

SWOT Analysis TemplateState what you are assessing here Teaching kitchen on UC Davis campus

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

criteria examples

Advantages of proposition?
 Capabilities?
 Competitive advantages?
 USP's (unique selling points)?
 Resources, Assets, People?
 Experience, knowledge, data?
 Financial reserves, likely returns?
 Marketing - reach, distribution, awareness?
 Innovative aspects?
 Location and geographical?
 Price, value, quality?
 Accreditations, qualifications, certifications?
 Processes, systems, IT, communications?
 Cultural, attitudinal, behavioural?
 Management cover, succession?
 Philosophy and values?

strengths

- 1). No need to worry about staffing - nutrition students
- 2). On campus, more accessible to most students
- 3). Discount for students and faculty
- 4). Updated equipment - school is prestigious in agriculture
fresh raw materials - farm
- 5). Experienced chef and RDs.

weaknesses

- 1). less accessible to people who do not live on campus or work outside of campus - target population range is not wide
- 2). less benefits for people who aren't students for faculty
- 3). Students and faculty usually are too busy to come
- 4). There are so many fast food on-campus, how to compete over them?
- 5). Maintenance and cleaning is hard

criteria examples

Disadvantages of proposition?
 Gaps in capabilities?
 Lack of competitive strength?
 Reputation, presence and reach?
 Financials?
 Own known vulnerabilities?
 Timescales, deadlines and pressures?
 Cashflow, start-up cash-drain?
 Continuity, supply chain robustness?
 Effects on core activities, distraction?
 Reliability of data, plan predictability?
 Morale, commitment, leadership?
 Accreditations, etc?
 Processes and systems, etc?
 Management cover, succession?

criteria examples

Market developments?
 Competitors' vulnerabilities?
 Industry or lifestyle trends?
 Technology development and innovation?
 Global influences?
 New markets, vertical, horizontal?
 Niche target markets?
 Geographical, export, import?
 New USP's?
 Tactics: eg, surprise, major contracts?
 Business and product development?
 Information and research?
 Partnerships, agencies, distribution?
 Volumes, production, economies?
 Seasonal, weather, fashion influences?

opportunities

- 1). More nutrition education
- 2). potential revenue for the college
- 3). Introduce UC Davis to more population by advertising teaching kitchens
- 4). more volunteer experiences for nutrition students - they can get trained
- 5). opportunities to advertise the nutrition consultant to more people.

threats

- 1). Potential allergy
- 2). Food - gone bad
- 3). potential injuries due to inappropriate using of teaching equipment
- 4). if do not separate vegan/carnivore kitchen - may induce adverse feelings from certain group
- 5). Competing with social media

criteria examples

Political effects?
 Legislative effects?
 Environmental effects?
 IT developments?
 Competitor intentions - various?
 Market demand?
 New technologies, services, ideas?
 Vital contracts and partners?
 Sustaining internal capabilities?
 Obstacles faced?
 Insurmountable weaknesses?
 Loss of key staff?
 Sustainable financial backing?
 Economy - home, abroad?
 Seasonality, weather effects?

If we are going to open a teaching kitchen on UC Davis campus,

The **Strengths** are:

- 1). No need to worry about staffing problems. Since UC Davis is very prestigious in the field of nutrition, many students here are studying majors related to nutrition and eager to gain more hands-on experience related to food serving and nutrition education. Teaching kitchen will be a perfect place for them to get trained for future studying or career. Thus, if the teaching kitchen posts a recruitment message online, I am sure there will be so many students waiting to be trained and working here.
- 2). On campus, it is more accessible to most students. As far as I know, there are so many students who do not know how to cook at all. When they need food, they go grabbing something randomly from fast food stores or buy pre-made food from stores like Chipotle or Poke stores. That's a very luxurious lifestyle and the safety of food cannot always be assured since they cannot personally see the production process. Teaching kitchen provides them with an opportunity to learn how to cook, which saves their money and also educates them on how to safely and properly cook.
- 3). Since this kitchen will be opening on campus, there will be a discount for students and faculty for sure. More people will be attracted to here and will be willing to try the newly opened teaching kitchen.
- 4). Since UC Davis is very prestigious in the area of agriculture and nutrition, the teaching equipment will be very updated and the raw materials will be very fresh. And we have a very complete food serving system.
- 5). UC Davis has many experienced chefs and RDs, they have been lecturing in UC Davis for so many years and have years of hands-on experiences. They are perfect candidates for the teachers in the kitchen.

The **Weaknesses** are:

- 1). The teaching kitchen will be less accessible to people who do not live on campus or work outside of campus - target population range is not wide. As I said before, this kitchen will be mainly serving students and faculty since it is on campus and very near to them, which limits the types of population that the kitchen will be targeting.
- 2). There might also be less benefits for people who are not students or faculty. For example, the ARC in UC Davis is free to use for UC Davis students and faculties. However, it charges people money if they do not work or study here. The teaching kitchen may have the same problem so this may further limit the targeted population of the kitchen.
- 3). As a UC Davis student myself, I am very busy everyday and I spend most of my time on academic work and internships. I barely have time and energy for cooking, not to mention extracurricular

activities. Other students and faculties may face the same situation like I do, which may have no time and mood to join the teaching kitchen.

4). And as students are tired and exhausted each day, they are more likely to just buy something from the store since they don't have energy to cook. How can the teaching kitchen compete with these stores when students don't even need them? This is another issue that the teaching kitchen might face - convenience of the stores.

5). Maintenance. The utensils need to be clean all the time so maintenance of the equipment is extremely important to keep the whole space hygienic. The maintenance can easily be overlooked or the equipment may not be sterilized in a proper way if the cleaning staff is not trained.

The **Opportunities** are:

1). This teaching kitchen will certainly educate more people about nutrition and this knowledge will be likely to pass from person to person or even generation to generation, which will improve the overall population's understanding of the importance of eating and cooking properly.

2). This teaching kitchen will potentially bring more revenues to the college if it is successfully accepted and liked by people.

3). This teaching kitchen may be a good recruiting tool for UC Davis to attract more potential students if it is successfully opened. As for me, I am currently applying to graduate school and I am applying to Syracuse University since they have a very large and well-established teaching kitchen and many experienced chefs and RDs. I believe I will have pretty good internship opportunities if I choose to do my dietetic internship there.

4). This teaching kitchen provides opportunities for students too. Students may be able to gain more experience in the area of nutrition education and food serving to prepare for their future careers.

5). The teaching kitchen can certainly help advertise the nutrition consultation department as well. UC Davis has so many experienced RDs who are experts on helping people on regulating their diets. In the beginning of each learning session, the nutrition consultation can be introduced to more people and more people will be able to get professional and trustworthy help from experts.

The **Threats** are:

1). Potential allergies. Sometimes, people don't know what food they are allergic to, or they are not allergic to a certain type of food in their previous life, but suddenly, at one point of their life, they start to be allergic to it. This is the type of safety issue that we cannot control and we need to think thoroughly about how to handle this urgent situation before actually opening the teaching kitchen.

2). The food can certainly go bad if the weather is too hot and California is famous for the good sunshine. Increased temperature can decrease the duration of freshness and storage of the food. If they are accidentally ingested by people, health issues may be aroused.

3). Potential injuries. This is another factor that we cannot always control. What if people are not familiar with the cooking utensils and they get injured? Who is responsible for it and how should the school respond to this type of situation?

4). Vegan/Carnivore kitchen. There are so many people in the USA who choose not to eat animal products. If we do not separate the vegan kitchen and carnivore kitchen, will the kitchen be protested by some people?

5). The popularization of teaching kitchens will be a competing force with online social media information. Social media information sources are not trustable all the time and the information is usually advertised for commercial reasons and for business benefits. The start of teaching kitchens will certainly break this supply-demand chain of the company that usually confuses nutrition concepts in order to sell products to customers. However, there are still people who believe in online content more than nutrition sessions in a teaching kitchen. Thus, social media is another threat to teaching kitchen as well.

Overall the idea is not so feasible from my point of view since the weaknesses and threats listed outweigh the benefits the teaching kitchen can actually bring. If the teaching kitchen must be opened for a certain reason, more brainstorming sessions are needed and many departments need to engage in this, such as fire/police department, nutrition consulting department, financial department, and medical center to address all the potential problems.