

Project Dissertation on

**STUDY ON THE FEASIBILITY OF OPENING OF
FULL-FLEDGED CANTEEN IN ERICSSON,
GURGAON**

Submitted By

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CERTIFICATE

This is to certify that the dissertation report titled “**Study On The Feasibility Of Opening Of Full-Fledged Canteen In Ericsson, Gurgaon**” is a bonafide work carried out by **Ms. Shellya Pathak** of **MBA 2017-19** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

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Place:

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DECLARATION

I, **Shellya Pathak**, student of **MBA 2017-19** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “**Study On The Feasibility Of Opening Of Full-Fledged Canteen In Ericsson, Gurgaon**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma, or Fellowship.

Place:

Shellya Pathak

Date:

Acknowledgement

At the forefront, we would like to thank Prof. Rajan of Delhi School of Management, DTU for including Market Research as part of the curriculum thereby exposing us to do a full fledged Market Research.

We extend my heartfelt gratitude to my faculty guide **Prof. Manoj Kumar** who was a constant support and guide throughout this research. We thank him for being such a great mentor and for giving us every possible opportunity to learn and explore.

This project would not have been possible without valuable insights and input from the faculty members of Ericsson for providing information during in-depth interview and questionnaire survey.

This Research activity had given us a great experience of doing Market research so that we can prepare ourselves for the future challenges and gave us a clarity of choosing the right field.

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Executive Summary

A proper canteen with healthy and affordable food is a necessity for employees, especially odd shift employees. Ericsson, at present, has a IT SEZ canteen which provide certain food items at costly prices, also majority of the stuff which only offers packaged food items which is not suitable for daily consumption. Moreover, nothing is available after 9:00 pm. Hence, we came up with an idea to start a canteen which will provide healthy and wholesome food at affordable prices 24/7. This will ensure that employees will not have to eat unhealthy readymade food or opt to eat out and spend exorbitant amounts of money at restaurants.

In this Report, we had shown the Qualitative analysis by using the Focus group that comprised of employees of Ericsson. We had also conducted in-depth interview of the Ericsson Facility Members and Supervisor. After the collection of data, we proceeded towards Quantitative analysis which is shown in the report below. The data are analyzed and inferences have been drawn.

Literature Review

1. A feasibility study for a quick service restaurant in China (Goo, Hui, University of Wisconsin, June 2006)
The purpose of the study is to determine the feasibility of opening a fast food restaurant in China to sell the local dish Toufunao. This dish hasn't enjoyed the same popularity as other types of Chinese food. The study will first look at the literature about restaurant feasibility study. Market area, site selection, competition and financial analysis are made through observational research and surveys.
2. The effect of canteen menu on nutritional knowledge attitudes and behavior of 5th year students (Sharon McBrite, Edith Cowan University, 11th October, 1991) Eating habits are learned during childhood and patterns of behavior established in childhood have important health ramifications throughout life. Over half of all debts in Australia are linked to diet with over-consumption of saturated fat sugar and salt and lack of fiber

being identified as particular problem areas. This study investigated the effect of canteen menu on person knowledge and attitude towards nutrition and dietary behavior. A two-part questionnaire and dietary analysis who were administered to 5th year students in 6 metropolitan government schools a pre-test was administered at a beginning of the study and were followed with a post-test after a 5th month period.

1. Decision Area

To check the feasibility of opening a canteen offering cooked food at affordable prices for the employees of Ericsson, Gurgaon.

2. Research Matrix

Decision Problem	Research Problem	Information needs	Variable
<ul style="list-style-type: none"> To check the feasibility of opening a canteen offering cooked food at affordable prices for the employees of Ericsson. If Yes, What are the expectations of customer from the canteen? 	<ul style="list-style-type: none"> Understand the consumer behavior. 	<ul style="list-style-type: none"> Demographic profile. Psychographic profile. Geographic profile Consumer's opinion towards opening a canteen. 	<ul style="list-style-type: none"> Gender Lifestyle, Attitude Place, Region Frequency of eating outside
	<ul style="list-style-type: none"> Measure the consumer's acceptability towards canteen? 	<ul style="list-style-type: none"> Willingness to pay. Ambience 	<ul style="list-style-type: none"> Feasible price Aesthetic of canteen
	<ul style="list-style-type: none"> Factors affecting employees to eat outside the IT SEZ canteen. 	<ul style="list-style-type: none"> Food items preferred by employees. Service requirements. IT SEZ canteen food menu. Options explored by employees. 	<ul style="list-style-type: none"> Service level expectation Co-creation Number of competitors identified.

3. Objectives

- To identify the feasibility of starting a full-fledged canteen in Ericsson.
- To examine the factors which contribute to the expectations of employee's canteen.
- To examine alternate options outside the office campus which can be explored by the employees.

4. Research Methodology

4.1) Type of Research

The type of research done in this project is Exploratory Research. Exploratory research is research conducted for a problem that has not been studied more clearly, establishes priorities, develops operational definitions, and improve the final research design.

4.2) Sampling

- *No of samples*

The employees of Ericsson (batch 1 and batch 2).

Batch 1- 63 employees

Batch 2- 71 employees

- *Type of Sampling*

Convenience sampling

- *Sample Profile*

Employees and Members of Facility Committee

4.3) Methods of data collection

Primary research:

- **In-depth interview:** In-depth interviews will be conducted to get deeper insights about the views and viability of the idea.
- **Focus groups:** Focus groups will be organized and views will be observed to get detailed information about the customer tastes and preferences.

Secondary research-

Information obtained through internet

Projective techniques-

- **Word Association Test:** Individual will be given a clue or hint and asked to respond to the first thing that comes to mind.
- **Completion Test:** Respondents will be asked to complete an incomplete sentence or story which would help us to know about their attitude and feelings.

Questionnaire: A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for gathering information from respondents. The questionnaire was invented by the Statistical Society of London in 1838. We had developed and floated Questionnaire among the employees of Ericsson.

Scales used: Likert Scale: A Likert scale is a series of statements, which asks how much a person agrees or disagrees with them.

Statistical Analysis used

- **Independent sample t-test:** The Independent Samples t Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.
- **Anova:** A method for assessing the contribution of an independent variable or controllable factor to the observed variation in an experimentally observed dependent variable.
- **One-way Anova:** It is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (although you tend to only see it used when there are a minimum of three, rather than two groups).
- **Regression:** Regression is a statistical measure used in finance, investing and other disciplines that attempts to determine the strength of the relationship between one dependent variable (usually denoted by Y) and a series of other changing variables (known as independent variables).

5) Data Analysis

(Note: the level of significance we have taken for all the analyses is of 95% confidence level)

Hypothesis #1

H0: There is no preference for full-fledged Canteen.

H1: There is a preference for full-fledged Canteen.

Group Statistics

	batch	N	Mean	Std. Deviation	Std. Error Mean
preference	22	71	11.4225	.78671	.09337
	23	63	11.2540	.56706	.07144

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
preference	Equal variances assumed	5.827	.017	1.407	132	.162	.16857	.11982	-.06845	.40558
	Equal variances not assumed			1.434	126.866	.154	.16857	.11756	-.06407	.40121

Fig.5.1: Independent sample T-test

Interpretation: From Levene's test for equality of variances, the significance level or P value for equal variance assumption is 0.017 Which is less than 0.05. Hence take the equal variances are not correct. Now check the sig value for the equal variances are not correct, it is 0.154 which is greater than 0.05. Therefore we accept the null hypothesis.

Inference: we found out that **There is no preference for full-fledged Canteen.**

Hypothesis# 2

H0: Preference for opening full fledge canteen is not dependent on Gender.

H1: Preference for opening full fledge canteen is dependent on Gender.

gender	N	Mean	Std. Deviation	Std. Error Mean
pref male	55	11.2727	.55958	.07545
pref female	79	11.3924	.77489	.08718

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
pref	Equal variances assumed	3.900	.050	-.981	132	.329	-.11968	.12204	-.36108	.12172
	Equal variances not assumed			-1.038	131.800	.301	-.11968	.11530	-.34775	.10840

Fig 5.2: Independent sample test

Interpretation: Interpretation: From Levene's test for equality of variances, the significance level or P value for equal variance assumption is 0.050 Which is less than 0.05. Hence take the equal variances are not correct. Now check the sig value for the equal variances are not correct, it is 0.301 which is greater than 0.05. Therefor we accept the null hypothesis.

Inference: we found out that **Preference for opening full fledge canteen is not dependent on Gender.**

Hypothesis # 3

H0: Preference for full fledge canteen is not affected by the region from which employees belongs

H1: Preference for full fledge canteen is affected by the region from which employees belongs.

ANOVA

PREF

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.348	4	.337	1.157	.338
Within Groups	18.343	63	.291		
Total	19.691	67			

Fig 5.3: ANOVA table

- f-value: 1.157
- Significance value: 0.338
- For a model to be significant the significance value must be less than 0.05. In this case $0.338 > 0.05$. Therefore, we accept the null hypothesis H0 and reject the alternate hypothesis H1.

Inference: The region from which the employees belongs did not affect the preference of opening the full-fledge canteen in Ericsson.

Regression Analysis

1. R-Square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657 ^a	.432	.419	.474	1.815

a. Predictors: (Constant), Food Variety, Ambience, Payment

b. Dependent Variable: Preference

Fig 5.4: Model summary

From the output above, the value of R-square comes out to be 0.43 (43%). **It means that 43% of the variance in Preference is predictable from the Predictors (Food variety, Ambience, and Payment)**

2. ANOVA Table

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.889	3	7.296	32.486	.000 ^a
	Residual	28.748	128	.225		
	Total	50.636	131			

a. Predictors: (Constant), Food Variety, Ambience, Payment

b. Dependent Variable: Preference

Fig 5.5: ANOVA table

From the ANOVA table we found out that the P-value is 0.000 which is less than 0.05. **Hence the model is significant.**

3. Regression Assumptions

Assumption 1: Error should follow Normal Distribution

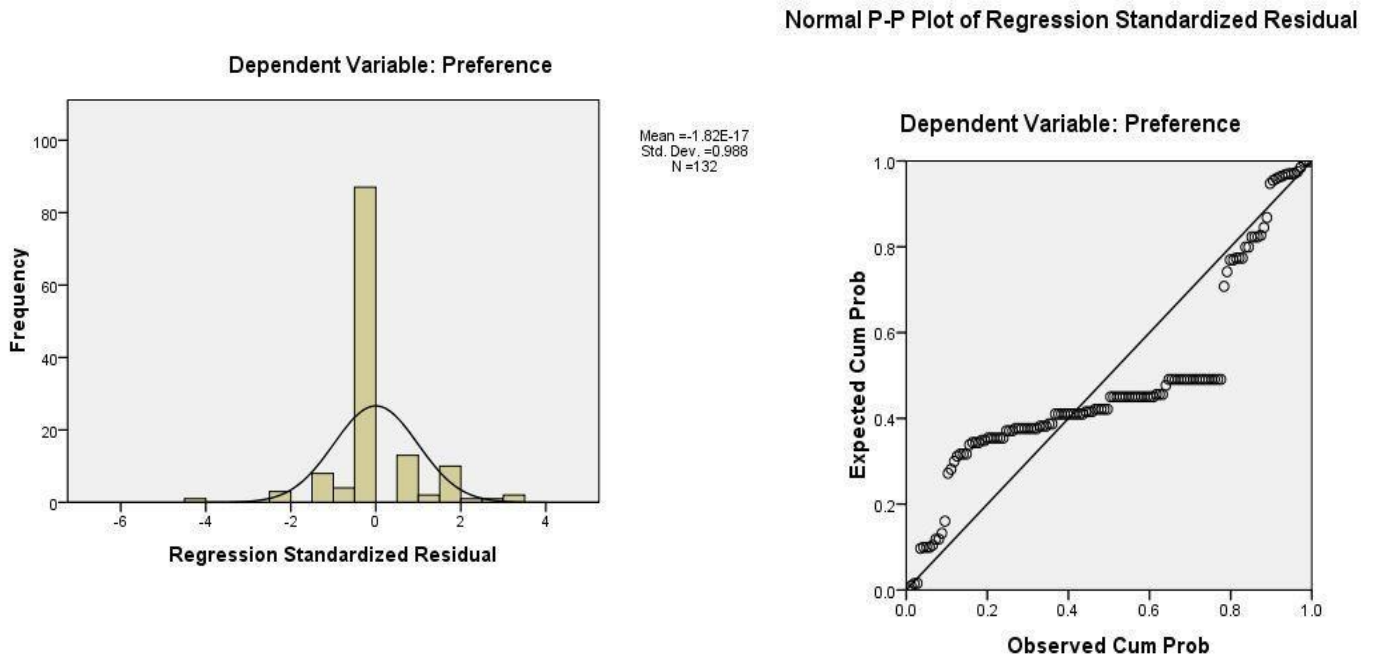


Fig 5.6: Graphical Analysis

Assumption 2: NO MULTICOLLINEARITY among the Independent Variables

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.461	.130		80.691	.000		
	Payment	.460	.053	.615	8.677	.000	.884	1.131
	Ambience	.048	.043	.079	1.122	.264	.890	1.123
	Food Variety	.042	.032	.087	1.292	.199	.982	1.019

a. Dependent Variable: Preference

Fig 5.7: Coefficients (to check VIF)

To check the Multicollinearity, we will check the VIF.

From the above output, VIF of all the independent variables is less than 5. This means **NO MULTICOLLINEARITY** exists among the Independent Variables.

Assumption 3: Error Variances are constant and No Heteroscedasticity or Residuals are Homogeneous

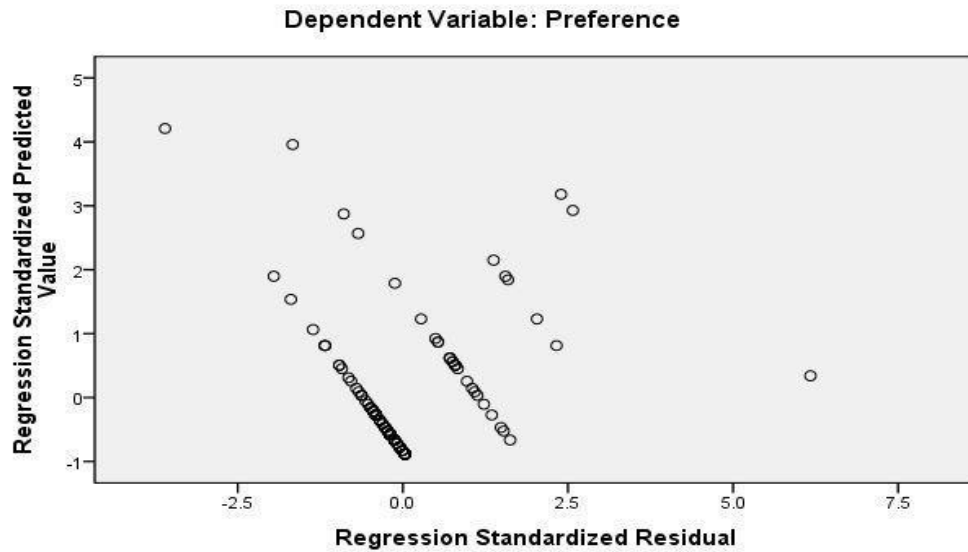


Fig 5.8: Scatter-plot before eliminating outlier

- As we can see from the above graph there is an outlier in the pattern. Outliers are one major source of heteroscedasticity. Therefore, we have removed outlier after which the graph comes out to be:

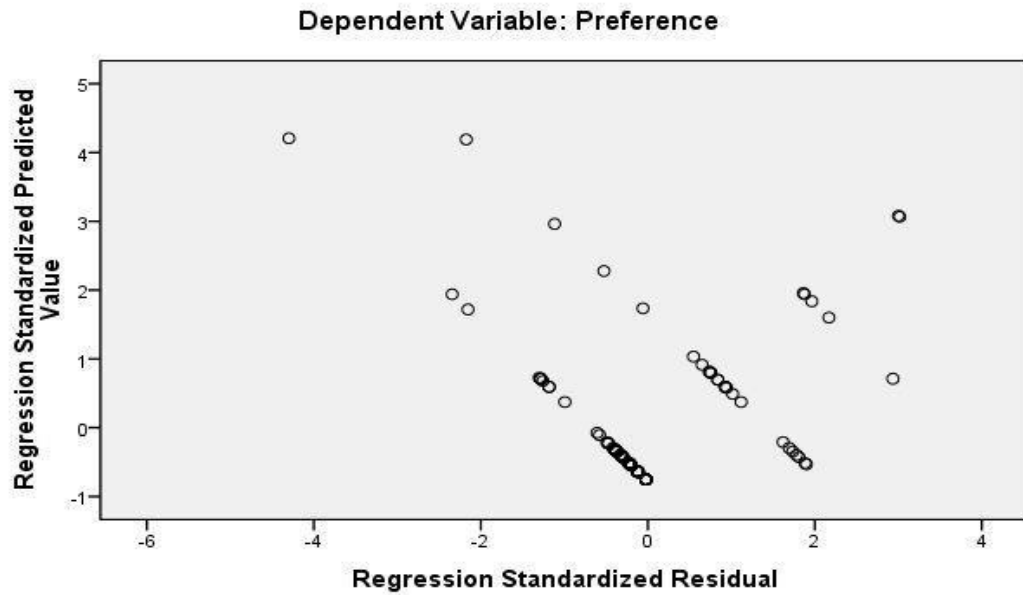


Fig 5.9: Scatter-plot after eliminating outlier

Assumption 4: NO AUTOCORRELATION / NO SERIAL CORRELATION BETWEEN ERRORS

A Durbin Watson test is done to check the error correlations. The range for a DW test is 0 to 4. Ideally Durbin Watson test should be between 1.5 to 2.5

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657 ^a	.432	.419	.474	1.815

a. Predictors: (Constant), Food Variety, Ambience, Payment

b. Dependent Variable: Preference

Fig 5.10: Model Summary to check DW-test

From the fig 5.18, we can see that our DW test comes out to be 1.815 which is ideal. Since it is close to 2 therefore no correlation exists.

4. Regression Equation:

Preference = 10.461(constant) + 0.460 (food preference) + 0.048(ambience) + 0.042 (food variety)

6. Findings

- Yes, there is a feasibility of opening the canteen inside the office campus and the employees who were the part of FGD appreciated and favored the concept.
- Through the research we had found that the factors affecting the opening of canteen are employees access to canteen throughout, food menu, service requirements, customization, timings of canteen.
- Frequency of employees eating outside the IT SEZ canteen is very high
- We found out that There is no preference for full-fledged Canteen.
- We found out that Preference for opening full fledge canteen is not dependent on Gender.
- The region from which the employees belongs did not affect the preference of opening the full-fledge canteen in Ericsson.

7. Conclusion

From the analysis of the Focus Group discussions and the in-depth interviews we can conclude that Yes, there is a feasibility of opening the canteen inside the office campus and the employees who were the part of FGD appreciated and favored the concept. Through the research we had found that the factors affecting the opening of canteen are employees access to canteen throughout, food menu, service requirements, customization, timings of canteen. We also found out that frequency of employees eating outside the IT SEZ canteen is very high, so we conclude that opening the new full-fledge canteen in Ericsson is a good idea to start considering the demand of the employees.

8. Annexure

Questionnaire Used:

1. Specify your gender *

- Female
- Male
- Prefer not to say

2. Ericsson Employee - Batch *

- 1
- 2

3. From which region do you belong? *

- North
- South
- East
- North - East
- West
- Other:

4. Which type of food do you prefer? *

- Vegetarian
- Non-Vegetarian

5. How often do you eat food outside the IT SEZ canteen? *

- Daily
- Several times a week (3-5 times per week)
- Occasionally (3-5 times per month)
- Never
- Other:

6.What do you think is the most convenient open hours of Canteen in Ericsson? *

- 6 am – 8 pm
- 7 am – 9.30 pm
- 8 am – 11.30 pm
- 8 am – 1.30 am
- Other:

7.How do you want to be served?

- Self-Service
- Full-Service

8.Please indicate your preference with reference to the series of statements given below *

Strongly Agree Agree Neutral Disagree Strongly Disagree

- I like the food served in IT SEZ canteen
- In the canteen, I would like to have an ambiance that includes good lightning, interiors, and a fun zone like selfie corner etc.
- I would like to have a seating arrangement that includes Sofas, Round-tables, bean bags, couches I would NOT prefer variety of food such as Fast-Food, Chinese, continental, Barbequed Food to be served in canteen
- There should be regional meals (ex- North-Indian, South-Indian, Jain Meals) to be served in Canteen Special Meals should be served in Canteen on special Occasions like Onam, Diwali etc. Mode of payment in canteen should include Cash, Debit/Credit Cards, and E-wallets High Speed WI-FI and Media Players (TV, Music) should be there in Canteen.
- I agree that there should be a full fledge canteen in Ericsson
- In the canteen, I would like to have an ambiance that includes good lightning, interiors, and a fun zone like selfie corner etc.
- I would like to have a seating arrangement that includes Sofas, Round-tables, bean bags, couches I would NOT prefer variety of food such as Fast-Food, Chinese, continental, Barbequed Food to be served in canteen
- There should be regional meals (ex- North-Indian, South-Indian, Jain Meals) to be served in Canteen Special Meals should be served in Canteen on special Occasions like Onam, Diwali etc. Mode of payment in canteen should include Cash, Debit/Credit Cards, and E-wallets High Speed WI-FI and Media Players (TV, Music) should be there in Canteen. I agree that there should be a full fledge canteen in Ericsson

9. How much do you think is the affordable price for a full meal? *

- Vegetarian: Rs.50 – Rs.100
- Vegetarian: Rs.100 – Rs.150
- Vegetarian: Rs.100 – Rs.200

- Non-Vegetarian: Rs.75 – Rs.100
- Non-Vegetarian: Rs.100 – Rs.150
- Non-Vegetarian: Rs.100 – Rs.200

9.Plagiarism Report

STUDY ON THE FEASIBILITY OF OPENING OF FULL- FLEDGED CANTEEN IN ERICSSON, GURGAON

by Shelly Pathak

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