



Professional Skills

Y2 S2

Food Festival Report

Yummy Corner

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Introduction

Organizing a food stall event requires careful planning to ensure its success. One of the key aspects is selecting the right food items that appeal to a broad audience. Offering popular and affordable options can help attract more customers. For our event, we featured KottuMee noodles and Kurumba Juice as the main attractions, while also offering Caramel Popcorns, Brownies, Sandwiches, and Cookies as additional items. Kurumba Juice provides a refreshing beverage that pairs well with a variety of snacks, making it a great complement to our menu. These selections were chosen based on their popularity and cost-effectiveness, ensuring a balance between quality and profitability.

Another important factor in organizing the event was managing the budget efficiently. Keeping costs low while maximizing revenue is essential. KottuMee noodles and Kurumba Juice are budget-friendly items that allow us to offer reasonable prices while maintaining a good profit margin. Additionally, these food items require minimal preparation, which helps in reducing labor costs and simplifying the overall setup.

Strategic stall placement also plays a significant role in attracting customers. Positioning our stall in a high-traffic area, such as near the entrance, helped us gain visibility and increase sales. A well-organized layout ensured smooth customer flow and minimized overcrowding, creating a better experience for visitors.

Despite the success of the event, some challenges arose, such as managing peak-hour demand and ensuring all food items remained available throughout the day. Some attendees also suggested introducing a wider variety of food choices to cater to different dietary needs. Addressing these aspects will help improve future events, ensuring better planning and execution. This report provides key insights that will contribute to even more successful food stall events in the future.

Executive Summary

The SLIIT City Uni Food Fest was organized for students to present different kinds of food and drinks while learning teamwork and getting interactive experience. The event brought together students, teachers, and visitors to enjoy different kinds of food and beverages and celebrate culture. More than just a food festival, it also inspires students to take part, try business ideas, and build a sense of community.

Objectives

The festival aimed to promote cultural diversity, allow students to showcase their cooking skills, and raise funds for charity. It also created a friendly space for visitors to connect and enjoy the experience.

Results

The event attracted many visitors, creating a lively and enjoyable atmosphere. With over 10 stalls offering a variety of food and beverages, the festival generated a successful profit. It received positive feedback for its diversity, smooth organization, and overall experience.

Main Takeaways

Strong student participation made the event a success, showing how food can bring people together for a good cause. It also highlighted the need for better planning, smoother execution, and stronger promotion for future events. Overall, the festival exceeded expectations, reinforcing the value of community driven initiatives

Objective & Goals

Objectives

- **To develop teamwork and collaboration**

Teamwork is essential for running the food stall successfully. Each member contributed by preparing food, decorating, and handling customers. Working together efficiently helped in completing tasks smoothly, solving problems, and ensuring that everything was managed properly throughout the event.

- **To enhance business and entrepreneurial skills**

Operating a food stall provided hands-on experience in business management. The team learned how to sell products, handle money, and attract customers. These entrepreneurial skills help in understanding how a business functions and how to adapt to different challenges in real situations.

- **To improve financial management**

Managing money properly is important for any business. The team learned to set prices, control expenses, and ensure a profit. Handling customer payments was challenging due to a lack of small change, but this experience improved financial decision-making and budgeting skills.

- **To practice time management**

Time management was necessary for setting up, selling, and closing the stall within the event schedule. By organizing tasks efficiently, the team ensured that food was prepared and served on time, helping avoid delays and keeping the customers satisfied throughout the event.

- **To handle unexpected challenges efficiently**

During the festival, the team faced issues such as a shortage of small change and running out of packaging items like cups. Finding quick solutions was essential. This experience improved problem-solving skills and taught the team how to manage resources better in the future.

Goals

- **To set up and operate the stall successfully within the given time and guidelines**
The stall was set up according to event rules, ensuring a smooth workflow. Proper arrangement of food, decorations, and payment handling contributed to efficiency. Following hygiene and safety guidelines also helped maintain a professional and customer-friendly environment throughout the event.
- **To sell all food items efficiently and maximize revenue**

The team aimed to sell all prepared food without waste. Good customer service, proper pricing, and attractive presentation helped in maximizing sales. Although there were challenges like running out of packaging, effective teamwork ensured that sales remained steady throughout the festival.

- **To achieve a target profit margin by managing costs and pricing products correctly**

Controlling costs while keeping prices affordable was a key goal. The team carefully calculated expenses and set reasonable prices. Despite minor financial challenges, such as lack of small change, the stall successfully generated profit by managing resources effectively.

- **To create an attractive and engaging stall environment through decorations and posters**

A well-decorated stall helped attract customers. The team used posters, banners, and creative decorations to make the stall visually appealing. This effort encouraged more people to visit, making the stall stand out and improving the overall customer experience.

- **To provide quality service and ensure customer satisfaction by following hygiene principles, wearing gloves, and maintaining cleanliness.**

Maintaining hygiene was a top priority. The team used gloves, kept the stall clean, and followed safety measures while handling food. These efforts ensured customer trust and satisfaction, making the stall a preferred choice for food during the festival.

Budget

The budget for the Food Festival was planned to cover all necessary expenses while ensuring profitability. We estimated costs for key categories such as food ingredients, decorations. After the event, we compared the actual expenses with our initial estimates to evaluate the financial outcome. Below is a detailed breakdown of the estimated and actual

Ingredient	Estimated Cost	Actual Cost
Ice Cube 1kg	Rs.350.00	Rs.300.00
Basil Seeds 100g	Rs.150.00	Rs.100.00
Chicken Powder	Rs.400.00	Rs.290.00
Glouses Pack	Rs.350.00	Rs.280.00
Kurumba Cups 30	Rs.800.00	Rs.600.00
Strows 50	Rs.100.00	Rs.100.00
Wood Porks 30	Rs.200.00	Rs.150.00
Kottu Me Cups 30	Rs.500.00	Rs.400.00
Paper Plates 30	Rs.100.00	Rs.100.00
Bristol Boards 2	Rs.100.00	Rs.80.00
Popcorn 100g	Rs.200.00	Rs.170.00
Cookies	Rs. 1200.00	Rs. 950.00
Sugar 1kg	Rs.350.00	Rs.320.00
Tissues pack	Rs.600.00	Rs.450.00
Kurumba 15	Rs.3000.00	Rs.1500.00
Carrot 1kg	Rs.800.00	Rs.800.00
Leeks 1kg	Rs.300.00	Rs.240.00
Eggs 10	Rs.400.00	Rs.350.00
Printouts	Rs.300.00	Rs.560.00
Chocolate Powder	Rs.900.00	Rs.700.00
Kottu Me 5kg 3 Pack	Rs.2000.00	Rs.1900.00
Bread	Rs.200.00	Rs.180.00
Butter	Rs.500.00	Rs.640.00
Petrol	Rs.1000.00	Rs.900.00
Total	Rs.14,800.00	Rs.12,060.00

To cover the initial expenses of the Food Festival, each member contributed Rs. 1,500, resulting in a total fund of Rs. 15,000 from our group. This amount was used for purchasing food ingredients, decorations, and other essential items needed for the event.

Food item	Sell Price
Kurumba Cup	Rs.200.00
Kottu Me Cup	Rs.200.00
Brownie	Rs.100.00
Popcorn	Rs.150.00
Sandwitch	Rs.150.00
Cookies	Rs. 40.00

Total Income From Members Balance	Rs.15000.00 Rs.15000.00 - Rs.12060.00 = Rs.2940.00
Total Income From Selling Foods	Rs.16000.00
Total Expenses	Rs.12060.00
Profit	Rs.16000.00 - Rs.12060.00 = Rs.3940.00

Planning

The Food Festival planning began one month in advance, with teams assigned to various duties such as food preparation, marketing, and logistics. Regular meetings were held to coordinate activities, review progress, and establish deadlines. The marketing team initiated promotional activities, including posters and social media campaigns, one week before the event to attract a larger audience. The logistics team managed venue arrangements, stall set up, and resource allocation to ensure smooth execution. Meanwhile, the food preparation team planned the menu and brought the ingredients. Each team played a crucial role in ensuring all preparations were completed on time for a successful festival.

Event Execution Plan

Planning and organization are key in the execution of a food festival event. The following are the key details for an event to be successful:

1. Event Overview

- **Event Name:** SLIIT City Uni Food Fest
- **Date & Time:** 2025 February 24, 12.30 P.M – 3.00 P.M
- **Venue:** Ground Floor
- **Theme:** Cultural
- **Target Audience:** Lectures, Office staff, Students.

2. Planning & Logistics

- Budgeting
- Management
- Organize waste disposal.
- Organize food preparation areas.
- Plan first aid and emergency response planning.

3. Marketing

- Pre-Event Promotions
- Event-Day Marketing

4. Entertainment & Activities

- Cooking Demonstrations: Live cooking demonstrations by members of the groups.
- Competitions: Offers by Gaming

5. Event Day Execution Plan

- 10.30 AM – 12.30 PM: Vendor check-in and setup.
- 12.30 PM – 3:00 PM: Main festival activities.
- 3:00 PM – 4:00 PM: Closing and cleanup.

6. Post-Event Activities

- Feedback Collection: Surveys in-person.
- Financial Review: Review of revenue and expenses.
- Social Media Highlights: Post-event reels and testimonials from attendees.

Challenges and Lessons Learned.

Challenges Faced

1. Inadequate Budgetary Control

The budget was Rs. 1000, with each of the ten members contributing Rs. 1000. However, it proved difficult to effectively manage spending.

It was necessary to carefully balance the costs of raw ingredients, packaging, decorations, and any unforeseen expenses.

Certain goods, such as premium ingredients or unique packaging for sandwiches and brownies, might have cost more than anticipated at first.

There was pressure to maintain profitability while setting reasonable prices for goods.

2. Effectively Handling Crowds and Orders

Customers frequently gathered around the stalls because it was an inside event, which made it challenging to service them effectively.

Longer wait times resulted from a spike in demand during peak hours, particularly during lunch or breaks.

Managing several orders at once without sacrificing quality was challenging.

The possibility of order confusion existed, which may have resulted in unhappy customers.

3. Lack of Assistance at Stalls

Some stalls (such those selling brownies or caramel popcorn) had more customers than anticipated, and it was challenging to meet demand with the small team size.

It became challenging to run operations efficiently if stall members had to leave (for breaks or other duties).

Team members had to multitask, which slowed things down in contrast to professional food enterprises with devoted cashiers, cooks, and servers.

4. Problems with Inventory Management

It was difficult to forecast how much food and supplies would be needed.

Sales possibilities were lost because some food items ran out sooner than anticipated.

Sandwich fillings and other perishable materials required to be handled carefully to prevent spoiling or waste.

When an item sold out, the stall was unable to serve additional customers due to a shortage of backup stock.

5. Limitations of Indoor Venues

Due to inadequate airflow, the inside was hot and uncomfortable, especially for those close to the cooking areas.

It's possible that the stall arrangement created traffic, making it challenging for patrons to walk around easily.

Customers' and sellers' experiences may have been impacted by smoke or overpowering food vendors from cooking stations.

When demand was great, it was challenging to install more equipment (such as extra popcorn makers) or extend stalls due to space limits.

Lessons Learned

- **Improved Budget Allocation & Planning:**

Overspending may be avoided by allocating cash in accordance with market research or previous sales projections.

Having a little emergency fund on hand could help with unforeseen expenses.

- **Effective Workflow & Preparation:**

Service could be sped up by preparing ingredients ahead of time.

Efficiency could be increased by designating distinct tasks (server, preparer, and cashier).

- **Having Additional Assistance During Busy Times:**

Customer service would be enhanced and effort would be decreased by recruiting more volunteers during peak hours.

- **Better Backup Plans & Stock Estimates:**

Predicting supply needs can be improved by monitoring sales trends during the event.

Stockouts could be prevented by keeping extra supply of commodities that are in high demand.

Recommendations

Based on our experience organizing and participating in the university food festival, the following recommendations are suggested to improve future events.

1. Allocate More Time for Food Preparation

Next time, we might want to consider a little more time buffer before the festival to prepare food. This way, everything will be ready on time, it will remain fresh, and it will not delay the people and let them down.

2. Recruit Additional Volunteers

There were long queues for some stalls, particularly those selling food in high demand such as Kottu Mee noodles and brownies. By recruiting more auxiliaries or appointing help for food preparation, serving food or receiving payment; customer flow can be already managed.

3. Food Measurements and Pre-Planning

Kottu Mee, Kurumba drink and Brownies were the fastest selling items. We can prepare larger quantities of those for upcoming events

4. Improved Marketing and Promotion

The festival had a good attendance, but promotion can be started sooner than this through notice boards, WhatsApp groups, and social media platforms in universities which would create awareness and generate traffic to the festival.

5. Develop a system for collecting feedback

For future events, one way to help you see if any changes need to be made is to set up a simple suggestion box or online form, so customers and participants can provide feedback.

Individual Contributions

Coordination & Supervising	Tharindu
Shopping for Ingredients	Tharindu, Meshan, Kavindi, Sandun
Making Kurumba, KottuMee, Sandwich, Popcorn	Tharindu, Sandun, Rashen, Chanuka, Kaveesha
Making Brownies	Shawindi
Decorating Stole	Meshan, Rifath, Kavindi, Shawindi, Maleesha
Making Cookies	Rifath
Work as the Cashier	Meshan
Marketing	Meshan, Tharindu, Sandun, Rashen, Chanuka, Kaveesha, Rifath
Serve foods	Shawindi, Kavindi, Maleesha
Poster Designing	Meshan

Conclusion

The Food Festival organized as part of our Professional Skills module was a valuable learning experience that allowed us to develop essential teamwork, communication, and entrepreneurial skills. Through this event, we successfully prepared and sold a variety of food items, including Kurumba Drink, Kottu Mee Noodles, Brownies, Sandwiches, Cookies, and Popcorn, at affordable prices to university students, lecturers, and staff. Additionally, we introduced a fun dice game, which added excitement to the event by offering customers a chance to win a 20% discount on their purchases.

This initiative not only helped us gain hands-on experience in planning, coordination, and financial management but also enhanced our problem-solving skills when handling real-world challenges such as customer demand, pricing, and time management. The positive feedback from participants and the overall success of the event demonstrated our ability to work efficiently as a team and execute a well-organized food festival.

Overall, the event was a great success, reinforcing the importance of teamwork, leadership, and business acumen in a professional setting. The skills and insights gained from this experience will be invaluable in our future careers, making this activity a significant and rewarding part of our academic journey.





