

THE ORANGE SNAIL

Small Caribbean restaurant owned and run by Albert Bain and family
at Strong College, York University



Customer Segment

- University students
- Faculty members
- Professors
- Other staff
- Visitors

Current Sustainable Practices and future considerations

- Continue sourcing ingredients locally
- Reduced meat consumptions i.e., addition of vegetarian options
- Zero plastics usage
- Reusable products like glass cutlery, containers
- Energy efficiency- solar energy
- Water conservation measures (low-flow faucets)
- Reduced food wastage

STATISTICS

- Operating for more than 18 years
- Staff number: 4 (not financially feasible to employee more)
- Goal: provide healthy, and affordable food
- Success: understand his niche, and tied to culture
- Approached by York due to this diversity
- Does not plan on opening other chains due to age, limited capital for expansion and lack of continuity

CHALLENGES FACED

- Reduced customers due to increase in prices post covid-19
- Managing expenses, inflows and outflows
- Human resource is expensive, short term and training is expensive
- Food wastage
- Sustainable energy sources required due to huge storage amounts of perishable raw materials i.e. sea food
- Sustainable sourcing of sea food
- Public image- students are often opinionated, word goes quickly and social media doesn't help

PROS OF BEING ON-CAMPUS

- Not as much competition i.e. from other similar restaurant chains
- Easier customer engagement and personalization
- Reduced costs i.e. less human resources, fewer operations and relationship marketing done
- Attract more customers due to University's sustainability policies i.e. zero plastic



Emotions felt

- Satisfied
- Motivated
- Accomplished

PROBLEMS TIED TO SDG'S

2- Food Wastage

8- Increase in price due to inflation

7- Lack of renewable energy sources i.e solar energy

Emotions felt

- Frustration
- Overwhelmed
- Fear
- Anxiety



Food Wastage as a problem

- Over estimating the amount of food needed- for example forecasting amount of sea food per day
- Spoilage- perishable foods spoil quickly if not stored properly and used within certain timeframe
- Contamination- especially meats and sea food
- Currently- sometimes food is sent to the salvation army but if the quantity is not as much then transportation costs are too much to incur

