Feasibility Report on UNT Coffee Shops

By Jerell Tolliver, Ava Molina, Luis Alvarez, and Sean Ghussain
Executive Summary

Being a part of the University of North Texas community, we know the hardships of finding a good cup of coffee while on the run to class. Because students will spend hours less nights studying or working on that 20 page paper, a majority of students turn to the cup of Joe to stimulate their eager minds. We have studied each coffee spot at UNT in order to provide a knowledgeable perspective for the typical student. Einstein Bros Bagels, Green Mountain, the Go Station, Kush, and the Biz Café are the following coffee spots available on campus. The five cafes have been tested on price, wait time, and available condiments. We recommend the Biz Café for purchasing a well-priced, delicious, and speedy cup of coffee.
North Texas University’s community has a limited selection for food and beverage while on campus. Whether the student is a commuter or lives on campus, they have little option for their appetite’s satisfaction. In order to challenge the quality standards of the campuses food services, we must take notice of the mediocrity and take a stand. Is there another choice for these students constantly on the run? Most likely the answer is no. Due to the limited variety of coffee providers, we often end up with a poor cup of coffee and an empty wallet.

In our efforts to combat this, we have compiled a list of the cafes UNT students frequent. We have set out to perform extensive test on each café in order to inform UNT students of the best option for the best price. We studied these three options:

**Biz Café** - Biz Café is located in the Business Leadership Building. We assume this is the most popular coffee spot, simply because it sells Starbucks coffee. However, we also assume it has the most expensive coffee and longer wait time, due to its trendy nature.

**Einstein Bros Bagels** - Einstein Bros is located in the Union. We expect this coffee spot is another well-known brand name for breakfast food and beverages. The prices are also known to be similar to Starbucks, but not as trendy.
Green Mountain Café - Green Mountain Café is the University’s own brand name of coffee beverages located in the Student Union. May have discounts for students that use the flex plan, which seems the least inexpensive coffee.

The Go Station- The Go Station is another University brand name coffee spot located in the front of Wooten hall. Typically assumed to be the least expensive and has the shortest wait, however the variety is lacking.

In the report that follows, we examined these options and recommend the most inexpensive option without sacrificing quality and customer satisfaction.

Methods for Evaluating

To support our recommendations, we evaluated the feasibility of each option using three criteria.

· The Price of buying a 6 ounce cup of coffee

· The wait time

· Variety of condiments

We visited each store at separate times during the day in order to get an accurate measure of each wait time. We chose the times based on the expected rush hours a coffee place might expect.

· Morning- between 7:30 and 10:30
- A time where we expected students with morning classes to crowd into the cafes to get their morning caffeine

- **Afternoon**- between 11:30 and 3:30
  - A time where we expected the cafes to get their most business. This is when the campus is at its most crowded. Students’ in-between classes and faculty on break we suspected would frequent the cafes on our list.

- **Evening**- between 5:30 and closing
  - A time where activity is winding down. We expected the shortest wait time of each of the three time periods.

We also compiled a list of prices and available condiments in order to make sure each student was aware of the differences and are better able to maximize their purchase.
Results of the evaluation

We gave each café a grade based on the results of our evaluation. We graded each shop from on a 1-4 scale with the highest number signaling the best in the category. The grades are as follows

<table>
<thead>
<tr>
<th>Coffee shops</th>
<th>Price</th>
<th>Wait Time</th>
<th>Condiments</th>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biz Café</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Einstein Bros</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Green Mountain</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Go Station</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
</tbody>
</table>

**Price**

- **Biz Café** - Biz Café comes in at last with the highest price for coffee at $4.00 a cup
- **Einstein Bros** - Einstein comes in at third with $3.87 a cup
- **Green Mountain Café** - Green Mountain Café comes in at second with 3.78 a cup
- **Go Station** - Go Station comes in at number one with 3.54 a cup
Wait Time

- **Green Mountain Café** - Green Mountain Café comes in last with 7:34 in the morning, 11:54 in the afternoon, and 6:58 in the evening

- **Go Station** - Go Station comes in at third with 6:42 in the morning, 8:16 in the afternoon, and 6:03 in the evening

- **Einstein Bros** - Einstein Bros comes in at second with 5:22 in the morning, 8:45 in the afternoon, and 5:23 in the evening

- **Biz Café** - Biz Café came first with a coffee preparation time of 4:46 during the morning, 7:47 during the afternoon, and 4:37 during the evening


**Condiment selection**

- **Go Station** - Go station comes in last with the lowest selection of condiments.

- **Green Mountain** - Green Mountain Café comes in at third with the third lowest. It had one extra brand of sugar than go station.

- **Einstein Bros** - Einstein Bros comes in at second with more condiments and a selection of syrups to add to you coffee.

- **Biz Café** - Biz Café cones in first with the widest selection of condiments and syrups.
Conclusion

This report outlined all of the coffee shops available to students of UNT. Each location had its pros and cons.

- **Biz Café** - The victor 9 points out of a possible 12 points
  
  o Pros- shortest wait time, best selection of condiments
  
  o Cons- most expensive

- **Einstein Bros** - Second place with 8 out of a possible 12 points
  
  o Pros- No real negatives
  
  o Cons- No real Positives

- **Go Station** - Third place with 7 out of a possible 12 points.
  
  o Pros- lowest price
  
  o Cons- lowest number of condiments, long wait time

- **Green Mountain Café** - Last place with 6 out of a possible 12 points
  
  o Pros- No positives
  
  o Cons- Longest wait time, second least number of condiments.
We performed this study in a methodical and unbiased manner. We chose the victor by the criteria we think most concerns UNT students. Any UNT student can consult this report for the most objectively agreed on best cup of coffee on Campus, chosen by fellow UNT students.

**Recommendation**

We recommend Biz Café in the Business Leadership Building for the most convenient if not necessarily the cheapest cup of coffee.