

Joy Dafoe, Amber Neal, Sarah Burkholder, Cici Chen
Professor George
September 12, 2016
MKT 3330 - 02

Research Proposal - Aramark & Baylor Retail Food Options

Background:

Aramark was founded in 1936 by Davre Davidson in Los Angeles, California. Aramark started from a simple foundation, with Davidson selling peanuts from his 1932 Dodge, and has since blossomed into an international corporation encompassing four main services: food, facilities, uniform, and additional services. The additional services include hospitality services, retail, healthcare technology services, and commissary services that can be found in conference centers, correctional facilities, hospitals & healthcare facilities, workplaces, and even sporting facilities.

Aramark was introduced to campus on October 1, 2000 when they offered Baylor a five year plant maintenance contract estimated at 6 million dollars by the food service company. Baylor University awarded Aramark the plant maintenance contract due to the fact that they specialized in food services on campus and the increased efficiency they would offer students.

Research Problem/Objective:

To understand how Aramark makes decisions about retail food offerings on the Baylor University campus and how Baylor students have reacted to those decisions.

Research Questions:

- Does Aramark have a process for deciding what retail food companies to contract on campus? If so, what is that process? Does Aramark look for specific traits in a retail food companies when considering which companies to bring on campus?
- Does Aramark have a process for deciding what retail food companies should no longer be on campus? If so, what is that process?
- Why have some retail food locations (ex: Chik fil a, Einstein's Bros, Panda Express) stayed longer than other retail food locations (ex: Ninfa's, Chili's Too, Four Seasons Sushi)?
- Do students approve of the current retail food offerings on campus? Do international students approve of the current retail food offerings on campus?
- What is the most popular current retail food offering on campus?

- What other retail food options/categories would students like to see on campus (ex: barbeque, italian, mexican, health foods)?

Research Hypotheses:

- Aramark does have a process for deciding what retail food companies to contract on campus. They look for popular brands with straightforward brand and preparation guidelines.
- Aramark does have a process for decided what retail food companies should no longer be on campus. They track traffic and profit margin at the retail food locations and will remove a location if it is below a certain threshold.
- Brands that stay on campus for a longer period of time experience success in the form of consistent high traffic leading to consistent positive profit margins. Students enjoy the food and the physical location of the company and therefore purchase often.
- Students do approve of current retail offerings on campus. International students would like to see different retail food offerings.
- Starbucks is the most popular retail food offering on campus.
- Students would like to see italian style retail food offerings.

Data Collection:

Secondary Sources: We will gather information about Aramark from their website.

Primary Sources: We will collect primary data in the form of surveys and interviews.

Survey: Student responses to a survey will provide descriptive research data. We expect to get about 150 responses and will distribute the survey in a variety of ways to include different ages, backgrounds, and living situations: on-campus vs off-campus.

Interviews: We will conduct two or three interviews with Aramark employees to collect exploratory research data. By gathering insights from people at Aramark who make decisions about the retail food offerings on campus, we will be able to answer research questions.

Data Analysis:

We will use appropriate statistical tools and processes to analyze the data, test hypotheses, and reach conclusions regarding the research questions.