

To: Professor Paterson

From: Andy Xiao

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Subject: A Proposal for improving the unhealthy eating habits for U.B.C. students.

Introduction

In the University of British Columbia with over sixty thousand students, the vast community has always placed value in two specific things, and those are education and fitness. In a prestigious environment like UBC, students are constantly trying to improve themselves mentally and physically, yet one very important aspect that most students overlook is eating. The daily consumption of food has been a major issue for many students living on campus, as students struggle to find meals at a reasonable price. Moreover, students may lack the time and energy to constantly cook for themselves as the process is immensely draining for full-time students. Going through undergraduate years, one thing I have realized is how much emphasis my peers put on their body image and how going to the gym was a priority. Nevertheless, so few of my peers go through the process of a healthy diet because of the demand for time and effort.

Statement of Problem

Although a majority of UBC students understands the importance of fitness and strive to become physically healthy, students remain unaware of the important concept of preparing meals and consuming them periodically for a balanced nutritious diet. Students at UBC are not getting the right portions of meals, many are either consuming way too much or way too little. Hence, the fitness results of many students remained stagnant because of their unawareness on the impact of a healthy diet.

Proposed Solution

One possible solution is a campus offered delivery service that helps prepares student's weekly meals. Furthermore, these meals will be specifically tailored towards the student's lifestyle, body composition, and fitness goals. Moreover, for students to really get the most out of this service is consistency as students must continuously consume them throughout the week. Moreover, we will have different packages tailored to different individuals, ranging from beginner to extreme. The differentiator of the packages will be the strictness of the diet and the number of meals it contains. For example, a beginner's meal will only include seven boxes of meals per week which means they won't be sick of the repetition as they can be flexible with their meal consumption; additionally, beginner's package will have a different flavoring from the extreme package to provide a fine balance of taste and nutrition.

Scope

To assess if there exists a market for a meal prepping service, I plan to pursue six areas of inquiry:

1. What restaurant options are currently available for students, and what are the competitive prices on these selections?
2. How large are the student's demand for a freshly prepared meal that is delivered?
3. Will the prices offered for this meal preparation service be competitive in comparison to other food options on campus?
4. Does the market contain room for another meal delivery service?
5. What are the cost and operation logistics in creating an entity that offers such a service?
6. What prices for the product and service can the students bear?

Methods

My primary data sources will include consultations with over one hundred UBC students to see if eating has been a problem in their life and if this is a service that will be helpful to mitigate their stress and struggles. I will also calculate the operational logistics to see if it is possible to successfully manage a large quantity of demand in a short notice of time. I will construct my primary research with survey questions that are conducted on virtual social media platforms. Secondary sources will include looking for academic literature on the issue of unhealthy meal consumptions and the impact it has on an individual's body. Furthermore, by doing a more in-depth analysis of the precise ratio of fitness progress that is achieved in the gym and in the kitchen.

My Qualifications

I have been exposed to the fitness industry for over five years now. Moreover, I have also been part of the UBC community for the last four years, with enough experience regarding the food on campus. I have taken many courses on nutrient and how to construct a healthy meal. Moreover, I will be graduating from the faculty of sociology this upcoming summer; hence, I am confident in my abilities to research the market with different sampling skills I have learned in my major.

Conclusion

Evidently, the importance of eating healthy is no longer a choice but a lifestyle that students should refuse to overlook. By addressing the six areas of inquiry mentioned earlier, I can determine the possible market for this service and the exact struggle of students when it comes to following a healthy diet. Additionally, I will be able to see if this entire operation is possible to even achieve by understanding the operational side of the entity. With your approval, I will begin research at once.

