



Fiesta Flavors

Richa Basarkar, Lydia Constantine, Ashley DeMoss, Sonya Dhussa, and Shea Fitzgerald

“Food with *flavor*”

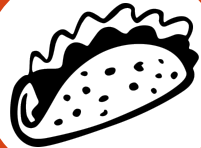
Profile

Target customer:

- Location outside of Taft Van Doren
- Students leaving the ARC, BIF, Armory, Law Building, and SCD
- Freshmen and sophomores living in the six pack
- Students in a rush who do not have the time to go wait in long lines before an event, meeting or class at food locations on Green Street

Type of food

- Chipotle-style food
- Limited menu includes: burritos, bowls, tacos, quesadillas



Competitive Positioning



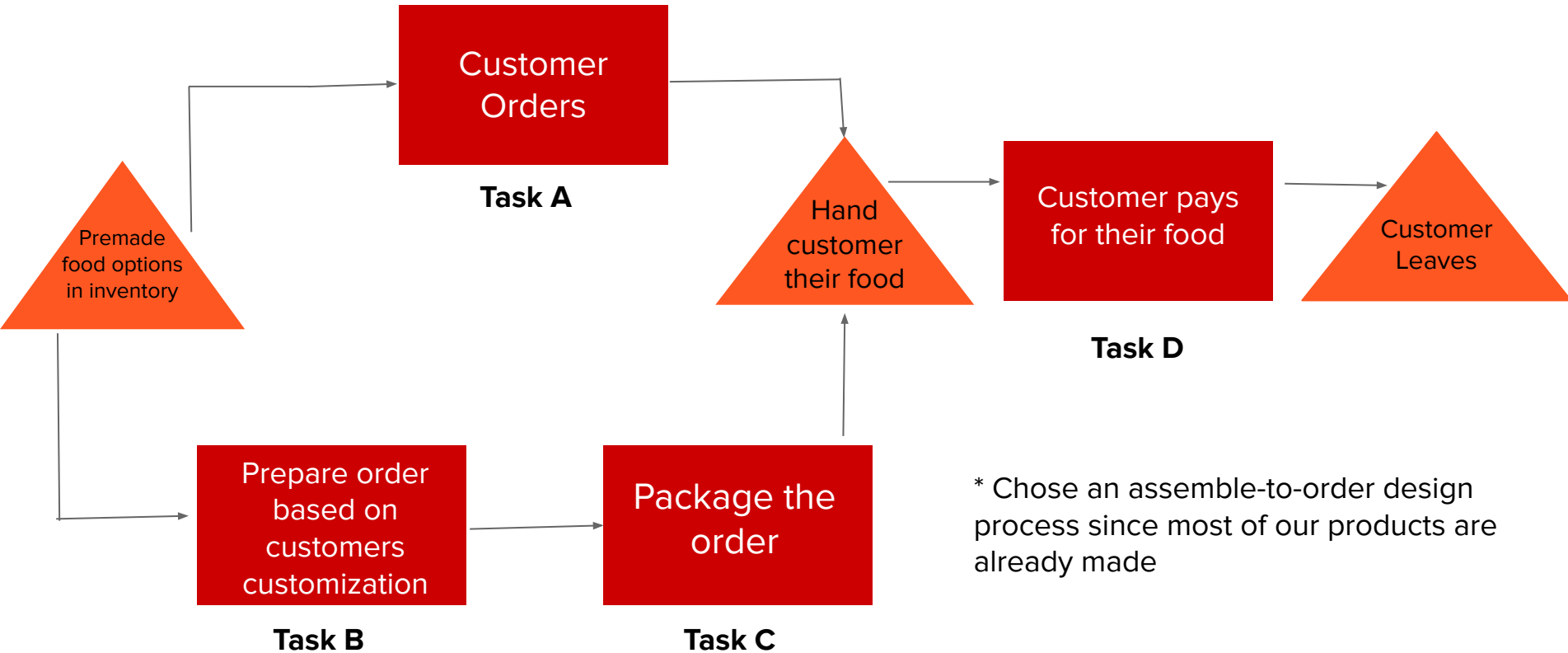
Main Competitors:

- Ike Dining Hall and 57 - students may feel wasteful spending money at a food truck instead of using their designated meal plan, but that only refers to freshman
- Maize food truck - relocates so it is sometimes hard to predict its location from time to time; similar food
- Jitters Cafe and Cafe Kopi

Order Winners:

- Customization/flexibility, quick production, low cost

Flow Diagram



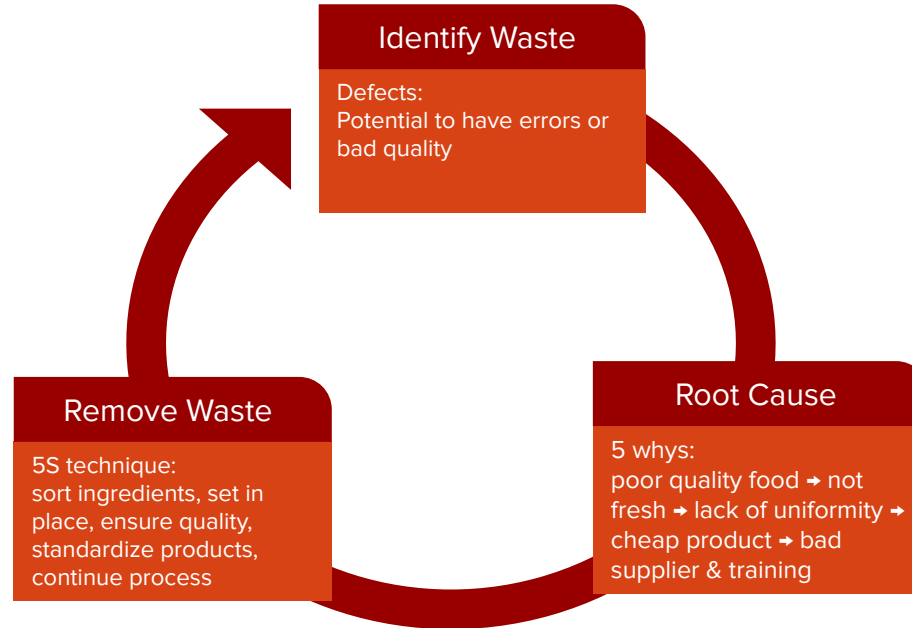
Forecasting plans for different demand situations

- Rush hour demand (Illinois Student Services) versus non-rush hour demand (Illinois Student Services) changes staffing + ingredient preparation
- Less demand = emphasis on providing the best service to encourage positive reviews about the truck
- Identifying bottlenecks in food preparation and standardize it in order to meet demand
- Compare it to other Mexican style food-trucks in Texas and see how we can use their demand/sales to predict our own
- Moving average method - focused on success in the long term/establishing the brand

<https://illinois.edu/students/>

Quality Management Strategy

Lean Systems and Lean Thinking



Kanban:



Quality Management Strategy

Quality Control

- Definition of quality: intersection of customer satisfaction and maintaining standards
- Consistently take customer feedback and conduct internal assessments for health standards
- Quality norms: having routinely inspections, measuring food production times, keeping products consistent
- Process control charts to account for any mistakes and determine points of improvement

- Measuring food production times can determine things like standard deviations, averages & find defects in our assembly line in hopes to lower the impact of quality errors
- Daily internal inspections, monthly state inspections, and reliable suppliers to maintain good standards affordable prices for customers
- Control costs: negotiating supply prices
- Failure costs: having warranty/R&M for the truck

Inventory Management Plan

01

Perishable Raw Materials



Meat, Dairy, Fresh Vegetables

02

Non-Perishable Raw Materials



Beans, Rice, Spices, Supplies

03

How we will manage inventory



Keeping perishable foods at specific temperatures to prevent spoilage and checking food temperature every hour.

04

Data needed for better inventory management



How other similar food trucks manage their perishable foods and keep it fresh for different waves of customer demand.

05

Reasons for carrying more/less inventory



Provide the demand required for a food truck on a college campus



Less inventory would provide fresher food but at a higher cost overall.



Prioritize carrying more inventory in order to meet demand

Inventory Management Plan: Continued

06	How we will decide how much/when to order	→ Count inventory every night and order supplies based on how popular each product is
07	Raw materials that are critical for inventory management	→ Meat and dairy products that are included in almost all of our menu items
08	Continuous or periodic inventory management system? Why?	→ Periodic inventory → customers order smaller quantities than a normal restaurant
09	Factors impacting safety stock	→ Temperature, Power shortage
10	Target service level and why	→ 91% service level → our goal is to make \$600 dollars per day and each item is around \$10 so that would be 60 items sold. → demand during rush hour we will probably miss around 6 customers. $(60/66) = 91\%$

Supplier Choice and Coordination Plan

Supply Distribution and Root

- Get all ingredients from County Market and other farmers markets
- Emphasize the value of home-grown food
- Trust these locations to provide us high quality ingredients
- Get ingredients from places within estimated 5 miles distance

Risks in the supply chain

- Wrong supplier may lead to unsafe food
- Improper food cooking preparation
- Loc resources may not have as much variety as retailers
- Potential quality issues with mishandling of delivery

Eliminating impact of risks

- Ensuring we choose trusted suppliers to limit our risk
- Having a quality inspection standard when deliveries arrive to prevent issues
- Building relationships with our suppliers to maintain trust

Sources

“10 Tips for Running a Food Truck.” *Business News Daily*,
<https://www.businessnewsdaily.com/8595-food-truck-tips.html>.

Questions?