

## [SV 4] CAFETERIA FOOD SUPPLY CHAIN IN UNIVESITI UTARA MALAYSIA

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### ABSTRACT

*The purpose of the research is to identify a food supply chain in Universiti Utara Malaysia cafeteria. Supply chain means a link between a factory and its supplier to produce a product or service. The systematic of the process food at large area are most important thinks. This is because, food once of needed in human living. The research is focusing on the cafeteria in University Utara Malaysia. The methodology of the research is qualitative method that is inquiring employed of marketing research include in-depth interviews with individuals and it is also can be in-context observation. In this research, qualitative is more relevant because the flow on supply chain from starting until the end can be explain by top manager. The findings of the research is to ensuring adequate food can be provided to students in a day, identify the demand and the requirements in accordance with the taste of food according to the students taste and identify improvements needed to strengthen the provision of food services to students.*

**Keywords:** *supply chain, qualitative, cafeteria, Universiti Utara Malaysia*

### INTRDUCTION

Interest and desire of the University Utara Malaysia to ensure the supply of adequate food. In addition, the university also will ensure they operate smoothly food at the best level of quality to students and civil servants are on campus. According to official Malaysia Students Web page, the number of current students of Universiti Utara Malaysia is around 30670 students that study at the undergraduate and postgraduate. Accordingly, to realize that in order to run smoothly, it is one of the efforts need to be implemented is a systematic management of the food chain in the cafeteria. Problem statement from every department in cafeteria is a valuable and important information so that the university can figure out a solution to ensure a satisfactory service to the students. With that information, a more systematic planning can be carried out in a planned and provides food service preparation has gone well.

According to Rhonda and Robert (1999), definitions that describe the supply chain is process from raw materials to semi-finished goods or finished goods to the end user that involves the entire supplier, the company and every function within and outside the company enables the value chain to provide products and service to final customers. Satisfaction for the end user which represents the interests of students and the goals of each cafeteria. Several studies conducted pretext to identify the characteristics and needs of students in the selection of food. This is because, the students at University Utara Malaysia is divided into a variety of nationalities and religions such as Malay,

Chinese, Indian and several number of foreign students who have different tastes with staple food in Malaysia.

Referring to the portal website Universiti Utara Malaysia (2016), there were 14 student residence halls (DPP) which cover the whole of a total of 30670 students and each hall accommodation provides its own cafeteria excluding others who are in university. This figure is very large and is expected to continue to rise in the following years. Therefore, the cafeteria should ensure an adequate supply of raw materials so as not to cut off food supplies to students. Increasing influx of new students into Universiti Utara Malaysia every year cast doubt on the university's ability to accommodate any number of cafeteria food to students. The quality of the food is also very important to be aware of how the delivery of quality raw materials so that the food is not contaminated. The preparation of food should also be taken seriously because the time is not the same diet all students, especially students who often eat late at night. Thus, information from students much needed as a reference in determining the best food supply chain must be done.

## **LITERATURE REVIEW**

Most of the successful company in every factory such as food industries, automobile factory, manufacturing factory, digital factory and others came from their specific and systematic of supply chain. For example, Apple Inc. are the biggest and dominant company around the world for four-year research by Stan Aronow, vice president, Supply Chain Research (2016). The reason why supply chain need to be as specific as can because their process is very detail because have many department and line-work involve. Every part or stage will produce a perfect work to make sure the product is good to continue in next production.

They need to separate in every part or stage in processing their product to get a great and perfect output. In other hand, their system must at high processing to make sure their computer program is systematic so that can be easily manage their production well. All of this, must follow by their top manager how to run their business based on their professional engineer. The process of supply chain management is from manufacture operations, purchasing, transportation and last physical distribution to customer and all of this must reconnect each other to make sure it is in their progress. Martin Christopher (2011, p.2) describes a supply chain as the builds a seeks and framework to make some achievement co-ordination and linkage between the processes of other entities in the management. For example, suppliers and customers with the company organization. The goal of supply chain management is to reduce the existing the buffet of inventory that have been between an organization in a chain by sharing the information on stock and demand. Supply chain management are focusing on recognition, co-operation and trust so that it can manage nicely and become much better and bigger than the sum of it is part. Besides that, the management department also in order to getting higher profit outcomes throw all party in the chain. When talk about supply chain, time once of the importing things that must take seriously on it. This is because, the customer will continue buying from supplier based on the time accurate when supply the product. Moreover, the type of product that cannot be hold for long-lasting such as food. Food are needed in human life, and without eat we can die. Type of food also important things because nowadays, human easily get a sick from unknow

food that they eat in day. The pyramid of food has been classified the way on how to eat healthy and that is a basic human routine. The advantage is on how quality of food that supplier can guarantee can maintain until customer.

Samir Dani (2015) have been list out the actors in a food supply chain in their research that is food producer, food processor and distributor. For the food producer, increasing human population result in increased refinery production of food products to compete meet customer demand. Various production sectors involved, such as fisheries, agriculture and livestock raising efforts to improve their production results. Events outside the period should also be noted and taken initial setup eventualities such as natural disasters and the quota use business operations by government. The situation is out of control and it can be effected a manufacturer unable to increase their production so cannot fulfil the customer demand. In addition, employers margin is growing because many supplier in a same field are doing the same business so it's going to play with a more affordable price.

Food processors are the conditions in the food supply chain in which they carry out changes of food products supplied by the manufacturer to products that meet customer demands. This process is called as food manufacturing are two types of processes. First, in this process the food supply chain whether direct supply of fresh food that can be consumed by clients such as canned food that is already prepared. Second, producing raw foods to be eaten after being subjected to other value-added needs of the users such as marine catches are sold directly to customers. Food processing system is the most important because it involves the reduction of food waste discarded in addition to increasing the availability of food, which increases the shelf life of products that cannot be eaten. In addition, the side can maintain the food sector of the economy in order to meet the demands and expectations of customers. At this stage, they need to continue related with the downstream supply chain which is the entities that take a food processing directly to the customers. Last stage is distributors before food directly to customers. Distributors is a middle mover that take a food from supplier and sell to customers. Normally distributor will buy in bulk the food from supplier than the food will put in their warehouse and also have distribution centers that arranging the food transportation when the downstream require the food in supply chain.

## METHODOLOGY

What is Qualitative Method? Qualitative method is the research question need to understand about process, events and relations in the field of human lifestyle or human culture. This is because the people that interview need to face-to-face with who their interviewer.

### **Primary data sources**

#### *A. Method interview with the Cafeteria Manager*

The alternative methods used were interviews. Based on the interviews with senior manager cafeteria, the aims are to get more benefit information through reliable sources to serve as a reference in generating the articles. Among the main objectives in conducting the interview is the acquisition of information can be directly and accurately. The time required is also not a long time to obtain any information from the interviewer. This is because, the data or information that we want can get directly in

that interview session. In addition, the interview method is also more cost-effective production to get information because it does not require a lot of printing materials. Additionally, the main purpose is to conduct the interview technique to achieve the objectives of the study and at the same time with the complete information can help anyone who became interested in opening a food business.

The interview began with sharing the identification the author and the cafeteria that is their top manager. The first information that very important is his background and the reason why the cafeteria interested to involve in food cafeteria. The cafeteria was asked about what their definition about food supply chain. Next question is about research objective that is how they maintain their relationships with the food supplier, how they manage the large quantity of raw material and how they sure that can be ensuring adequate food can be provided to students in a day.

### *B. The questions designed*

Among the questions that were asked during the interview took place and questions are designed by some of the aspects that have been set.

1. Demography:
  - a) The introduction about interviewer self;
    - I. Name;
    - II. Age;
    - III. Position in cafeteria;
  - b) Who is yours regular customer?
  - c) How many worker have been hire?
2. About cafeteria:
  - a) How long this cafeteria was opened per day?
  - b) What are you understand about cafeteria?
  - c) Why are you interest to open this cafeteria?
3. Strategies Cafeteria:
  - a) How do you find a supplier?
  - b) How do you keep maintain a relation with suppliers?
  - c) How do you manage your workers?
  - d) How do you manage your raw materials?
4. The constraints and risks faced by entrepreneur's cafeteria:
  - a) What are the risks you face in doing business in this cafeteria?
  - b) What constraints did you face in doing business in this cafeteria?

## **Secondary data sources**

### *A. Internet*

Internet is the best cyber access of information even the information or data some cannot be trusted and taken hundred percent like blogs because their information source is the diary of individua who follow his own perspective. Information search through the internet will make it easier for workers to obtain the necessary information. For example, can save time, cost and effort to find the desired information.

However, the source from internet should be checked first to make sure it is from an official and legitimate source. Normally, to get solid information, the source from someone article is very useful because it results came from a professional research in their field of study and the research was done so thoroughly. Therefore, that sources are usually valid and can be used as a reference.

### **Advantage and disadvantages data sources**

There are advantages and disadvantages in the use of qualitative methods. Advantages of interview method is, the information required can be obtained directly and easier to achieve the main objective of the interview process. Some of the advantage is cost, energy and time can be saved because the information can be obtained directly during the interview occurred. In addition, the information obtained can be explained in a language that is easily understood and if there are concerns may be questioned again. However, the advantages of searching for information via the internet is a wealth of information available worldwide. The information official and reliable as a source of legally available to be used as a reference source of the article. In addition, information on the internet can be easily accessed at any time without any time limit. This is because, in the age of high technology, internet technology through online also grew obviously.

Besides that, at the other hand there are also have some disadvantage about qualitative methods. The disadvantages of interviews methods are there are very difficult to meet an interviewer because they have their own schedule a day and need make an appointment first before meet them. During the interview session, it can be some small annoyances while conducting interviews with interviewers are also among factors such as the weakness of telephone harassment, a lot of noise and interference from other parties. For the internet sources, the worst condition internet Wi-Fi are most problem when try to finding some information. This is because, the Wi-Fi always under an uncertainty and it will delay to find an information. The worst effect when using internet is they are often with virus attacks. This situation maybe corrupt laptop and totally lost data or information that are on finding.

## **FINDING AND DISCUSSION**

### **Aspect demography**

Five respondents were interviewed in person to obtain information and data through sharing their experience in the organization of the cafeteria. All respondents are cafeteria manager for their loyal and one of whom is married women and a young man not married and remaining married.

One of the respondents in this study were aged 30, single and a resident who holds a diploma in culinary. Four other respondents aged between 30 years old up to 50. Positions held around inside the cafeteria due to heredity and there is also a cafeteria setting up their own business results.

### **Aspects of the cafeteria**

Almost all respondents gave the same interpretation as to what they understand the meaning of the cafeteria. But for the purposes of the food supply chain there are different interpretations with the same intent as the description according to the level of knowledge and experience is. They interpret cafeteria is business that in closed areas, in schools, hospitals and other areas where jobs where there is a wide variety of dishes and main dishes such cafes and customers serve themselves or ask for fried dishes. In addition, some respondents added that the cafeteria needs its own characteristics according to the theme of business.

The definition of the food supply chain, the fourth and fifth respondent giving meaning food supply chain is a process of bilateral relations between suppliers and traders in the supply of raw materials. Another respondent added opinion with suppliers also supply two types of goods, namely raw materials that need to be cooked and eaten that are ready to be sold directly to customers. Information on the establishment of the capital to open a cafeteria obtained through fifth respondent stated that he was setting up a cafeteria capital depends on their business goals. Goal to get many consumers who require a large capital investment for the purchase of capital goods and raw large cafeteria area. First responders also strongly recommend the establishment of initial cafeteria on a small scale before floating the business using business profits. This is because, for him attract customers is a key factor in every business.

Most respondents have set up their cafeteria exceeding five years unless a third of respondents, almost 15 years of the opening of the cafeteria. There are various answers were given when talked about their reasons why involved in cafeteria business. For the first respondent, there is second connecting generation of the family business, while those remaining have to give an answer because the interest to establish a business meal, see a chance that quite open cafeteria on the university campus and there also suffering from the pressure of life in order to find the currency for livelihood.

#### **Aspects of the business strategy in cafeteria**

Talk about the food supply chain, all respondents gave the answer about the same as the business in the university with the main objective to attract the attention of university students. However, every cafeteria manager has their own strategy.

Among the strategies that have been identified to each cafeteria manager through a live interview methods as follows:

1. Look for suppliers close to the opening of the cafeteria to save time delivery of raw materials.
2. Pay a direct purchase money to suppliers to maintain a good relationship with suppliers.
3. Using a system of 'first eat-first out' storage of spent stocks of raw materials before using a new raw material stock. Take a skilled worker for each job in the cafeteria to launch business operations management.
4. Wearing a reasonable price for students to attract and retain customers.
5. Review the types of foods that are favorites of students to ensure student satisfaction fulfilled.

#### **Aspects of business constraints in cafeteria**

Some constraints obtained through five respondents include:

1. Lack of labor

Third of respondents said the shortage of labor in some time because the number of customers who come over from the habit. Therefore, it would interfere with the provision of food to customers.

2. Bureaucratic different customers

Demand for food that is not a significant barrier to meet customer demand. It is experienced by first responder's cafeteria where food focus to overseas customers such as Emirates, Somalia, China and so on.

3. Place a small storage of raw materials

The second respondent stated this problem as a raw material storage is small. This is because the number of customers that dating is increasing from time to time.

### **Risks in the business aspect cafeteria**

Business risk is a factor that should be taken more attention, although it will happen, but something must be done to overcome them.

Among the risks are:

#### 1. Control of the quality of raw materials

Control over the quality of raw materials delivered by suppliers so hard to prevent. This is because, the provider of a total quantity of raw materials on a large scale at a time. Therefore, the raw materials are delivered to the dealer sent out at random without judging the quality level first.

#### 2. Control of labor

Recruitment so difficult furthermore young people prefer working in the office. In addition, the main risk is that the employee quit without giving notice to stop work. Therefore, it would disrupt business processes.

#### 3. Control of natural disasters

Creation of the largest sources of risk to the traders of food as raw materials such as vegetables, seafood and poultry will be affected in the event of major natural disasters. The dealer must find another supplier immediately to replace supplies of raw materials from the suppliers.

## **CONCLUSION**

This study was conducted to determine the efficiency of the food supply chain in the cafeteria provides food to customers. In addition, the relationship between the supplier and the cafeteria next-process happens prose of raw materials into food to customers. By rules adopted such as interview techniques and search through the internet, this study can be successfully achieved even if there are some problems faced during the process of completing the article. Assistance given by the respondents also helped to get complete information to resolve problems encountered in addition to a valid source of information obtained from the internet. Although it looks so easy the establishment and operation of the cafeteria, but despite the efforts that are so hard to develop the cafeteria should take warning. This is because, it will be a guide for people who like to involve in cafeteria business. The opening of cafeteria in University Utara Malaysia plays a big role to the university. This is because they help the universities in providing enough food to students. In addition, they are also providing an opportunity for students to make a various type of foods at reasonable prices. Students also do not worry about the amount of food available in the university because it is sufficient to accommodate the number of students there. Even with the opening the cafeteria in this university is increasing the quantity of food and make it easier for students to not go out looking for food outside the university. In addition, various cafeterias in universities can provide a variety of different flavors of each cafeteria. Therefore, students can choose a flavor that suits their tastes such as village cuisine, western cuisine, and many more besides desserts available to whet the appetite of students. For the conclusion, they are less studies have been done to cafeteria in universities and in the presence of this study, hope it can help to further improvement in the quality and management of the cafeteria for the good of the students. Through interviews conducted, we get more precise

information about the problems faced by the healthy cafeteria in addition to providing guidance for the people who are interested in starting a business cafeteria.

In order to improve the effectiveness of cafeteria food supply chain in Universiti Utara Malaysia, some suggestion been outline such as:

1. For further study about addition and processes in the cafeteria should be done thoroughly in the future apart from the food supply chain and material management strategies and food ready. This is because, cafeteria business requires improvements from time to time to improve management efficiency starting from supplier to consumer.
2. In future studies about cafeteria, they should be emphasized with a more in-depth how the initial establishment of the cafeteria as well as ways to improve marketing more widely promote your business like a cafeteria in the website, making the delivery of food to the students.
3. The study on the future can be studied on the arrangement of the quality of cafeteria food. This is because, the level of cleanliness so play an important role in addition to the food business. Quality topic very huge area that can be research in detail start from supplier to customers.

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