

**UHMT1012-30 GRADUATE SUCCESS ATTRIBUTES**

ACADEMIC REPORT

THE “*NASI LEMAK*” CHALLENGE – BEST FOOD DELIVERY IN UTM

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It is undeniable that online food delivery system is one of the fastest growing marketing strategy nowadays as people always looking for convenience. In UTM for instance, students have lots of individual and group assignment to be completed. Hence, the presence of food delivery saves a portion of their time so that students can allocate more time on their daily activity. Throughout our team’s investigation, we found that there are actually varieties of food delivery service provided for the student to order their lunch and dinner. So, we have made our decision to pick the best among four food delivery, *Pondok Pondok* Café, Lolol Food Delivery, U2U Food Delivery and Miss Fern Delivery.

In order to view UTM students’ perception towards food delivery, we conducted our online survey via Google Forms on 5th and 6th of October 2019 and we successfully gain some responds from 50 respondents. From the data collected from the Google Forms, we surprisingly found that a large portion of 20 people order food delivery every day, while 18 respondents order 2-6 times weekly, 11 of them order once a week and only 1 respondent does not order food delivery at all. This obviously shows that roughly half of UTM students settled their meal through food delivery and the amount is expected to be grown over time.

From our point of view, we believed that there are four aspects that act as the key factors for determining the best food delivery, and they are price, punctuality, food quality and services respectively. After having some discussion among ourselves, we came out with a conclusion that the sequence of determine whether a food delivery is the excellent or not is as follow (from most significant to least significant): price 🡪 food quality 🡪 punctuality 🡪 service.

We conclude that valuable price is the most important factor that attracts students to spend their money, as students nowadays are trying to reduce their budget on meal as it contributes a large portion of their monthly expenses. Then, the food quality such as deliciousness and food portion must be good and big enough so that students feel worthy of the money they paid. Next, the food delivery must be punctual enough so that students can get their food on time during lunch or dinner time without excessive delay. The service provided, for instance politeness affects the least towards decision of determining best food delivery. At the same time, our conclusion was quite similar compared to the Google Form’s responses at which 16 people chose price as a main key factor. Simultaneously, punctuality is the second key factor as 15 people agreed with it, followed by the food quality with 10 supporters and last but not least, 9 people felt that service is the least significant contributes to determine best food delivery.

We have tried the menu of four food delivery to decide which one is the best. Firstly, we would like to introduce *Pondok Pondok* Café food delivery. It is a food delivery provided by Malay and it only provides dinner meal. The menus provided are like buttermilk rice with salted egg chicken (RM8), rice with Korean chicken (RM8), chicken chop (RM10) and spaghetti carbonara (RM8). Besides, it also offers a special menu called “*Nasi Selera Jimat*” at only RM5. The menu available for that are “*Nasi Goreng Ayam Kunyit*”, “*Nasi Ayam Paprik*” and so on. To attract more customers for choosing its food delivery, it offers a 230ml mineral water for every single order and one special dessert for each 10 orders. The way of ordering the meal is pretty simple, you just have to message 013-7344838 via WhatsApp, provides your name, your residential college, your meal and the amount. The food will be out for delivery starting from 6pm, and last but not least, any order should be placed before 4pm. To try out this food delivery, one of our team member, Low Wei Chieh have tried “*Nasi Ayam Paprik*” for his dinner. He reviewed the food that it was delicious, and the food portion was above average.

Next, we move on to Lolol Food Delivery. Lolol Food Delivery is a new food delivery platform that just created this year and it provides both halal and non halal food. To order food via Lolol Food Delivery, what we should do is to download the Lolol application from Google Play Store or Apple App Store, create a new account and reload money into it. Lolol Food Delivery offers plenty of dishes for lunch and dinner and the menus are constantly changing every day. The meal provided during lunch are like “Roasted Duck Rice”, “Dry Curry Chicken” and “Yang Zhou Fried Rice”, while for dinner are “*Nasi Lemak Ayam Berempah*”, “Kung Pao Chicken Rice” and “*Char Kuey Teow*”. In addition, free drink for instance chilled herbal tea, chilled Nescafé Latte and bubble milk tea is included upon order no matter for lunch or dinner. Based on Siah Weng Tze’s experience, the food delivery service is quite punctual as the lunch will be sent to his residential order not later than 1.30pm and not later than 7.30pm for dinner. The delivery person is always polite to customer, the food is tasty and he is very satisfy about their overall service.

Moreover, we would like to briefly introduce U2U food delivery. It is basically a food delivery that focus on non-Muslims only as they offer affordable non-halal food. U2U categories their lunch and dinner as two portions, which are vegetable dishes and meat dishes. They provides few food packages such as 2 vegetable dishes at RM4.00, 3 vegetable dishes at RM4.50, 1 meat dish and 1 vegetable dish at RM5.00 and so on. Normally, there are two meat dishes and three vegetable dishes to be chose, and the menu are different on every day. The way to order the food is very convenient, at which students just have to fill in the information such as their name, contact number, pickup venue, food packages preferred and dishes preferred. Chua Kek An, one of our team member is a loyal customer of U2U food delivery. He orders his lunch and dinner through U2U almost every day as he found that its service is very good. The reason he would not feel dull towards the menu is because he likes to try a different combination of dishes and most importantly, the price would not burden his budget.

The last food delivery that we are comparing is Miss Fern food delivery. Same as U2U food delivery, Miss Fern food delivery focuses on non-Muslims customers only and it also provides delivery for lunch and dinner meal. When compared to the other three food delivery, Miss Fern actually offers less menu for each lunch and dinner, as it normally has only two menus to be chose. The dishes for lunch and dinner are pretty close, that is a meat dish, for instance fried chicken or sesame oil chicken and two random vegetable dishes, and this meal is available at RM5.00. If someone wants to order their meal from Miss Fern food delivery, he or she should joins its WhatsApp group and put their name, contact number and amount of meal they wish to buy under the respective menus. Eyu Si Xiong orders Miss Fern food delivery about every two days as it is extremely worthy for having one meat dish and two vegetable dishes at only RM5.00, at which the usual price of having the same meal at UTM cafeteria is about RM6.00 to RM7.00. The food is being sent punctually every day, but the food portion is not ideal as the size of the meat is roughly one third of palm.

After having a session of debate, we finally propose that Lolol Food Delivery is the best food delivery service at UTM. There are three factors that contributes to its success. First, zero delivery fees is charged for all orders. As a comparison, U2U charges RM2.00 of delivery fees for each meal ordered while Lolol Food Delivery is totally free of charge. Besides, free beverage is supplied for every order and this makes it unique compared to others. Although *Pondok Pondok* Café food delivery also gives free dessert upon 10 orders, but Lolol food delivery provides a free drink for each order made. Last but not least, Lolol food delivery offers voucher to customer if it delivers the food late or the meal delivered is not the same as what customer ordered. For instance, a RM3 voucher was released by Lolol food delivery as a compensation on 3rd October 2019 as they received plenty of complaints regards to the issue of the rice is overcooked.

To identify the best food delivery service in UTM among UTM students, we carried out a survey among 50 respondents and we found that it shares some similarities with our group discussion. The sequence of the data collected was: Lolol food delivery 🡪 *Pondok Pondok* Café food delivery = U2U food delivery 🡪 Miss Fern delivery. The amount of vote is 18, 11, 11 and 10 respectively. Out of 18 respondents that chose Lolol food delivery, 6 people considered the price of food was cheap, 8 people for moderate price and 4 people felt that it was expensive. For the punctuality, 10 people thought that it was at average speed or slightly delay while 8 people mentioned that it was always punctual. Besides, a number of 11 respondents rated the food quality as very good while 7 people claimed it as average quality. Last but not least, most of them (14 respondents) found that the services provided is systematic and excellent, and 4 people thought that it was a normal service.

In conclusion, Lolol food delivery is the best food delivery service in UTM as it was proofed by our investigation and from the results of 50 respondents. It is our honour to carry out this assignment and we would like to thank Ms. Hazinah for giving us permission to evaluate this assignment. Throughout this assignment, we have a clearer image and deep understanding about food delivery system that we are not familiar with before. Apart from that, we also like to appreciate our respondents for spending their time to help us answer the questionnaire for the evidence purpose. Although they are many food delivery service existed in UTM, we believe that those food deliver services’ main goal is to provide best lunch and dinner that are affordable for students and as an alternative meal for settle their lunch and dinner other than settle at cafeteria. So, we hope that all the food delivery services can compete with other in a good manner and only in this way students can obtain benefits from that.