

SWOT Analysis of Shared Kitchen in Colleges and Universities

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Abstract

Based on the SWOT analysis, this article discusses the development status of shared kitchens in colleges and universities from four perspectives. They are advantage analysis, disadvantage analysis, opportunity analysis, and threat analysis. In view of the above analysis, the article also puts forward some targeted suggestions and countermeasures to make the shared kitchen in colleges and universities more feasible.

Keywords

Colleges and Universities; Shared Kitchen; SWOT Analysis.

1. Introduction

In recent years, the word sharing has been put forward as one of the five development concepts, which has attracted much attention among the general public, and the sharing economy has gradually become familiar. In the book *Sharing Economy: Reconstructing Future Business Models*, Robin Chase summarized the sharing economy into three theoretical points which contain excess capacity, shared platform and everyone's participation[1]. With the explosive development of the sharing economy model, shared kitchens in colleges and universities came into being. The shared kitchen in colleges and universities is a project to realize the effective use of idle kitchens in colleges and universities, and it is one of the more detailed manifestations of the sharing economy model. The project combines the campus O2O operation model of online reservation + offline service, and takes advantage of college students' pursuit of personalized life and curiosity about new things. The vigorous development of today's third-party platforms has also boosted the development and operation of shared kitchens in colleges and universities. Therefore, this article will conduct a SWOT analysis on the theme of shared kitchens in colleges and universities.

2. SWOT Analysis of Shared Kitchen in the Universities

2.1. Advantage Analysis

The change of concept makes it possible for colleges and universities to share kitchens. In the context of increasing productivity, products are produced in batches, and people have more and more idle goods. Therefore, they hope to integrate idle resources in exchange for a certain monetary return, so as to turn the "exchange economy" centered on products to the "sharing economy" centered on idle resources[2]. Therefore, people generally have a concept of sharing. With the promotion of the concept of sharing, people are willing to accept the new mode of temporarily transferring the right to use the shared kitchen in colleges and universities. College shared kitchen is an online-offline operation mode. It adjusts offline services according to online information and analyzes customers online according to offline content. Online and offline complement each other. In the shared kitchen of colleges and universities, college students have the right to use all the ingredients and tools in the kitchen at will. However, it does not have the power to rent and transfer. This caters to the

psychology of college students who want to rent a shared kitchen temporarily to make a delicious meal for themselves.

The recognition of the market enables the implementation of shared kitchen in colleges and universities. Firstly, taking a university as an example, we conducted a questionnaire survey on college shared kitchen for students of different majors, grades and genders, and got 79 feedback. According to the survey, 68.4% of the students like cooking but have no cooking conditions. 96.2% of the students hope to cook with friends and lovers to enjoy the fun. 97.1% of the students think that sharing the kitchen in colleges and universities can enjoy the fun of independent cooking. It can be seen from the data that the sharing the kitchen project in colleges and universities has been recognized by many students. Secondly, the junior students carried out the shared kitchen project. The students praised it in the comment area and were eager to spend the shared kitchen project at home. It can be seen that the shared kitchen can be favored by most students and have the market in some schools. Many students believe that cooking in the shared kitchen can improve the taste of life, meet the needs of school students for delicious food, and have creativity and market prospects. And with the continuous progress of society, in order to meet the needs of society, college students should not only have rich professional knowledge, but also have personal self-care and independent ability. College shared kitchen can provide students with a platform to learn to cook and improve their self-care ability. Low consumption cost makes it easier for students to accept. First of all, the University shared kitchen directly uses the Internet platform to pay the reservation fee online, and there is no excess handling fee. Only a small number of employees are needed offline to ensure the safety of electricity and gas in the shared kitchen, which greatly reduces the labor cost, so it can ensure that the price of shared kitchen in colleges and universities is very reasonable. Secondly, colleges and universities share their own kitchens and do not need high franchise fees. Taking a franchise store as an example, its franchise fee is high, so the price of dishes is high, but the University shared kitchen saves the franchise fee, so it is more qualified to provide students with high-quality and low-cost dishes. In addition, students can prepare their own ingredients and cook in the shared kitchen of colleges and universities. They only need to pay the time fee, which reduces the expenses of students when eating, so it is more acceptable to students.

Big data realizes precision marketing. Students have many consumption records and have different preferences for dishes. It is difficult to collect and use effective information, but big data can professionally process these meaningful data and effectively obtain, store, manage and analyze student consumption records. Thus, we can establish a personalized customer communication service system online, accurately locate the needs of each customer, accurately advertising content, and finally realize the accurate marketing of shared kitchens in colleges and universities.

2.2. Disadvantage Analysis

User stickiness is low. Considering the quality of food materials in the shared kitchen and the safety of online capital transactions, it is difficult for customers to trust the university sharing platform, so their user stickiness is low. Many students cook in the university shared kitchen just out of curiosity. Once the freshness disappears, it is difficult to go to the University shared kitchen again. In addition, cooking is a complex and boring process. It will be fun to try once in a while, but it will not be used for a long time. Most students prefer the meals prepared in the canteen, and its user stickiness is relatively low.

The capital chain is easy to break. Firstly, the operating cost of shared kitchens in colleges and universities is relatively high, such as high price ovens, microwave ovens, stoves and other basic equipment. Secondly, the cost of early publicity and store decoration are relatively high. There are food materials, spices and other costs. In contrast, the interest chain of University shared

kitchen is relatively monotonous. It can only charge rental fees and charge the price difference of food materials by calculating the time. This monotonous profit model is easy to cause a shortage of funds in University shared kitchen, which is likely to affect the normal operation of University shared kitchen.

2.3. Opportunity Analysis

Keep up with the trend of environmental protection. With the rapid development of social economy, people pay more and more attention to the importance of environmental protection, which has become a trend. As the future of society, college students are the main force of this trend. While improving their quality of life, they also emphasize the improvement of the efficiency of using natural resources, environmental protection and sustainable economic and social development. Sharing the kitchen in colleges and universities is one of the ways to realize the concept of sustainable development. It not only reduces the waste of food in colleges and universities, but also promotes the optimal allocation of kitchen resources in colleges and universities. It conforms to the new business model of the concept of green development and largely responds to the concept of green environmental protection of contemporary college students.

Meet the needs of the times for compound talents. Under the catalysis of the new era, science and technology are changing with each passing day and society is developing rapidly, which puts forward higher requirements for contemporary college students. In order to meet the needs of the times for compound talents, college students should not only have higher professional skills, but also constantly improve their comprehensive quality and have the ability of self-care and independence. However, shared kitchens in colleges and universities require users to cook by themselves, and keep learning and making progress in the cooking process. To a certain extent, it exercises users' hands-on ability and lays a good life foundation for entering the society in the future.

The market demand brings opportunities for the development of shared kitchens in colleges and universities. The blowout development of take-out market not only brings opportunities for take-out training, take-out operation and other projects, but also stimulates the development of shared kitchens in colleges and universities. Many college students want to cook by themselves after they are tired of canteens and take-outs, but they are limited by various objective conditions. However, sharing kitchens in colleges and universities can provide a favorable and safe cooking environment for everyone. The recycling of kitchen resources in colleges and universities has greatly reduced the expenses brought by students' own cooking, and there is no need to worry about electricity safety while enjoying cooking pleasure. Therefore, the majority of students are very optimistic about the development of shared kitchens in colleges and universities.

2.4. Threat Analysis

User privacy is at risk of leakage. In order to achieve accurate marketing to customers, the shared kitchen in colleges and universities adopts the online-offline operation mode. Online operations use big data to record each customer's information and preferences, and record a large amount of user activity data and privacy in the process of real-time resource allocation. At present, the team members of shared kitchens in colleges and universities are all students, and all aspects of technology are not perfect, which leads to the risk of user information privacy leakage.

Lack of supervision and punishment mechanism. Although the sharing economy is in a period of vigorous development, the market has not yet formed a complete regulatory system. The supervision of sharing economy in colleges and universities is very vague, which leads to the fact that the supervision area of sharing kitchen in colleges and universities is also in a white

and gray area. Its safety is questioned, and it is difficult to gain the trust of the majority of students. In addition, there is no corresponding disciplinary mechanism for sharing kitchens in colleges and universities, and there are no corresponding regulations for students. Moral constraints alone are far from enough. At present, although the quality of college students is generally high, it is not excluded that some students have a weak sense of sharing, and make behaviors of destroying or occupying the public resources of the shared kitchen.

3. Suggestions and Countermeasures for Sharing Kitchens in Colleges and Universities

Extending the interest chain of shared kitchens in colleges and universities. Firstly, act as an information portal for other offline shops, hotels, hotels, e-commerce platforms, etc., or cooperate with school associations to hold some collective activities related to cooking. After the shared kitchen project in colleges and universities has a certain amount of traffic, other businesses can be allowed to advertise on the platform, so that it can expand its business scope and increase its revenue sources. Secondly, carry out cooking teaching training courses. Operators receive a certain fee through teaching and training, and get a certain income. On the one hand, it can meet the needs of users who want to improve cooking skills, on the other hand, it can make full use of the resources of shared kitchens in colleges and universities [3].

Strengthen credit system and information security construction. Operators can seek the help of network technology professionals to strengthen the background detection of shared kitchen platform in colleges and universities, and ensure the information security of users. At the same time, cooperating with schools to establish students' credit status can be publicly checked and verified, which improves the credibility of shared kitchen operators in colleges and universities to some extent. And with the help of professionals, the latest encryption technology is adopted for the shared kitchen platform in colleges and universities to ensure the information and privacy security of platform users to the greatest extent.

Constantly improve infrastructure construction. Firstly, all kinds of equipment such as kitchen utensils in shared kitchens in colleges and universities should be complete and perfect to provide students with all kinds of services. Secondly, the interior decoration of the store is modern and novel, providing students with an excellent cooking environment. Finally, make accurate analysis of users, continuously improve them, meet their diverse needs and increase their stickiness.

Establish a sound supervision system and disciplinary mechanism. Schools should improve the regulations on sharing economy supervision, strengthen the management and supervision of shared kitchens in colleges and universities by adopting effective supervision and system guidance, and guide the shared kitchens in colleges and universities to the fast lane of healthy development. At the same time, a set of perfect disciplinary mechanism should be formed to improve students' awareness of sharing and standardize users' behavior.

4. Conclusion

Aiming at the SWOT analysis of shared kitchens in colleges and universities, this paper analyzes the advantages from the consumption patterns of users, market conditions and Internet technology, analyzes the disadvantages from the perspectives of users and funds, and analyzes opportunities from three aspects: green environmental protection, talent training and market demand. Analysis, threat analysis from two aspects of user privacy and regulatory system. In response to the analysis results, the author puts forward corresponding optimization strategies for shared kitchens in colleges and universities from the aspects of interest chain, credit security, perfect facilities, and supervision system. In the future, although shared kitchens in

colleges and universities will also face other opportunities and challenges, as long as users are the first goal and seize every opportunity, they can stand out in the "sharing" thought craze.

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