

## Research on the "DIY" Innovation Mode of College Students' Self-service Kitchen

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### Abstract

The "DIY" innovative self-service kitchen for college students, on the basis of sufficient research, fully grasps the consumption psychology and habits of college students, and builds a practical self-service kitchen development plan. The project is in line with the state's advocacy of enriching college students' spare time, mastering certain labor skills, meeting the needs of college students' experience consumption, and at the same time driving the upgrading and development of the catering industry. The project has a fully equipped kitchen and is equipped with a comfortable dining unit. It is suitable for weekend roommate gatherings, class reunions, and couples to make delicious food. If there is a need in the process of making food for a dinner party, we will provide professional cooking guidance. We have rich practical experience in project management, are responsible for publicizing services such as order taking, and can ensure the implementation of food safety and disinfection measures in terms of internal hygiene and safety.

### Keywords

Self-service Kitchen; DIY Innovation; College Students'.

### 1. Background of the Project

With the continuous improvement of living standards, college students across the country have higher and higher requirements for "eating". In the new business era, people's consumption preferences are gradually changing from the principle of thrift to the principle of happiness. Everyone pays more attention to the experience and feeling of the process, and pays more attention to showing individual consumption. Moreover, compared with high school life, college students have more leisure time, and they have more time to try things they have not done in order to find novelty. It is understood that our city has not yet formed a large-scale operation of self-service kitchens, and self-service kitchens are rarely seen nationwide. However, the self-service kitchens we have launched are an emerging industry, which can solve the dependence of college students on takeout, it can also prevent college students from getting sick due to unsafe take-out food. At present, the number of college students in school is growing rapidly, and the consumption level is also increasing. According to the data from the National Bureau of Statistics, in 2020, the number of undergraduate and junior college students in the school will be 32,852,948, and the number of enrolled students will be 9,674,518. College students in the new era have their own requirements for quality of life and diet. Usually eating in the cafeteria, ordering take-out and going to restaurants to eat is relatively simple, and will get tired of eating. So, we have the idea of DIY cooking. However, most dormitories prohibit high-power electrical appliances, which are unsafe and unsanitary. At this time, a self-service kitchen is necessary. On

the one hand, the self-service kitchen can save some living expenses, enrich our diet, and enhance our cooking skills. On the other hand, we can make ingredients with classmates and roommates to enrich our university life. College students are generally curious and want to try new things. Moreover, according to the survey, the self-service kitchen market for college students is now in its infancy, and only a few cities have experience stores. At the same time, with the popularity of the mobile Internet, online order-taking and online transactions have become fast and reliable, and it also provides convenience and operability for college students' self-service kitchen projects. In conclusion, the self-service kitchen for college students has a very good market prospect.

## **2. Research Status and Development Trends at Home and Abroad**

The current development of foreign self-service DIY kitchens is often aimed at specific consumer groups (such as college students), not only providing food, but also providing services with a special cultural theme. The restaurant is decorated around this theme in the environment, and even the food is matched with it, creating a special atmosphere, allowing customers to find a new feeling of eating in a certain situational experience. Therefore, self-service DIY kitchens are still very popular abroad. It is not only favored by college students, but also recognized by the public. Compared with foreign countries, the development of domestic self-service DIY kitchens is not so extensive. Self-service kitchens only appear in cities such as Yantai and Wenzhou. Therefore, its development has not been vigorously promoted, but this does not mean that its development prospects are not optimistic. Through domestic and foreign research, it can be seen that the emerging industry of self-service kitchen has been highly valued by the government and even the country. It can be said that this is a good opportunity. As long as we seize this opportunity, it can not only enrich our lives, but also further promote the country's economic development. So, I believe that its development will definitely reach a higher level and stand on its own height.

## **3. Research Significance and its Theoretical and Practical Significance**

The catering industry is of great significance to my country's economic development and the improvement of people's living standards. As a new type of catering model, college students' self-service kitchen has breakthrough significance for the transformation and upgrading of traditional industry models. Studying the new type of catering industry will effectively relieve the employment pressure in my country and help promote the rapid and harmonious development of my country's economy and society. At present, for a period of time in the future, the employment situation in my country is still severe and the pressure on employment is still huge. As a traditional industry in the tertiary industry, the catering industry is labor-intensive and has a great ability to absorb labor. In recent years, the school has actively responded to the "Mass Entrepreneurship, Mass Innovation" policy proposed by the state to support young people's innovation and entrepreneurship. The preferential policies given by the state involve financing, business opening, taxation, entrepreneurial training, entrepreneurial guidance and many other aspects. Not only can we get policy support from the national side, but also on the enterprise side. With the continuous development of society, enterprises are becoming more and more aware of the vitality and creativity of college students, and gradually many enterprises invest in or cooperate with colleges and universities, forming a new industrial model combining production, learning and research. Under the model, more aspiring young people have the opportunity to show their talents in innovation and entrepreneurship, creating entrepreneurial miracles one by one. With the joint support of the government and enterprises, these policies have created more possibilities for the implementation of the project. The biggest innovation of the self-service kitchen is that it allows customers to practice by themselves and

exercise their own hands-on ability. Challenge yourself to go beyond yourself and have a different kind of fun. Innovation is the trend of the times. The innovation of the catering industry is also a manifestation of conforming to the trend. What is lacking for the country is a new type of catering mode with innovative consciousness, and what is lacking is a new type of catering mode and form with innovation. What is lacking is a catering company that can bring a different kind to the public. Our self-service kitchen DIY mode of small and micro independent enterprises is full of creativity and novel in form, which is more in line with the preferences and living habits of today's young people, and also fills the gap in the market, adding new blood and vitality to the catering industry. The catering industry is also a reference. With the support of national policies, the help of corporate funds, and the cooperation of schools, we believe that the DIY mode of self-service kitchens for college students will surely usher in its own spring.

## 4. Market Analysis

### 4.1. Market Positioning

The difference between the company's services and other catering and entertainment projects is manifested in two aspects. First, our company does not provide ready-made food, but provides food raw materials, allowing customers to cook the food they want by themselves; second, our company provides food. The joyful experience of sharing the fruits of your labor with friends and family that no ordinary restaurant can provide, and we strive to create that experience. Therefore, we propose the following two positions.

(1) Catering industry positioning: meet the needs of food, provide customers with professional kitchen facilities, so that customers can make their own favorite things, and can experience the fun of it.

(2) Positioning of the entertainment industry: to meet a new consumer psychological demand, to become a new place for leisure, entertainment and making friends that customers like, and to become a symbol of health, creativity, culture and even new life concepts.

### 4.2. Target Market

In 2021, there will be 3,012 institutions of higher learning across the country, including 1,238 general undergraduate schools, 32 undergraduate-level vocational schools, 1,486 higher vocational (specialist) schools, and 256 adult institutions of higher learning. The total number of students in various forms of higher education is 44.3 million, and the gross enrollment rate of higher education is 57.8%. A total of 10,013,200 students were enrolled in general and vocational colleges nationwide, including 4,446,000 general undergraduate students, 41,400 vocational undergraduate students, and 5,525,800 higher vocational (specialist) students. There are 34,961,300 students in general and vocational colleges nationwide, including 18,931,000 general undergraduate students; 129,300 vocational undergraduate students; and 15,901,000 vocational (specialist) students. A total of 1.1765 million graduate students were enrolled nationwide. Among them, 125,800 doctoral students and 1,050,700 master students are enrolled. There are 3.3324 million postgraduate students. Among them, there are 509,500 doctoral students and 2,822,900 master students.

According to the survey, at least 20%-30% of college students are from other provinces, that is to say, there will be at least 10-14 million students from all over the country far from their hometowns, which leads to the possibility that they may not be able to taste the taste of their hometown in daily life. "College self-service kitchen project" is already a huge market, which does not include those students who like to cook by themselves because of their hobbies, which means that the market for our project will be even larger.

Since this type of project is not common in the market at present, once our project is launched, it may be the only one. As long as we have a good reputation, the benefits will be very

considerable. Therefore, we believe that the "college student self-service kitchen" project is highly feasible

### **4.3. Market Research**

In order to better understand our customers, we have conducted market research, and based on the research, we have formulated corresponding measures.

According to our preliminary plan, we will distribute to college students, using the overall sampling method, and in accordance with the principle of combining scientificity and operability, we will classify the target population by gender and stratify by grade. The classification of college students we target is relatively uniform, which helps us measure market prospects.

## **5. Project Innovation and Feasibility Analysis**

### **5.1. Innovation Points and Project Characteristics**

Innovation point: to create experience-based, personalized and cultural special services in the catering industry

Project features: The self-service kitchen is different from traditional restaurants. It pays more attention to the sense of participation. It is not only a kind of food, but also a kind of cultural and entertainment activities. It is a place for people to socialize and entertain. The project takes college students as the main market consumer group, and the operation and management also involve college students. In essence, the self-service kitchen is an innovative model that simplifies, experiential and independent of catering. Self-service kitchens provide college students with personalized, differentiated, and culturally special services. Through the self-service kitchen, college students can eat their own dishes, improve their kitchen skills, and enrich their college life.

### **5.2. Feasibility Analysis**

Advantage;

(1) There are fewer similar services and less competition

The market share of self-service kitchens is small, and there is no strong competition in China. At the same time, the rapid development of the Internet provides an opportunity for the progress of self-service kitchens, which will make more people understand the project of self-service kitchens. The market lacks novel DIY models. And the current university catering model is single, under this background, our self-service kitchen has a good development prospect.

(2) Students rarely enter the kitchen; the service has a strong sense of experience and is very attractive to the student group

Many students are accustomed to the three-point-one-line lifestyle. Self-service kitchens can bring a sense of freshness. The problem of diet in the university cafeteria has been criticized all the time. The low quality of the university diet is an important problem. It only meets the needs of students. However, the quality is far from meeting the requirements of the students. Many students complain about the school's cafeteria, which is rarely really welcomed by students, and the self-help form allows students to cook according to their own wishes and enrich students' after-school life.

(3) Strategic location and convenient transportation

The site is located in a university town, surrounded by colleges and universities, with abundant customer sources. There are supermarkets, farmers markets, etc. nearby, which facilitates the procurement of ingredients and reduces costs.

(4) Unique in the service industry, only the homestay has an alternative relationship, but the self-service kitchen has a price advantage

It has advantages in the tertiary industry. There are few domestic related services and competition. There is no need to worry too much about industry pressure. Compared with restaurants, the whole process is completely dominated by consumers, which is more transparent, food safety is guaranteed, and the price is lower than that of finished dishes. As far as homestays are concerned, they provide more services, and the price will increase accordingly. It does not have an advantage in terms of price, because the spending power of college students is still relatively low. If it is only for the experience effect, the self-service kitchen is a Very good choice.

Disadvantage:

(1) There are few domestic related industries, and there is a lack of experience that can be used for reference

According to the survey, the self-service kitchen market for college students is now in its infancy, and only a few cities have experience stores. Therefore, we do not have much experience to learn from, so we can only explore. The best choice at present is to learn the way of homestay. There are similarities between the two, but they cannot be generalized, and there must be differences.

(2) Small scale and few manpower, safety and hygiene issues have become a major challenge. The team is full of college students, lacks social experience, and can raise less funds. It is difficult to start a business in the early stage. It can only start from a small scale, and it is impossible to hire enough employees. Only members of the team can manage and perform daily operations. The most important thing in the catering industry is hygiene, so how to deal with hygiene is a difficult problem. There is also the problem of changing the business model. Manpower and funds are very tight. If you want to change to a restaurant to operate in the off-season, these two problems will also become limiting factors.

(3) There is only a single catering service and a single profit model

Self-service kitchens have not been widely accepted, and people know less about it. When they first entered, they could only rely on charging service fees to make profits. The income was low, and the operation was difficult. At the same time, there are many tertiary industries in the surrounding areas, and the competition is fierce. With limited resources, it is very difficult to attract tourists in the existing tertiary industry market. At the same time, they are mainly college students. The source of customers is greatly affected by time. The off-season is long, and the cost of converting to restaurant operation is high.

(4) In some time periods, the number of customers declined

Most of the customers near the university town are college students. During workdays and during winter and summer vacations, the number of customers will decrease, and the profit and income will decrease, which is a challenge for the operation of the self-service kitchen.

Chance:

(1) College students have a lot of spare time and have a certain spending power

College students are also an important consumer group. We must pay full attention to the role of this group. They have a strong ability to accept new things and are willing to try. At the same time, under their consumption concept, they dare to consume, which is an important source of customers for self-service kitchens.

(2) The rapid development of the Internet

The rapid popularization of the Internet has provided an opportunity for the development of self-service kitchens. The Internet not only expands the influence of publicity and reduces costs, but also serves as a service platform for self-service kitchens. Relying on the network, can be conducive to business.

(3) National policies to encourage entrepreneurship

The current employment pressure is high, and the state encourages college students to start their own businesses. In order to support college students' entrepreneurship, the state and governments at all levels have issued many preferential policies, involving financing, business opening, taxation, entrepreneurial training, entrepreneurial guidance and many other aspects. Receive support in registration, loan financing, tax relief, entrepreneurial services, etc.

threaten:

(1) Insufficient popularity in the early stage of the business

It is normal that the popularity is not enough when starting a business, but there are only a handful of offline experience stores for self-service kitchens in China, and many people do not understand it. Self-service kitchens provide novel services, and some people may simply feel that they spend money to cook their own meals. Therefore, there is no fixed source of customers, and it is particularly difficult to attract the first batch of customers.

(2) There are more potential entrants

At present, there is no established business model of self-service kitchen for college students in the market, and there is little competition in the same industry. Flexibility and randomness. These characteristics determine that there may be other potential entrants. Although there are risks in entering the market at this time, the opportunities far outweigh the risks, and there may be a large influx of peers.

(3) Competing with some industries in the tertiary industry

Self-service kitchens provide space for customers to experience cooking on their own, which is similar to homestays, and homestays have already entered the market, and their customer base and popularity far exceed self-service kitchens. In addition, the transition to a restaurant in the off-season also faces huge challenges. There are many fast-food restaurants near the university town, and the competition pressure is high.

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