

"Transforming University Canteen Operations: A Strategic Approach"

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INTRODUCTION

This presentation contains the analysis of problems and solutions for Mr. Moses to double the revenue of the canteen here at our university from different aspects. We will be addressing the key challenges and propose innovative solutions to revitalize our operations. These solutions are designed to enhance operations, diversify our menu, implement effective marketing strategies, and optimize resource allocation.



FINANCIAL

- **No Records of the Orders**

We have observed that no proper records are being made of the sales. This causes loss to the cafe if they miss out on payments as people tend to forget making the payment.

- **Incorrect Orders**

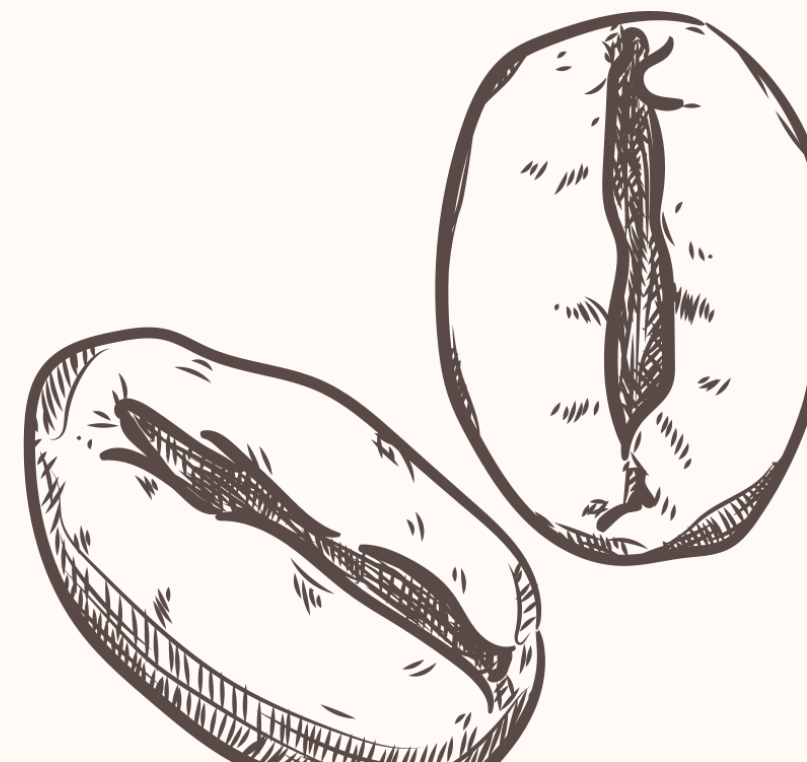
And also customers now and then receive the wrong order as orders are mistaken or misheard by the storekeeper.



FINANCIAL

SOLUTION FOR THE PROBLEM

- So we came up with an idea, where Mr. Manoj or any of the staff members can note down the order that's taking place. Basically maintaining a Register book.
- We also got to know that sometimes people forget to make the payment, To avoid any such type of issues maintaining a register book will be a great idea.



MARKETING

The COMPETITION AND THE PROMOTIONS

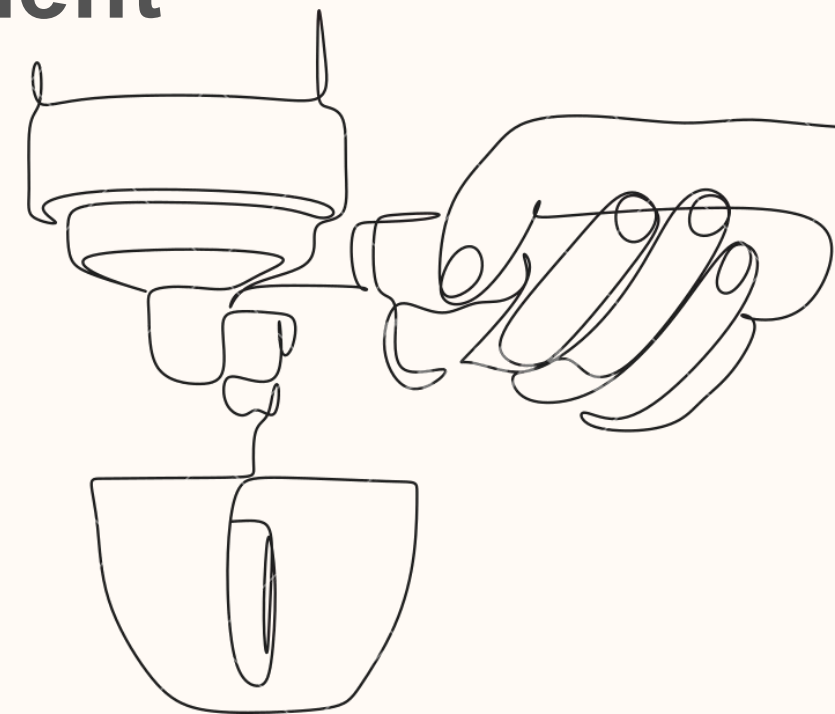
- Mahindra has a total of three cafeterias, where the menu and services provided are quite similar. So, they can sell some products in the cafe which other cafes don't.
- No cafe provides packaged drinking water bottles in Mahindra University and selling of Polyethylene terephthalate (PET) plastic is not allowed in the campus. So, they can make available **DRINK FREE** water bottles.



MARKETING

The COMPETITION AND THE PROMOTIONS

- **DRINK FREE** - It is a company that provides drinking water for free. So, people will get the bottles for sure. And Drink free can pay the cafe for making it available to the customers.
- **DRINK FREE** provides water in glass bottles so, the curtailment of selling water in plastic bottles will also be resolved.



MENU

Introducing new items

- **As Mr.Moses mentioned that he owns a quite famous bakery in Himayath Nagar. He can introduce some of his bakery items. For instance, He can add a brownie and pastry to the menu.**
- **As no other Cafe in Mahindra University sells Brownies and Desserts this will lead to product differentiation and automatically contribute to increasing their revenue.**



MENU

Menu Board

- **To ensure customers are informed, cafes should maintain and regularly update a menu board that reflects the availability of items for the day, as certain things may occasionally be unavailable.**
- **Additionally, a menu board helps promote transparency and eliminates confusion regarding the offerings. It allows customers to plan their meals in advance, saving time and reducing long queues during peak hours.**



TIME MANAGEMENT

MANAGING THE WAITING TIME

- **Going to any cafeteria, the first expectation of any customer is to receive efficient and timely service.**
- **Since the size of the cafeteria is quite small, there can be a pre-order service they can make through a call which will enable customers to efficiently manage their time.**



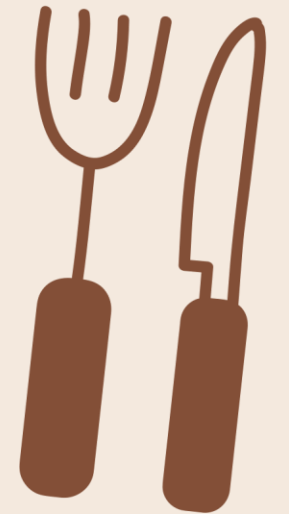


STRATEGIC MANAGEMENT

- It is mentioned that particular items are in more demand during respective peak times. For example, Maggie, Tea, Coffee, etc in the morning and Wraps in the afternoon.
- Similarly, they can have SEASON Specials.
- As particular items experience higher demand during their respective peak seasons like Maggie in the Rainy season and Milkshakes during the Summers.
- So, they can be ready with the raw materials and semi-pre-cooked items needed to cook a particular dish in demand during particular peak hours and seasons.



CONCLUSION



From inefficient operations to limited menu options, we identified various hurdles that impacted the revenue. By altering the menu with more unique and exciting items and building a more strategic and time management business model, we can increase the revenue by a good percentage.



THANK YOU