

## Café Fresh: Is It Really Fresh?

**Prof. Snehal Phatak**

Assistant Professor, Acropolis Faculty of Management and Research, Indore

**Abstract:** *This case is about the experience of an MBA student with respect to the college canteen. It mentions the diverse aspects of marketing based on the perspective of customers and owner of the business. After analyzing the case, the students will be able to understand the holistic marketing approach and application of research tools for better decision making.*

Shreya, an MBA final year student, was sitting in the college canteen with her friends cherishing the memories of the past two years. She felt nostalgic and remembered the good old times spent there. Their discussion gradually shifted towards the experience of the canteen they had so far. While their discussion, she thought that despite having so many good memories of the canteen, still most of them were grumbling. Being a management student, she thought to use her analytical skills to discover the underlying reasons.

She started with the brainstorming to analyze the underlying problems and thought of asking questions to the students, employees of the institute and the owner of the canteen to understand their perspectives. Firstly she framed some questions based on customer satisfaction, quality and quantity of food, timely availability, hygiene and overall experience and image of the canteen to the students and staff of the institute to understand their mindset.

The table below shows the statistics for the same:

Variables	Students Perspective	Staff Perspective
Quality of food	2	3
Quantity of food	4	4
Variety	3	4
Timely availability	2	3
Hygiene	2	2
Ambience	4	3
Satisfaction	2	3
Behaviour of Canteen staff	2	4
Value for money	4	4
Cashless payment options	1	3

\* scaling done on five point likert scale from 1 to 5 (Strongly agree - 5, agree - 4, neutral - 3, disagree - 2, and strongly disagree -1)

Table 1

After understanding the customers perspective, she decided to converse with the owner of the canteen to understand his viewpoint. According to him, he started this venture six months back, with the intention of opening a café providing snacks and beverages only. Considering the students requirement, later on he extended it into a canteen because the parents of outstation students were willing to have a provision of complete and healthy meal for their wards. Therefore he introduced a simple menu for snacks and lunch at an affordable price to cater the student's crowd. Due to lack of resources, the canteen is offering limited cold beverages such as butter milk and lassi and he is unable to stock the different range of cold beverages. Considering the feedback of students, he is planning to expand the variety of snacks and cold beverages.

He feels that the ambience of the canteen is quite pleasant and appeals to students which lead them to spend more time there. He even introduced cashless payment options but sometimes unable to provide this service due to unavailability of the concerned person. The canteen receives an average of 250 customers per day during the regular working days which leads to substantial earnings. He also mentioned about the low footfall during the examination of the students which leads to low revenue generation.

After understanding both the sides, Shreya was thinking of the changes to be done with respect to satisfaction, value for money, image and services.

QUESTIONS FOR DISCUSSION

- ✓ What aspects of marketing are highlighted in the case?
- ✓ Analyze the given table and explain the student and staff perspective?
- ✓ Assume yourself to be the canteen owner, what measures will you consider to cater and satisfy the customers?
- ✓ Suggest any other research tool which can be used by Shreya for analyzing the problem?

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