



OBJECTIVE

Universities and colleges across the country are implementing new dining options through the use of food trucks. Many of these schools originally started by allowing outside vendors to come onto campus and sell food, but most of them have done away with outside vendors and turned to starting their own campus run food trucks. Due to the high use and demand of the food trucks, schools are beginning to see this as an opportunity for students to get real life experience of a business rather than strictly in the classroom learning. Having these food trucks on campus especially during the hours that their college dining hall is not open is in high demand because there is essentially no supply for late night food.

Southern New Hampshire University also lacked this late night dining option. With the dining center on campus closing at eleven o'clock, students were ordering food causing an abundance of delivery vehicles on campus. This epidemic was more noticeable on weekends since students are awake later at night. Many students were also driving under the influence of alcohol, which is not only dangerous for their personal safety but also the safety of others on the road.

Our objective is to provide students with food that they want to eat and that they can afford at a low cost. We will continue to take surveys and ask for feedback from not only the students but the Southern New Hampshire University as a whole. Our hope is to have the truck become an important part of the campus community while keeping the students safe, happy and allow them to have a continuous voice of what they want from Munchiez.

We hypothesize that implementing the Munchiez food truck into the Southern New Hampshire University campus community it would lower the risk of possible fatalities due to drunk driving as well as the volume of delivery vehicles on campus during the weekends. We also expect that students would use the food truck for late night dining because of the low cost and no other on campus dining options. Conversely, it is also expected that business students will have a desire to take the Small Business Management class to gain real life business experience.

RESULTS

Student Munchiez Survey

Food Truck	Yes	No			
	194	6			
Days	Wednesday	Thursday	Friday	Saturday	Sunday
	42	81	121	121	86
Locations	East Side	West Side	Robert Frost	Lower Suites	
	40	59	99	9	
Types of Food	Fried	Grilled	Sandwiches	Mexican	Pizza
	72	119	81	1	87
Price Range (\$)	1-3	4-7	7-10		
	43	107	14		
Mobil App	Yes	No			
	108	41			
Social Media	Facebook	Twitter	Instagram	LinkedIn	
	107	97	99	19	
Payment Method	Credit Card	Debit Card	Cash	Meal Plan	Other
	37	73	74	117	1

**The surveys was distributed randomly to 200 students who are on campus residents.

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ABSTRACT

Munchiez food truck began as a business plan done by three Southern New Hampshire University undergraduate students for Professor Susan Losapio during the 2014 spring semester. At the end of the semester when the class came to an end, Professor Losapio turned to one of the three students, Victoria Wiseman, in hopes to turn an assignment into a reality. She used that original business plan as the core concentration of her OL317 Small Business Management class. With many months of hard dedicated teamwork, President Leblanc gave the class the go ahead to buy and start the Munchiez food truck. The class broke into five teams; management, finance, sales, marketing and partnerships. This allowed for the class to operate as a small business and for tasks to be completed in a faster and more accurately. Before the 2014 fall semester came to an end, the truck was purchased. With many thinking that the hardest part was over and done with, the journey was just beginning. When the 2015 spring semester began many students had agreed to take an independent study to continue working on the truck but the size of the "original" Munchiez team was now nearly half of that. With nothing but positive energy and continuous work both in and out of the classroom from the students, Munchiez was no longer a distant dream but a reality.



CONCLUSION

The Munchiez Food Truck today is officially on the Southern New Hampshire University campus. With many months of hard work, research, and consistent diligence the students have made a far distant dream into a reality for all to enjoy. Although the truck has just arrived the the journey just begins for Munchiez and future students who will have to continuously update, research and expand to continue operating and serving the campus. The students who were fortunate enough to be involved from beginning to end have had the opportunity to get a real life experience on starting a business. With that came many meetings, emails, paperwork, phone calls, and teamwork. It is up to the future Munchiez team to continue hiring employees, making sure the truck is up to date on state codes and researching what it is that the Southern New Hampshire University community would like from Munchiezz.

PARTICIPANTS & METHODS

OL321 Business Plan Preparation (3 Students) (14SPDAY):

Victoria Wiseman, Tyler Holske, Connor Audycki

OL317 Small Business Management (26 Students) (14FADAY):

Angela Bastide, William Cardarelli, Arielle Chamberlin, Jacob Clickstein, Nicholas Deletesky, Bianca Barcelos, Brittany Dow, Jennifer McShane, Nicholas Stellato, Jessica Vandemoer, Hailey Bonczar, Jacquelyn Hopkinson, Christen Krueger, Marielle Termine, Lenny Valdez, Colin York, Alexander Bellman, Lindsey Dupuis, Michael Giampietro, Gabryelle Hilts, Jeremy Leafe, Steven Berry, John Humphrey, Sandra Namuhanda, Brianna O'Brien, Melanie Sohl

OL480 Independent Study (10 Students) (15SPDAY):

Bianca Barcelos, Hailey Bonczar, Kevin Goodfellow, Gabryelle Hilts, Jennifer McShane, Brianna O'Brien, Melanie Sohl, Nicholas Stellato, Lenny Valdez, Colin York

OL317 Small Business Management (3 Students) (15SPDAY):

Ron Weidner, Anthony Richard, Chris Stoakes

The OL321 Business Plan Preparation (14SPDAY) class were the originators of the Munchiez Food Truck. They began by writing a business plan, which at the time was just an ordinary assignment before Professor Losapio came to them with the idea to try and actually bring the truck to campus. The OL 317 Small Business Management (14FADAY) class broke into five teams; management, finance, sales, marketing and partnerships. This allowed for the class to operate as a small business and for tasks to be completed in a faster and more accurately. The OL480 Independent Study (15SPDAY) and OL317 Small Business Management (15SPDAY) are considered to be the implementation team who finished any paperwork, meetings and orders that needed to be done before the trucks arrival as well as operating the truck once it had arrived.

The project was overseen by Professor Susan Losapio. Many of the contacts, partnerships and resources that the classes were/are in contact with were the various departments on the Southern New Hampshire University campus. The students were also in charge of speaking with the New Hampshire Department of Health and the Town of Hooksett to ensure that all paperwork and procedures were complete to state and town specifications.

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