

Milan Da's Case Study (Consultancy Wing)

Name of event: Milan Da's Case – ShowCase 1.1

Date: 12th June 2021

Venue: Virtual Meet (Google Meet Platform)

Brief Description: A case study was handed over to the coordinators of JU E-Cell about Milan Da's canteen on 18th May 2021. They were divided into groups and were asked to make a presentation regarding the case study and present it on 12th June 2021 followed by QnA session for each group.

About the case study: Milan Da was a refugee who came from Bangladesh, his canteen was one of the first canteen in the Jadavpur University and is still running till date even after our beloved Milan Da passed away. The canteen is currently run by Milan Da's wife. The iconic food of Dhoper Chop was the fame Milan Da's canteen. Based on this, two questions were asked which were to be addressed by all the groups via a presentation. The questions were:

1. What works in favour of Milan Da's canteen's popularity and profitability?
2. Should Milan Da's canteen launch new food items or should it sustain itself on the food items it is known for?

What works in favour of Milan Da's canteen's popularity and profitability?

Different groups came up with different reasons/ideas on what works in favour of Milan Da's canteen's popularity and profitability. Some of the key points on which most of the groups agreed were:

1. The quality of food served by Milan Da was top notch.
2. Milan Da's friendly behaviour towards the customer is always a plus point towards the canteen's popularity.
3. Innovative food items such as Dhoper Chop played a pivotal role in the popularity of the canteen. The pun behind the name Dhoper Chop also worked in the favour of Milan Da.
4. The canteen is situated near the Science and Arts faculty and near the front gate which served as a locational advantage to the canteen as it was much more easily accessible to the non JU customers.
5. He used to serve tea and coffee which took care of the caffeine cravings of the customers

Unique ideas behind the legacy of the canteen were also pitched such as: the canteen united all the segments of the economic pyramid which includes Upper Class, Middle Class and the bottom of pyramid.

Should Milan Da's canteen launch new food items or should it sustain itself on the food items it is known for?

Coming onto the second question, both the faces of the question got equal attention from all the groups. Some agreed on launching a new food item and expanding the business while others believed that sustaining based on the original masterpieces is good enough for the canteen.

The main reason behind the fact that Milan Da should keep on continuing with the current menu was that all the food items were being sold at the end of the day. The canteen was profitable and could sustain easily based on the current products.

Some people had different opinions, they told that innovative food items should be introduced as well such as a veg version of Dhooper Chop which could work wonders and increase the popularity even more thus attracting new customers.

QnA Session:

After the pitching of every group, the session saw active participation from the participants as well as from the hosts. Each group answered all the questions and cleared the doubts of every asker about their ideas.

Overall the session was a great success and the main motive behind the session which was to enhance team work between the people you don't know and most importantly making new friends while brainstorming was a complete success.

Moderated By:- Barnika Bhandari