform

Opportunity

Growing through
professional
development



Customer Assessment

Customer Base

Faculty
Staff
Student Orgs

Event Types

Conferences
Galas
Luncheons
Social Events

Customer Reaction

From Boring to Engaging

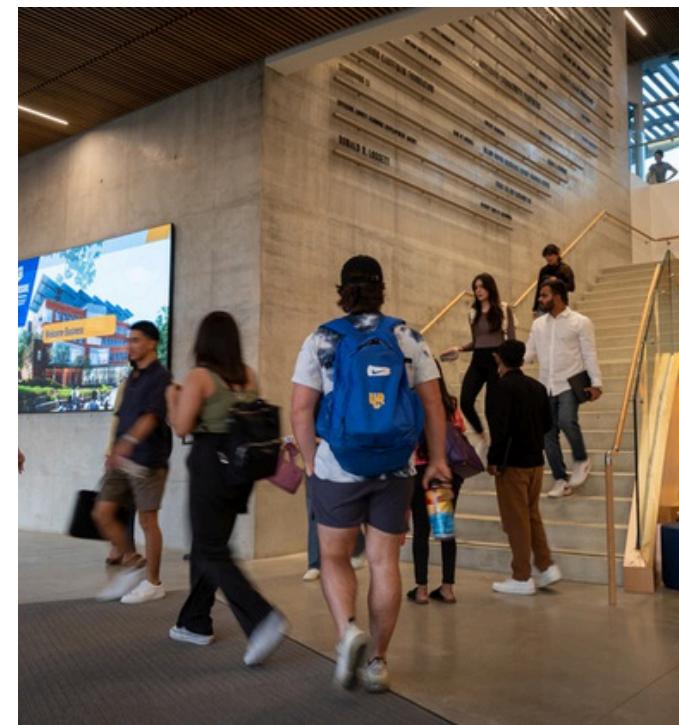
- Current brand feels repetitive.
- Showcase offerings in a fresh, exciting way.

How We Influence Purchases

- Better visuals & descriptions drive decisions.
- Personalized recommendations boost engagement.

Understanding Consumer Behavior

- Customers want easy—simple navigation & transparent pricing.
- A user-friendly app/website keeps them engaged.





Challenges & Pain Points

Limited awareness of catering logistics

Lack of clear consumer preferences

Misconceptions about menu variety

Underutilization of seasonal and specialty items



Brainstorming

Expand to Other Campuses

Not all campuses are big enough for a caterer

New Kitchen Space

Aberdeen-Inverness Empty

Commission

Take commission for business given away

Build CRATE

Expand on CRATE business

Off-Campus Business

Growing through professional development

Tastings

Offer tastings to expand client palate



Limitations : Reality

~~Expand to Other Campuses~~

Food handlers permit for
Riverside only

~~Commission~~

Campus businesses all work
together

~~Off-Campus Business~~

Campus has to come first

~~New Kitchen Space~~

Kitchen graveyard too
expensive to repair

~~Build CRATE~~

Very small portion of profits

~~Tastings~~

Costs more than worth



Catching the New Wave

Integrating
Artificial Intelligence

Ensuring
Visual Appeal

Making it a
shopping portal



Rebranding

Putting Old Wine Into New Bottles

From Boring to Engaging

- The current brand feels repetitive.
- Showcase offerings in a fresh, exciting way.

How We Influence Purchases

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Impacting the Profit Model

Profit Model

Currently makes
a profit

Seasonal Dishes

Promote fresh
seasonal items

Customized Recommendations

Rotation of
recipes per
quarter or events

Flavor Profiles

Pair items with
descriptions
(ex. Sweet, Savory, etc.)



Making This Happen : Next Steps

Website Flow

- Analyze data and trends for insights
- Identify customer and client needs
- Leverage psychology for engagement

Ordering Ease

- Filters
- Auto calculated labor costs at checkout
- Easier payment methods

Influence Purchase

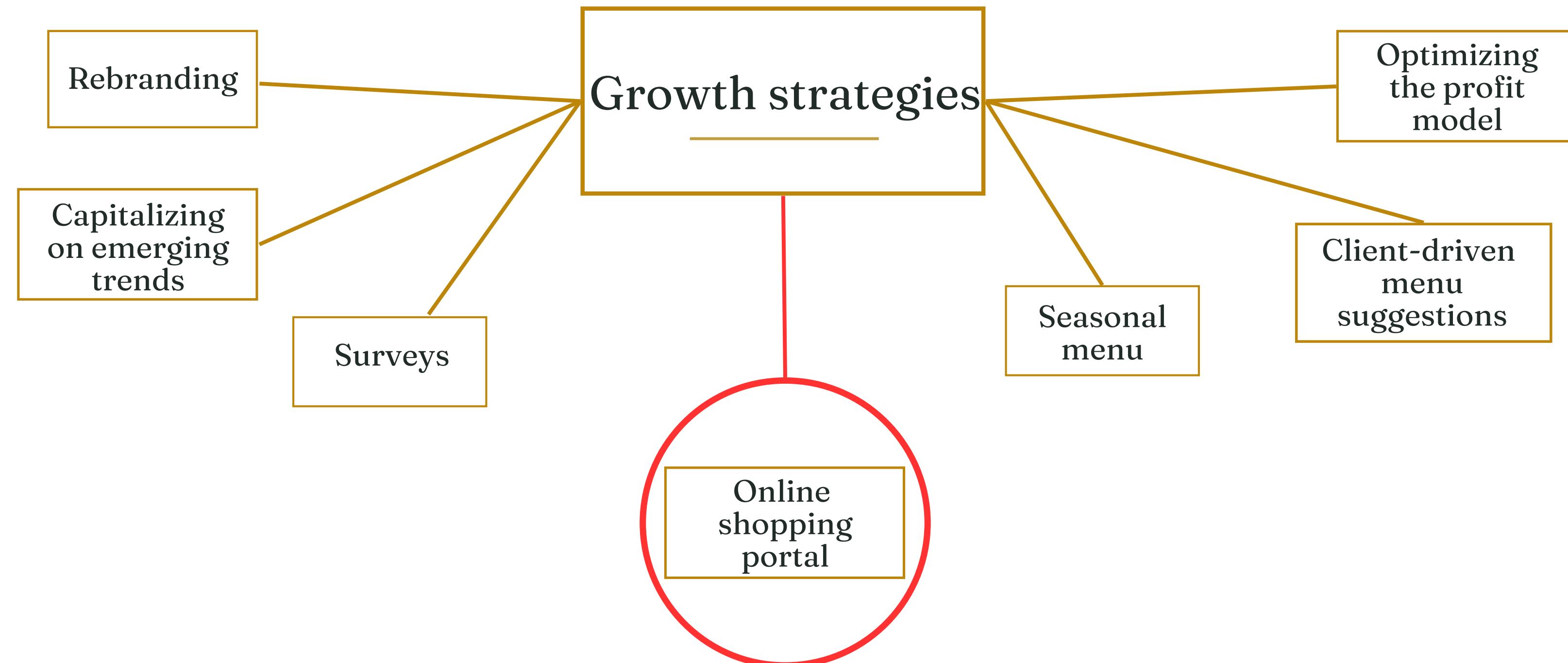
- Menu templates
- Adding product recommendation engines
- Visual appeal

Feedback

- Easy to fill surveys
- Testimonials
- Display top rated products



Last Week's Recap





Aiming Higher

- Customers using other options due to lack of a user-friendly app
- Lack of inefficiency and slow complications incurred on both sides
- Recognizing the potential of data visualization



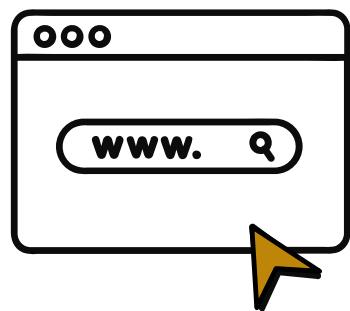
Time Shift



- ▶ Reduce ordering time for customers through portal
- ▶ Streamline process for Operations and Sales team
- ▶ Create more time to connect with new or bigger clients



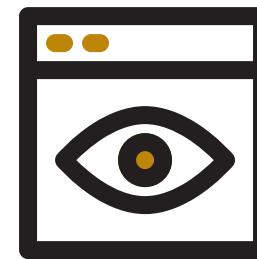
Personality Change



New Shopping
Portal



Customer
Experience Shift



Reframed
Perception



Advancing
Priorities



Roadmap

Setting KPIs

Monday, March 10th

Portal Layout Mockup

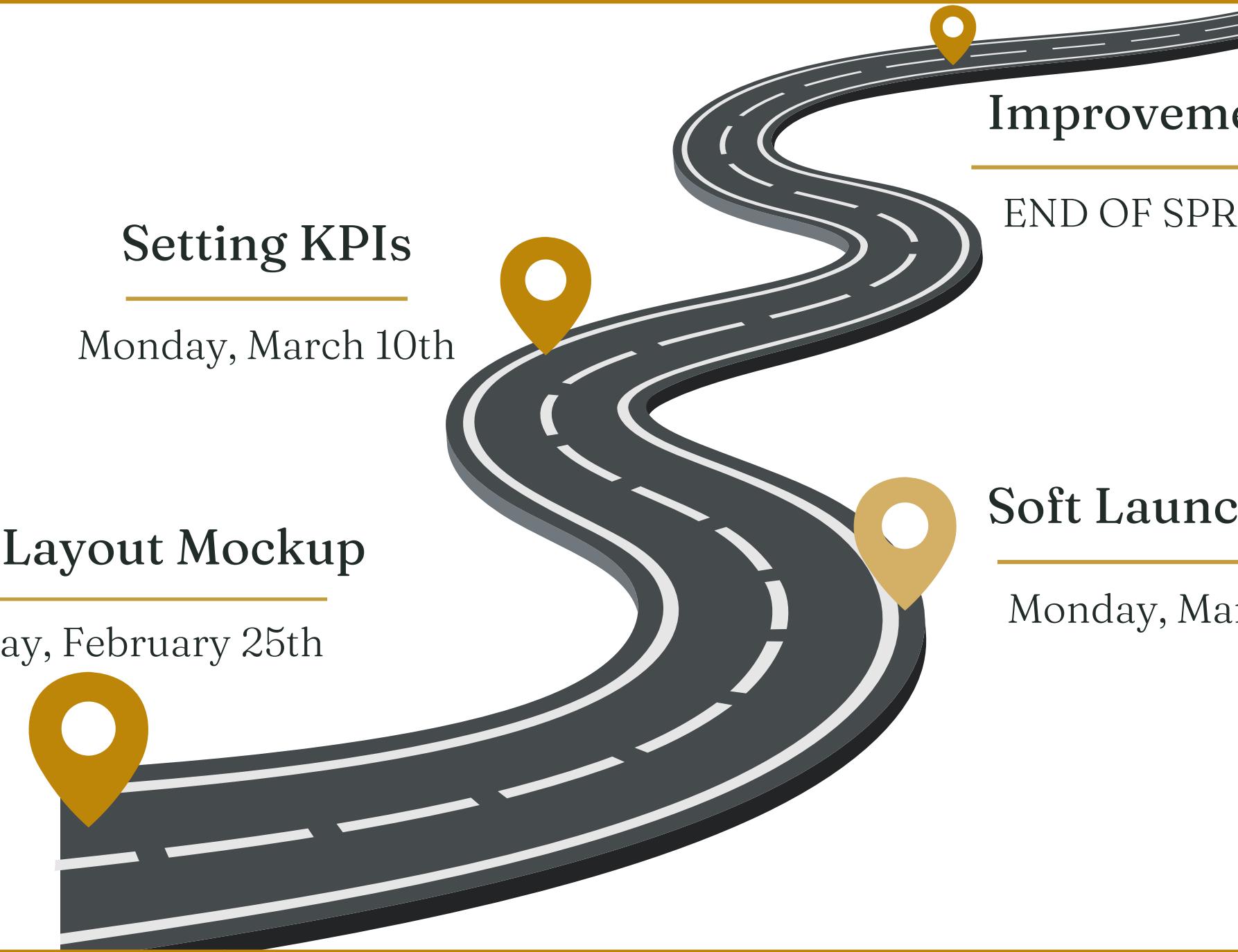
Tuesday, February 25th

Improvements

END OF SPRING

Soft Launch Plan

Monday, March 3rd





What Happened Last Week: Recap

Aiming Higher

- Non - user friendly app
- Inefficiencies for customers and CGC
- Data Visualization Potential

Time Shift

- Reduced order time
- Operation/Sale Teams Efficiency
- Potentially New Clients

Personality Change

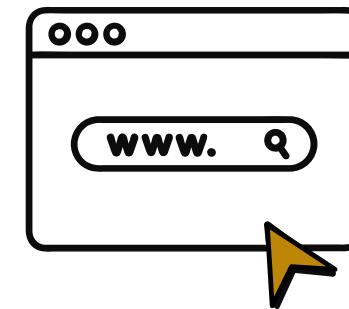
- New Shopping Portal
- Customer Experience Shift
- Reframed Perception
- Advancing Priorities

Key Metrics

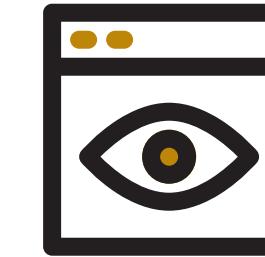
- Feedback System and Integration
- Portal Layout Mock Up
- Soft Launch Plan
- Establishing KPI's



Build Share of Wallet



Recommended Menu:
Product Bundling



Recommendation
Plug- ins



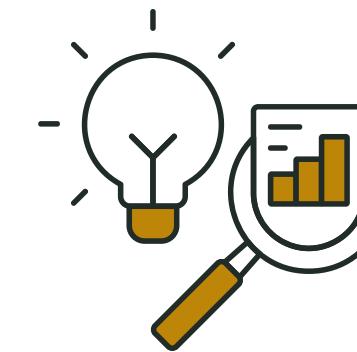
Product Showcasing
with Feedback



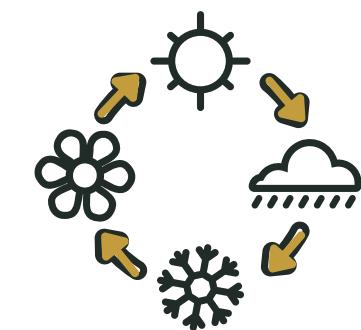
Shifting to the Sweet Spot



Advancing
Priorities



Strategically
Highlight Categories



High Visibility for
Season Specials



Leveraging Competence

Core competence

- Monopoly
- Low cost position

Leveraging improvement

- Saved time
- Expansion



Roadmap

Setting KPIs

Monday, March 10th

Portal Layout Mockup

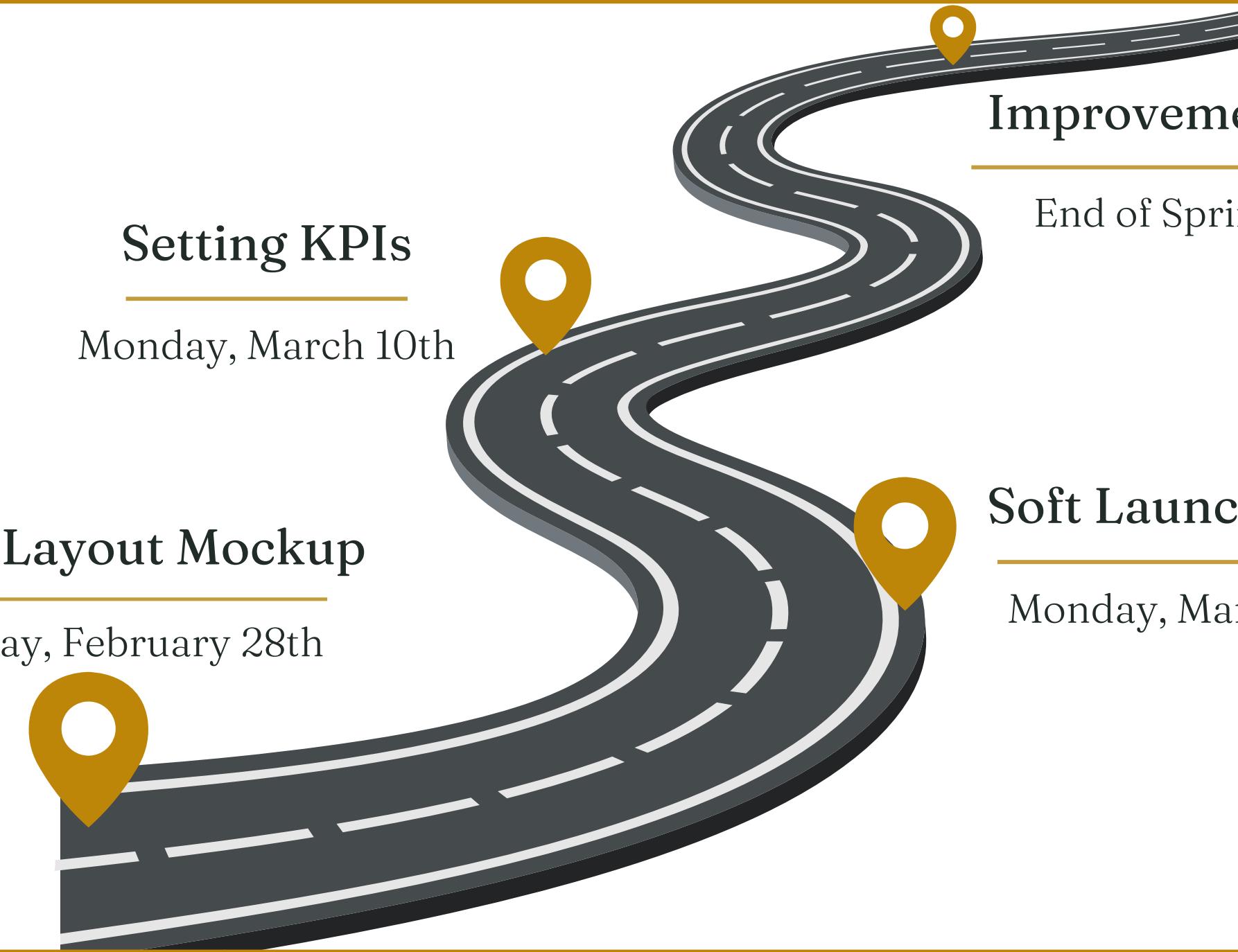
Tuesday, February 28th

Improvements

End of Spring

Soft Launch Plan

Monday, March 3rd





Pain Points

Slow Responses

-
- Ordering Process (Time Shift)
 - Strategy vs Systems Misalignment (McKinsey 7S)

Difficult to Follow

-
- Repetitive (Rebranding)
 - PDF format (New Wave)

Phase Confusion

-
- Growth Phase
 - Maturity Phase



Strategy

Streamlining

- Connect Operations/Sales
- Training and retention for student staff
- Reduce Ordering Time

New Method

- Showcase Offerings
- Better Descriptions
- Good UX for clients

Why not Both?

- Create Online Portal
- Look to larger events
- Be open to external



Adding Value & Feasibility

Adding Value

- Reduces labor costs and time by automating processes.
- New asset for the same customer (Quadrant 4 growth strategy).

Feasibility

- Cost: Free with Caterease; a small transaction fee applies.
- Challenges: Older customers may struggle with navigation and preference for traditional service.
- Readiness: Shifting from manual to digital, improving communication.



Suggested Website Setup



Roadmap

Hard Launch

Beginning of Fall
2025

Soft Launch

Monday, April 31st



New Adventures

To be determined...



Summer Modifications

Monday, June 23rd



Success Metrics

Order Volume & Revenue Growth

- Total orders (pre & post launch comparision)
- Revenue trends over time
- Average Order Value (AOV)

Popular Items & Upsell Success

- Top-selling items/categories
- Upsell success rate
- Customization adoption rate

Operational Efficiency

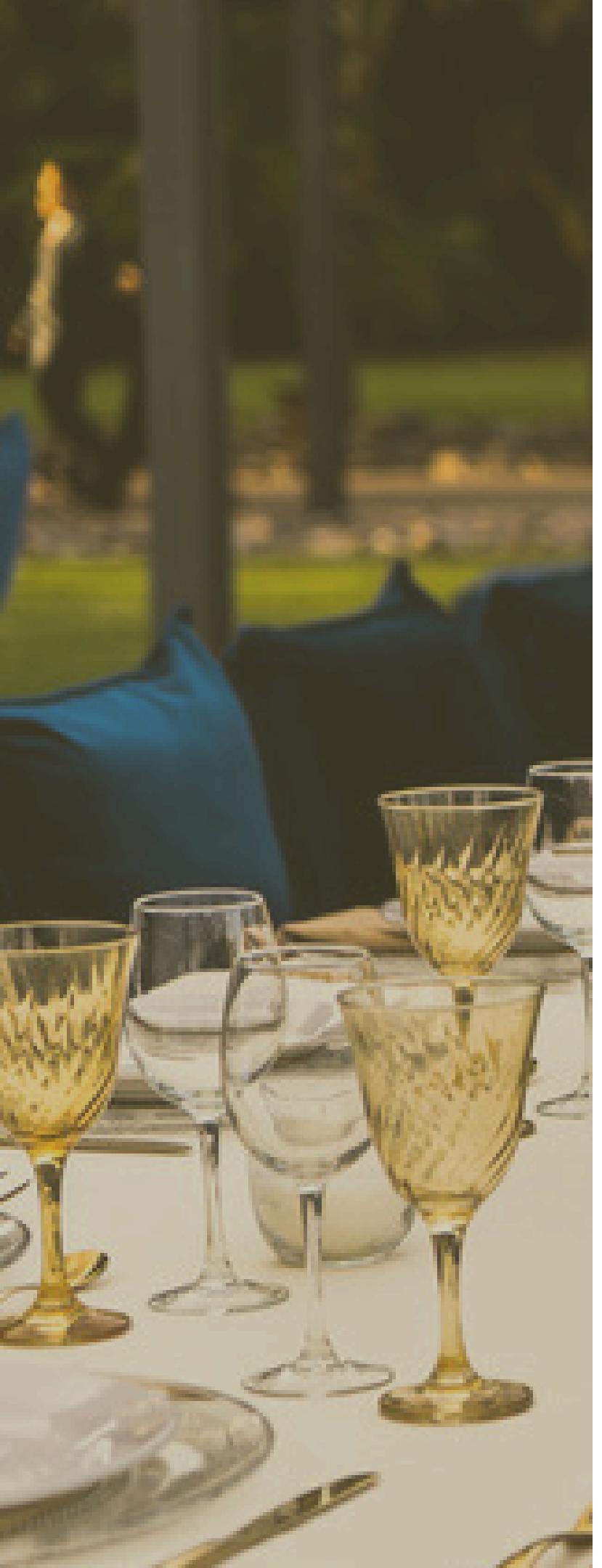
- Order fulfillment time
- Order error rate
- Customer support inquiries

Customer Engagement & Experience

- Time spent per session
- Cart abandonment rate
- Conversion rate

Customer Satisfaction & Retention

- Customer feedback & ratings
- Repeat order rate
- Net Promoter Score (NPS)



Thank You

