

# Analysis on the Operation of College Students' Catering Projects

## -- Taking "Shell Mi Le Duo" as an Example

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**Abstract.** With the development of economy and society, more and more college students improve their comprehensive ability through self-employment. This article takes the university student entrepreneurship project "Shell Mi Le Duo" catering project management as an example to explore new ideas for college students' entrepreneurship. First of all, the background of the establishment of the "Shell Mi Le Duo" restaurant was analyzed. Secondly, market analysis was carried out from five aspects: market demand, target market, market prospects, product or service prospects and SWOT analysis. And the marketing model is elaborated from four aspects: product strategy, pricing strategy, location strategy and promotion strategy. Again, it is predicted the risks that the "Shell Mi Le Duo" catering project may face. Finally, this paper summarizes the operation of college students' catering projects.

**Keywords:** catering project; market analysis; marketing model.

## 1. Founding Background

The catering industry is an industry that was opened earlier in China. As an important part of the service industry, it is widely valued for its large market, rapid growth, wide influence and strong ability to absorb employment. It is also an important carrier for the country to export capital, brand and culture. The involvement of various financial capitals and industrial capital has contributed to this trend. The school's on-campus restaurant is also a constantly updated and indispensable category in the restaurant industry. The entrepreneurial project "Shell Mi Le Duo" restaurant specializes in rice noodles and sushi, creating the first sushi store in the school and surrounding areas. The sushi is rich in variety, delicious and affordable. At the same time, it is also the first rice noodle shop in the school and the first dry mixed powder and soup powder. The "Shell Mi Le Duo" restaurant was created to create and open the rice noodle and sushi restaurant by enriching the school's catering category while promoting the delicious food of the hometown and exercising all aspects of the team.

## 2. Market Analysis

### 2.1 Market Demand

With the development of the times, the school cafeteria and the surrounding catering industry are also being upgraded. The categories, tastes, dining environment and so on are all new with Japanese dramas, but most of them are based on the preferences of northern students. Therefore, this project has a different approach. Develop rice noodles and sushi meals that are more popular among southern students.

### 2.2 Target Market

The client's goal of the project is to target the teachers, students and staff of the school and the teachers, students and staff of other schools around.

## **2.3 Market Prospects**

The on-campus restaurant is the only way for students to go to class, and is surrounded by a large number of student residences. More and more people will gather after the promotion is in place. At the same time, our unique cold rice noodles and sushi will be more popular in the summer.

## **2.4 Product or Service Prospects**

In addition to health and safety, the most important thing is the taste and price. The restaurant aims to make delicious rice noodles and sushi, and it is affordable and meets the consumption level of students. Keep up with the trend and launch new products in due course.

## **2.5 SWOT Analysis**

### 1) Advantages

Rice noodles and sushi are not only delicious, but also cost-effective, so the price is very affordable. The team members are all students, familiar with the needs of customers, have a certain amount of passengers, and facilitate publicity.

### 2) Disadvantages

The school is located in the north, there are many students in the north of the school, and there are relatively few students who like to eat rice noodles.

### 3) Opportunity

As the first store in the school to focus on rice noodles and sushi, there are fewer competitors. The categories of store merchandise will also keep pace with the times and be updated in due course.

### 4) Threats

The entry barrier is not high, and it is easy to be emulated in the later stage, so that competitors increase and increase operating pressure.

## **3. Marketing Model**

### **3.1 Product Strategy**

As an inexperienced college student entrepreneur, if you want to enter the burgeoning catering industry, you must choose a category that has certain characteristics and is easy to use. At the same time, southerners prefer rice noodles, but the school lacks relevant stores, so they chose to make and sell rice noodles, as well as sushi that is popular and easy to make.

### **3.2 Pricing Strategy**

Through questionnaires and market research, we have positioned prices that are in line with most students' consumption levels and are relatively affordable while having a certain profit margin.

### **3.3 Location Strategy**

The school cafeteria was chosen as the first-choice place for students to eat and eat, and there was no competition for the same category in the cafeteria.

### **3.4 Promotion Strategy**

For the opening of the sushi free limited-edition tasting activities and rice noodles to give advice to discount activities.

## **4. Risk Expectations**

### **4.1 Market Risk**

The project operates rice noodle sushi in the second dining hall of the college. Every day, fresh ingredients are purchased as raw materials. If the price of raw materials is raised, the cost of raw

materials will be too high, which will result in too little profit. If the price of the food is raised, it may lead to the loss of customers.

#### **4.2 Competitive Risk**

Since the second dining hall of the college where the project is located does not allow the appearance of similar food windows, this project can be used to monopolize the rice noodle sushi in the second dining hall of the college. However, there is still a canteen and a three-restaurant in the college. Because the rice noodle sushi is relatively simple in production, the operating threshold is low. If a new rice noodle sushi window appears, it will bring competitive risks, and the same business may be present outside the school. In the case, there will be greater competition in the management of rice noodle sushi, which in turn will lead to a certain reduction in income.

#### **4.3 Financial Risk**

Expenditure in canteen operations includes the purchase of daily food raw materials, employee salaries, food tools, and the like. When the daily profit does not reach the standard of daily expenditure, the operation will be in a loss state. If the loss is long-term and the business is not profitable, it will lead to difficulties in business operation and may further collapse.

#### **4.4 Management Risk**

In the process of training and operation of employees, there may be problems of improper management, which will adversely affect the operation or business image of the project, which will reduce the customer's good sense of operation of the project, which will lead to the loss of project profit.

#### **4.5 Bankruptcy Countermeasures**

When the project is inevitably bankrupt, the store can be transferred. Through the collection of the deposit of the college cafeteria, the new store will charge the corresponding transfer of the fixed assets when it is settled. If the new store wants to continue to operate the rice noodle and sushi, we can provide relevant training to charge a certain amount of tuition, so as to reduce the loss of the project when it goes bankrupt.

### **5. Summary**

In the school cafeteria, I opened the business window of rice noodle sushi, hoping to add brilliance to my life in the school, so that the college canteen meals have a new variety. Open a new door in the appetite, hope that after the emergence of our rice noodle sushi, there will be more food in the college. At the same time, being able to carry out this project at university can make us gain a lot. First of all, this project will increase our income. Secondly, this project will increase personal abilities. The improvement in terms of sales, whether in terms of sales, or in terms of human life. At the same time, we also hope that after we carry out this project, more students can do the same things as we do in the university, improve themselves and gain, and in the future, our new era of college students, it will definitely make our life full of vigor and beauty.

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