

# The Orange Snail

## Introduction

This report presents a solution to a problem faced by the restaurant Orange Snail located in York University Campus. The problem is to reduce food waste and increase the accessibility of food to the students of York University. The solution proposed in this report is a discounted surprise meal kit.



## The solution

- After conducting thorough research, it was discovered that the restaurant struggled with food waste, and this led to the development of a solution that would allow the owner to create \$7 discounted surprise meal kits after 7 pm to sell to students on campus who had evening courses.
- A solar-powered electric vehicle would be used for the delivery and we would get that as a donation from the university.
- A volunteer would be hired to drive the vehicle from 8 pm to 9 pm to deliver the food in exchange for a free meal and experience to put on their resume.
- A website would be created to advertise and allow students to view the number of available meals. Students could either choose to pick up the food or get it delivered.
- There is also a subscription option for students who wish to be given first priority to receive the package.
- Students will be motivated to adopt this solution because of the affordability of the meal kits, the convenience of delivery, and the opportunity to support a sustainable initiative that reduces food waste.

## Customer Segment

- Our customer segment are York University students who feel lazy and discouraged when choosing what to eat for dinner because it is not affordable and convenient to find.
- Many students live on a tight budget, and therefore are likely to be attracted to the idea of discounted surprise meal kits. By offering an affordable and convenient meal option, the Orange Snails can tap into this market and not only deal with the food wastage problem but in the long run also potentially generate significant revenue by undertaking the \$7 surprise meal kits.
- In addition, many university students are passionate about sustainability and reducing food waste. By offering meal kits made from surplus ingredients, the restaurant can appeal to students' desire to support environmentally friendly initiatives. Moreover, the use of a solar-powered electric vehicle for delivery can further underscore the restaurant's commitment to sustainability.
- By targeting this market, Orange Snails can generate revenue while building a loyal customer base.

## Albert

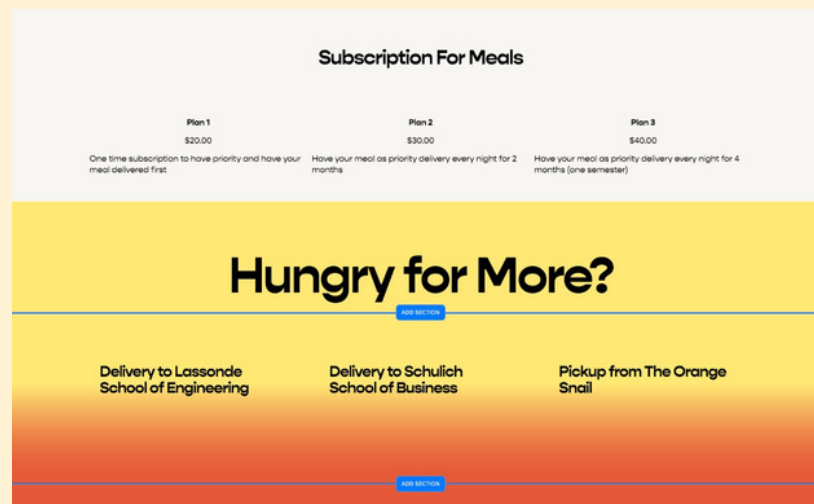
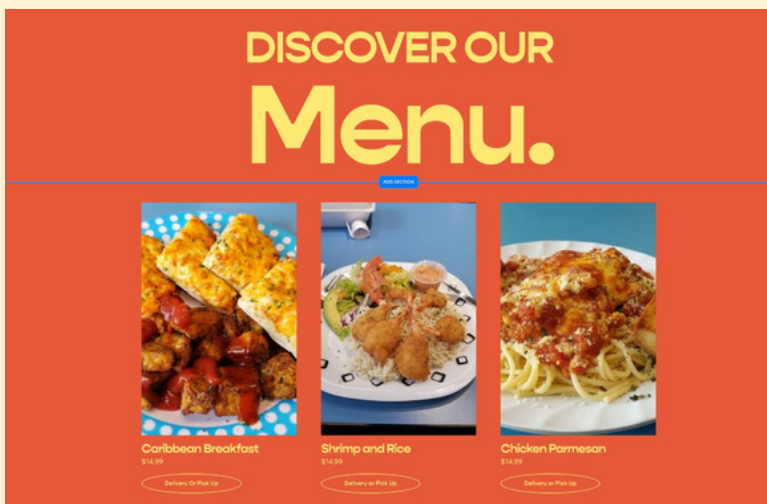
- Albert will prepare and package each meal on from 7pm to 8pm. Enter the number of packages available for the day on the website.
- Responsible for creating the surprise meal kits and ensuring that they are appealing and nutritious. This requires creativity and flexibility in adapting to the availability of ingredients, as well as careful consideration of the dietary needs and preferences of the target market.



- Managing the delivery process. This involves coordinating with the volunteer driver and ensuring that the meals are delivered in a timely and efficient manner. Also maintaining the solar-powered electric vehicle, ensuring that it is charged, in good working condition and picked up earlier to use by evening.
- Managing the website and updating it daily with the number of meals available, with the level of IT expertise very well under consideration.

## Website

- Platform for communication and coordination between the owner and the target market.
- Provide information about the initiative, including the menu options, delivery details, and pricing. It will be designed in a user-friendly way that is easy to navigate and visually appealing. It should be accessible from both desktop and mobile devices to ensure that students can easily access the information they need.
- Enable students to place orders for the meal kits. Has a simple online form that allows students to specify their dietary preferences and choose whether they want to pick up the meal or have it delivered. Display the number of meals available each day for students plan their meals and avoid disappointment if the meal kits sell out quickly.
- The website will also have a subscription function that allows students to sign up for automatic delivery of the meal kits on a weekly basis. This function will ease the process for both the owner and the students, as it eliminates the need for daily ordering and allows the owner to better plan inventory and delivery schedules.
- Promotes the sustainability and social responsibility aspects of the initiative. The website can include information about the environmental impact of food waste and the benefits of using surplus ingredients.



## Delivery

- A volunteer will be hired to do the 1 hour delivery.
- After doing research, we found that York University's BCom program offers a specialization in Hospitality and Tourism Management (HTM), food and beverage management etc. which prepares students for careers in the hospitality, tourism and food industry, which is a growing sector of Canada's economy.
- Use the fact that it is only a 1 hour delivery for which they get in exchange a free meal and experience to put on their resume for working with a company that deals with sustainability in tackling food wastage
- The volunteer arrives at the restaurant at 8pm and pickups all the orders and deliver them to the assigned pickup points around campus. He will use the electric vehicle to do the delivery. After he's done by 9pm he will return the vehicle and get a free meal for his job.
- Worst case scenario if there is no volunteer then someone can be hired at minimum wage for one hour.

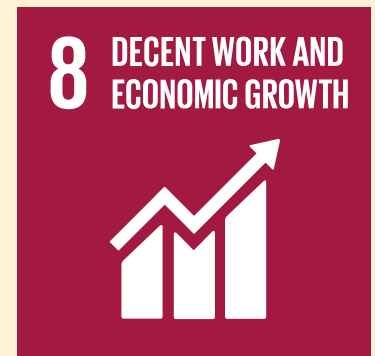
## SDG Goal 12– Responsible consumption and production

- aim to ensure sustainable consumption and production patterns worldwide, including the reduction of waste and the efficient use of natural resources.
- By creating a solution to reduce food waste, the initiative contributes to the sustainable use of resources and helps to address the issue of food security, which is critical for sustainable development.
- make efficient use of surplus ingredients, reducing the amount of food waste produced.
- By providing students with access to affordable and nutritious meal options, the initiative encourages them to make responsible food choices that reduce waste and promote sustainable living.



## SDG Goal 8– Decent Work and Economic Growth

- creating discounted meal kits for delivery creates a new revenue stream for the small Caribbean restaurant on campus. This revenue stream can lead to the creation of new jobs or the ability to retain existing jobs, which supports the goal of promoting economic growth.
- the volunteer who will be driving the delivery vehicle is provided an opportunity to gain work experience, thus promoting decent work. The volunteer will also receive a free meal, which can be seen as a form of compensation for their work.
- the solution has potential to benefit the wider community and contribute to economic growth by reducing food waste as the restaurant can avoid throwing away excess food, which would ultimately save money and resources. This contributes to the goal of promoting sustainable economic growth.



## Competitive Advantage

Compared to other business, students are getting a healthy meal at an affordable price, sense of curiosity, getting it delivered if they want, at a convenient time at night with a hassle free process.

- The innovation of creating \$7 surprise meal kits after 7 pm sold to students who have evening courses has a unique and different approach from other alternatives
- the use of a solar-powered electric vehicle for delivery is a unique and sustainable solution that sets the initiative apart from its competitors as its doesn't rely on third-party delivery companies, which may have a higher carbon footprint.
- use of a volunteer to drive the vehicle provides a valuable learning experience for the volunteer and promotes sustainable human resource development, which is not a feature of other alternatives
- The website provide a user-friendly platform for students to see the number of available meals and pickup/delivery options, which is convenient and efficient compared to other alternatives like which usually requires users to search for nearby restaurants and availability manually.

The subscription service offered by the initiative provides a significant benefit to students who are interested in receiving the meal kits regularly. With the subscription service, students do not need to go to the website every day to order their meals, which saves time and effort

# Business Model Canvas

**Customer Segments:** University students who have evening classes and are looking for affordable, convenient meal options.

**Value Proposition:** An affordable, sustainable meal kit delivery service that offers surprise meals using food that would otherwise go to waste. This service not only reduces food waste, but also provides a convenient and healthy meal option for students with busy schedules.

**Customer Relationships:** The website provides a platform for students to order their meals and receive updates on meal availability. Social media platforms can be used to build a community and engage with customers, as well as to receive feedback on the service.

**Channels:** The website will be the primary channel for students to order their meals and stay updated on the initiative. Social media platforms and word of mouth will also be used to attract new customers and build awareness.

**Revenue Streams:** Revenue will be generated through the sale of meal kits and subscription packages. The owner can also explore additional revenue streams such as partnerships with other campus organizations or sponsored content on the website.

**Key Resources:** The key resources for this initiative include the solar-powered electric vehicle for meal kit delivery, a volunteer driver, and access to the food that would otherwise go to waste. Additionally, the owner will need to invest in developing and maintaining the website, as well as any necessary technology or operational resources.

**Key Activities:** The key activities for this initiative include sourcing food that would otherwise go to waste, preparing and packaging the surprise meal kits, maintaining the website, and coordinating the volunteer driver and meal kit delivery schedule.

**Key Partnerships:** The owner can explore partnerships with other campus organizations, such as student clubs or residential halls, to increase awareness and reach more customers. Additionally, the university may be able to provide support in the form of funding or resources.

**Cost Structure:** The costs include sourcing and preparing the food, developing and maintaining the website, compensating the volunteer driver, and any legal or regulatory costs associated with running the service. However, by using food that would otherwise go to waste and relying on a volunteer driver, the owner can keep costs relatively low and offer affordable meal options to students. Additionally, revenue generated from meal kit sales and subscription packages can offset some of the costs.

## Feasibility

Feasibility can be assessed in terms of technical, economic, social, and environmental factors.

- **Technical-** solution leverages existing technologies and resources such as the use of a solar-powered electric vehicle donated by the university, a simple user-friendly website. The use of a volunteer driver ensures that the delivery process is efficient and cost-effective.
- **Economic-** solution takes into account the financial constraints. Developed to provide a revenue stream for the restaurant by selling discounted meal kits, which will help to reduce food waste and increase profitability. The use of a volunteer driver reduces the costs of delivery, and the subscription service ensures a steady stream of revenue.
- **Social-** solution aligns with the values and preferences of the target audience, which is university students. The solution provides affordable, healthy, and convenient food options for students with evening classes, which meets their needs and preferences.
- **Environmental-** solution contributes to the reduction of food waste, which is a growing concern among the general population. promotes sustainability by reducing food waste and aligns with SDG goal 12, which aims to ensure sustainable consumption and production patterns.

## Desirability

- Students will be motivated to adopt this solution for several reasons. The solution addresses a common pain point for university students who have limited options for dinner on campus. By providing a convenient and affordable meal option, students will have one less thing to worry about in their busy schedules.
- the convenience of the subscription service may appeal to students who are busy with coursework and extracurricular activities. With the option to receive meals automatically, students can save time and effort by not having to plan and prepare meals on their own.
- the solution offers a unique and exciting opportunity for students to be part of something new and innovative. The use of a solar-powered electric vehicle for delivery, the surprise meal kits made from surplus food, and the volunteer driver all add an element of novelty and excitement. This can help generate interest and buzz among the student community, further increasing motivation to adopt the solution.

## Viability

Viability is assessed on the factors including:

- Technical- solution leverages existing technologies and resources
- Economic- solution creates a revenue stream for the restaurant, to reduce food waste and increase profit.
- Legal and regulatory compliance- solution complies with all relevant laws and regulations for food handling and delivery. Albert can work with the university and local authorities to ensure compliance with any necessary permits or licenses.
- Market viability- solution aligns with the preferences of university students, who are often budget-conscious, time-poor and have a strong preference for healthy food options. The initiative differentiates itself from competitors by providing an affordable and convenient meal kit delivery service that supports a sustainable future.
- The proposed solution's viability is further supported by evidence that shows the cost-effectiveness of the solution. For example, the use of a volunteer driver reduces labor costs, while the solar-powered electric vehicle reduces operational costs. The use of a subscription service ensures a steady stream of revenue and minimizes transaction costs, while the use of a website and social media channels for advertising minimizes marketing costs. Additionally, the discounted meal kits can be made from surplus food, which would otherwise go to waste, further reducing costs.

## Cost Analysis

- 1.Food cost: The cost of the food used to create the surprise meal kits will be a significant portion of the cost structure. The restaurant owner will need to purchase surplus food from their suppliers at a discounted rate to ensure profitability.
- 2.Labor cost: The cost of hiring a volunteer driver and a hotel management course student will need to be factored in. Although the volunteer driver will be working in exchange for a free meal and experience to put on their resume, there may be some administrative costs associated with managing their involvement. The hotel management course student will also need to be compensated in some way, such as a small stipend or course credit.
- 3.Delivery vehicle cost: maintaining and operating the vehicle, such as fuel or charging costs.
- 4.Website development and maintenance cost: developing and maintaining including website hosting fees
- 5.Packaging cost: The cost of packaging the surprise meal kits will be covered through the sales of the meal kits. The restaurant owner will need to purchase eco-friendly packaging materials to align with sustainability
- 6.Marketing cost: The cost of marketing the initiative to students will also need to be considered. This could include the cost of creating flyers, social media ads, and other promotional materials.
- 7.Administrative cost: There may be other administrative costs associated with running the initiative, such as accounting and bookkeeping fees, legal fees, and office supplies.