Analysis the existed services Factors and Develop New Service for University of Derby

LELI, Niu Yue & YANG YANG ZHANG

Abstract

The current study focuses on the University of Derby business environment and considers PEST analysis to identify new services caused by external factors outside the university. Current services. The University of Derby had a much wider variety of departments and services. Therefore, this is a report on food outlets and restaurant services. Due to the kitchen services' need to follow some UK food temperature laws, keep suitable laws, and provide healthy and safe food for them, Therefore, as for food, it needs innovation and more choices for international students. The University of Derby, as an international modern university, has over 1500 overseas students from 120 different countries. The international students had different food habits and cultural background information. So, how can we make more suitable food for Chinese students and provide more convincing ways to help international students pay for kitchen services? We will apply these two parts of the analysis to the use of new service development at each stage. In addition, the new service development drivers as well as relevant core products and services will add tangible or intangible values for students. To summarize, the University of Derby aimed to improve Kitchen's technological and service infrastructure. provided more benefits and better services for students.

About Author (s)

LELI, PhD candidate, The School of Economic and Management in University Putra Malaysia & Anhui Institute of Information Technology, The School of Management and Engineering, Wuhu, Anhui Province, China.

Niu Yue (Corresponding Author). PhD candidates, University of Nottingham, UK, Nottingham University Business School, Faculty of Arts and Social Sciences.

YANG YANG ZHANG, PhD candidates, School of Education, University of Nottingham, UK & The School of Liberal Studies and Foreign Languages, Anhui Institute of Information Technology, Wuhu, Anhui Province, China.

1. **Introduction**

The purpose of this report is to focus on the university of Derby atrium services, food outlets, and kitchen. situations, and critical analysis of new service development progress in the university. As a result, the report at the University of Derby was divided into four sections: new services and current factors affecting university food outlets and restaurant services (Zeithmal,). In addition, due to the analysis, the new service model involves innovation and drives for change at the University of Derby, and how it is connected to the new service model's progress and implemented adds value for the students (Fisk, 2008). Moreover, The first sections introduce some relevant and basic information about the University of Derby. This section will employ PEST analysis to examine the internal and external business environments, as well as existing services, at the University of Derby. The second section, "Frontline and Classification for Service Types in the University of Derby Departments," More specifically, based on research and justification for new university services. The third section uses the new service development models to research and develop how to implement the new service. Help make university services more structured and complete (Kelly, 2008). In addition, the University of Derby's services focus on one department and link some service theories and models to critically evaluate how real work is done in the university's food outlets and kitchen. The final sections give the foodservice plans for work in the school. Provide appropriate marketing objectives and a service plan to help the university kitchen operate more efficiently.

2.PEST analysis of University of Derby environment and of the existing service
2.1 PEST analysis of university of Derby

Political:

Followed care the students' healthy security cookies laws and check suitable temperatures food supply choices for students.

Economic:

Get 150 million pounds invest in facilities for university of Derby, Derby has attracted 3 billions pounds, can attracted more students choose study

Social:

They has around 1000 international students and from more than 100 countries.

Provided international students centre support has top rank.

Technology:

Currently payment systems have pay by card and cash when students shops at Kitchen and food locale.
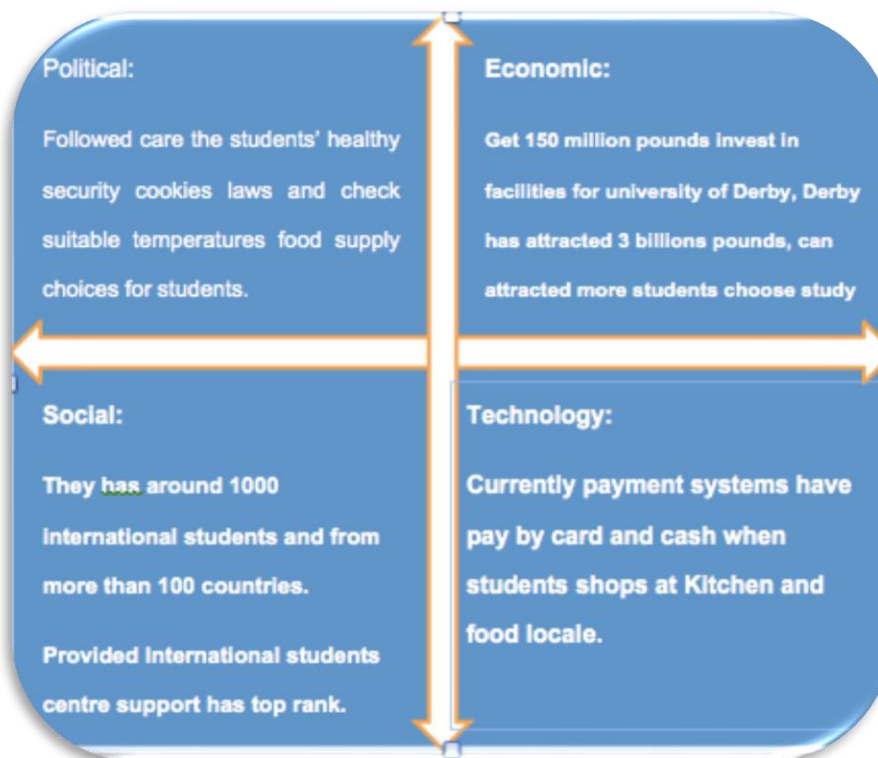
Figure 1: PEST analysis

The safety and quality of food and how to keep the food at the right temperature are of the utmost importance to the university food services. For one thing, that is to illustrate when they put food in the stores before. The kitchen staff always uses a thermometer to ensure that appropriate food temperatures are available for students. Because of UK government laws for

food temperatures, Article 5 of Regulation (EC) 852/2004 requires food business operators to maintain procedures based on HACCP principles. This is so that food safety hazards are identified and monitored, and to ensure that controls are in place to eliminate or minimize risks to consumers (Anon, 2017). On the other hand, based on the last ten years, the University of Derby has had 150 million pounds invested in facilities (Derby, ac.uk, 2017). As a result, the University of Derby will improve the environment and redesign the kitchen theme for students. Indeed, the Derby has attracted 3 billion pounds of investment (Marketing Derby, 2017). This is also evidence that Derby has a lot of potential and could entice more students to come here to study. Therefore, the University of Derby expanded its kitchen table and demanded more students come here. In addition, the purpose of the University of Derby is to be a modern, friendly, and innovative university. The schools had 20,000 students from this group. The University of Derby, as an international modern university, has over 1500 overseas students from 120 different countries (Derby, as well as the UK, 2017). Due to previous analysis of the university as a modern international university, Therefore, the university has a lot of students who come from different countries. For example, a lot of students come from Nigeria, India, and China. This group of students is significant in international students (Derby, in the United Kingdom, 2017). Therefore, they had different food habits in their cultural lives. Afterwards, as for the main sites, Derby Campus Kitchen lunch food provided a lot of curry chicken and rice types of food for some Indian students to choose from. Although the kitchen provides different kinds of food, this can be demeaning for international students. On the other hand, Chinese students' dietary habits differed significantly from those of students from other countries. Furthermore, based on the contribution of Chinese students to international students (Derby, ac, UK, 2017), If the kitchen had food innovations and research that agreed with Chinese students on appropriate foods, this will bring in more economic income and attract Chinese students to eat in the kitchen.

2.2 Research and justification for new services

This chapter describes how the university kitchen used primary and secondary research to drive the new services. The services industry accounted for the majority of the societal economic development activity. As a result, the development of human needs and desires as the most important can result in many personalities' services in the world (Droege, 2009). Indeed, The University of Derby young students who choose to study here all want a more flexible and variable pay approach. Because young students' payments are more likely to be made with credit cards and online (Derby, 2017), According to research, young people, for example, need to be more adaptable, and new payment services can reduce payment and waiting times. According to Mintel (2017), young people are more likely to use mobile and online payments. Self-service technology, on the other hand, is more widely used in EU service marketing. According to Figure 1, the use of self-services in European markets has increased in various countries (Satificitsc, 2017). Therefore, self-services as good new technologies need to be applied and used in the university kitchen payment systems, which can use self-services links for students' payment approaches.

Europe Self Services Market By Country

(Growth Rate in %)

| 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |

- Russia
- Germany
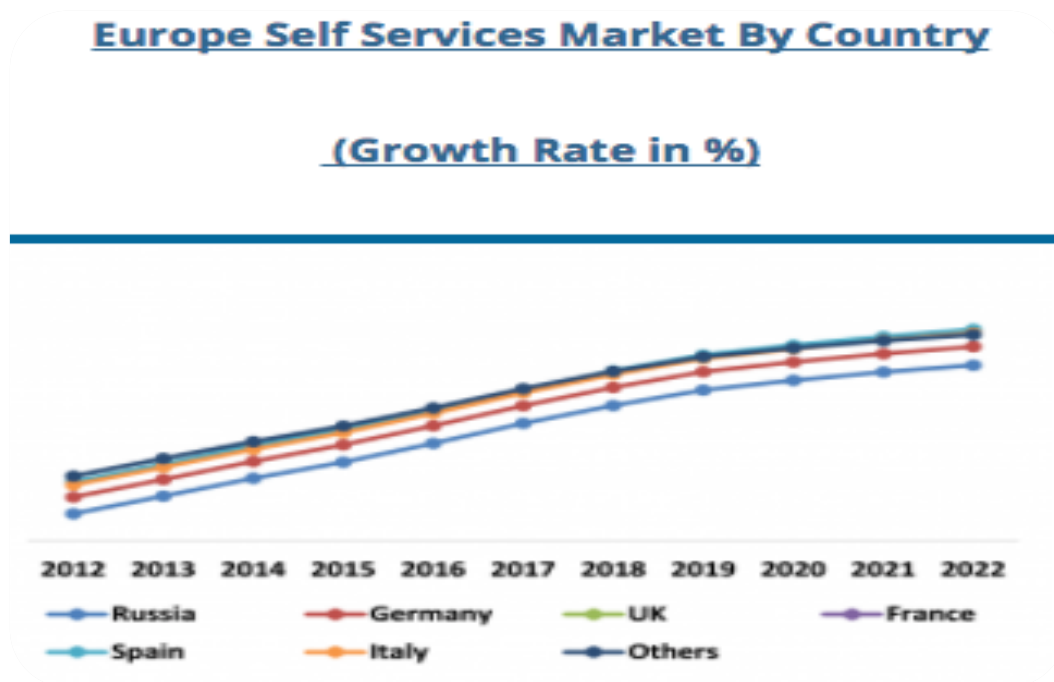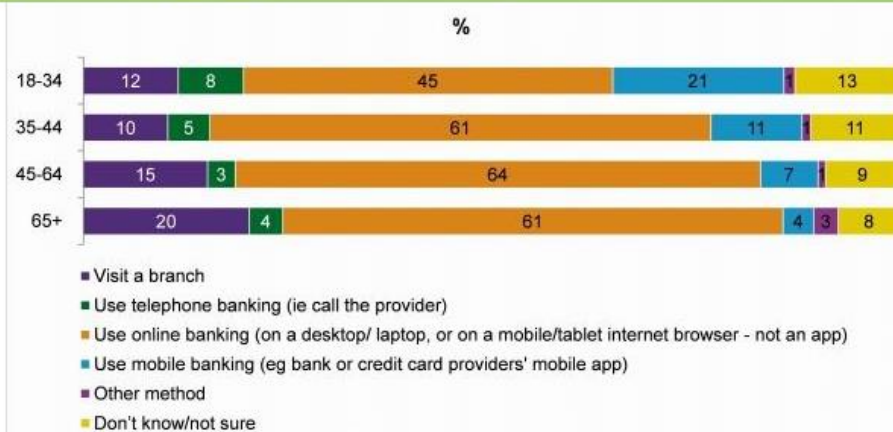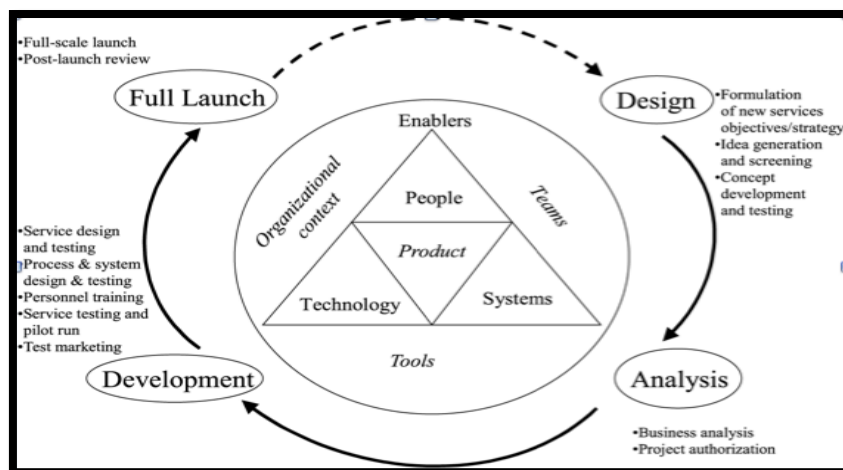- UK
- France
- Spain
- Italy
- Others

FIGURE 1: Preferred retail banking channels to pay/ transfer money to a company or another person, by age, July 2016

Base: 1,948 internet users aged 18+ who own a current account

%

18-34	12	8	45	21	1	13
35-44	10	5	61	11	1	11
45-64	15	3	64	7	1	9
65+	20	4	61	4	3	8

- ■ Visit a branch
- ■ Use telephone banking (ie call the provider)
- ■ Use online banking (on a desktop/ laptop, or on a mobile/tablet internet browser - not an app)
- ■ Use mobile banking (eg bank or credit card providers' mobile app)
- ■ Other method
- ■ Don't know/not sure

(Source: Mintel, 2017)

Customer service was involved with how payment systems worked in the kitchen when international students first arrived. However, the Kitchen Payments System only provided two approaches to the client. They accept cash and credit cards. As a result, when international students first arrive in the UK, the payment systems are not always convincing. For example, when they were first arriving in the UK, they did not receive enough cash to pay them. To meet the demands of international students' personal expenses, Kitchen payment systems require a more flexible and variable payment approach (Fisk, 2008). Because international students are new to the UK, they are unfamiliar with the university system. Furthermore, if they require a large sum of cash to make payment, paying with cash is not secure. As a result of internal factors such as change and innovation in payment systems, which can improve staff work efficiency (Droege, 2009), the kitchen at the University of Derby must apply for and improve new services. On the other hand, the payment method has evolved and may require more convincing for a student's life.

3.1 The New services development Progress
From the previous analysis of the new services in the University of Derby Kitchen departments Therefore, these sections focus on the kitchen and how to apply some methods and frameworks for analysis of the new service development at each stage of the NSD progress (Hoffman, 2009). The new services and event models involved design, analysis, development, and full launch.
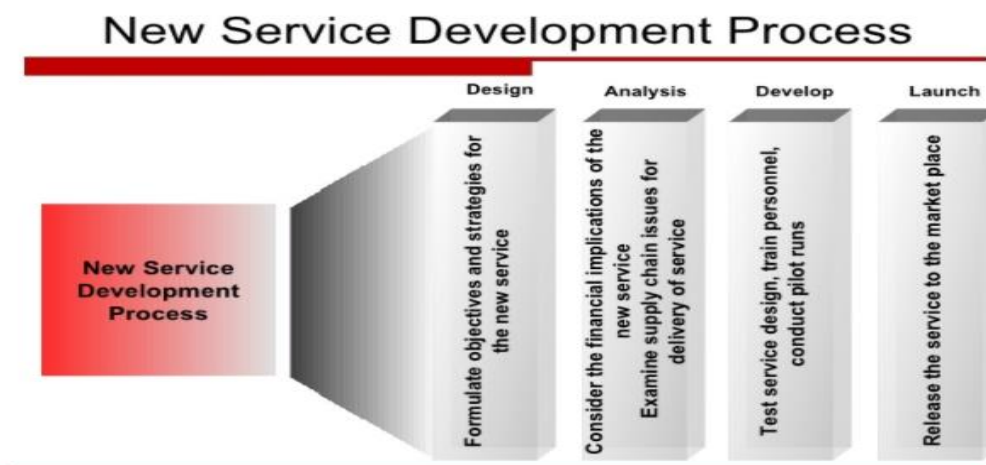
The first stage of the design of a new service is the first stages in the kitchen services, which include establishing the new service strategy and testing the concepts for new service developments (Hoffman, 2009). As for applying in the University of Derby kitchen, we need changes and improvements to our payment systems. Current service systems, for example, are based on the "wait and pay" model for only card and cash payments. The screen analysis was used for new service development in the university in these sections on how to design new services.

As a result, students who stayed at the university accounted for a significant amount of time spent there. If payment systems are planning new services, upgrades, and innovation, expanded student cards can help students pay in restaurants and kitchens. For example, the student cards can support students going to the library and can be topped up by self-service machines to support students finishing print services. Meanwhile, the University of Derby's Kitchen cans technological acquisition projects for self-services, which are topped up by students (Statistics, 2017). On the other hand, the payment systems need to be adapted and innovation supported for a different payment approach. For example, the kitchen payment systems can support mobile payments, Apple Pay, or some PayPal approaches online (Droege, 2009). These two approaches to designing new service strategies are intended to provide more convincing benefits payment approaches for university students. In terms of positive aspects, they can provide both good and security to students. They can pay by mobile or using their student cards. This is a new service that will improve the lives of students. For instance, when students need to catch up for a class. If they are able to pay by self-service and top up their cards, Meanwhile. Self-services and links that support payment by student card, as well as more mobile payment systems, can help kitchen staff work faster and more efficiently. However, for young students, the kitchen and restaurants are important social cycles in their lives. Although the payment systems were more widely used in the kitchen, The self-services that required attention for new payment services had safety issues. When students, for example, forget or lose their cards, they can pay in the kitchen or with another payment system (Mintel, 2017). Therefore, as for self-services and links adapted for new face and Touch-ID support payments, Because the students' photos and other types of information can be added to the technologies, the security of the students' payments in the kitchen or other university services will improve.

Development (Blue Printing) for the New Service:
For this stage in the development of new services in the University of Derby Kitchen Payments Services. Moreover, this chapter used blue printing and analysis about the delivery of services and marketing progress in the kitchen. The students act as blueprints for customers, identifying all steps in the service progression at each stage (Adrian, 2011). from the first order and to have suitable interactions with the customer (Kelly, 2000). Because of the new services, there are concerns about how to implement the new payment method using student cards. As a result, the payment can be used more efficiently throughout the student's life cycle.
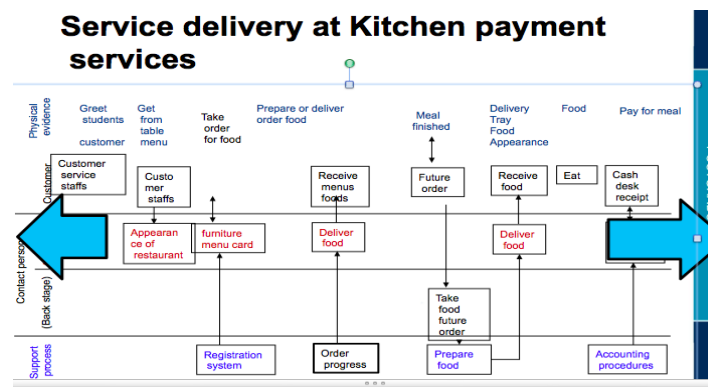
Source: (Adrian, 2011)

4. Adding value for the customer

Based on previous research into new services, how they are developed, and how they are implemented at the University of Derby, Any new service event introduced new technology and created new service values for customers. As a result, the customer must think about and consider how to identify values for products and services in Kitchen payment systems (Zeithaml, 2009). Furthermore, identity and values for customer experiences play a role in kitchen services. Based on the need for recognition of new service payment systems for students in the kitchens, Elements of analysis for the new service payment systems based on the Maslow hierarchy of needs Maslow must be involved in the physiological need for kitchens to provide on-demand food or water (Fisk, 2008). When it came to payments, they used student cards. Due to the University of Derby having great students in the kitchen If they used new payment methods for students, the card could provide more benefits and persuade students to use it for the rest of their lives. Meanwhile, using student cards instead of cash to pay for food in the kitchen posed safety risks (Hoffman, 2009). Using new payment methods, such as PayPal, Apple Pay, or Mobile Pay, on the other hand, can solve international students' first-time payment problems in the UK. The Kitchen provided more choices in payment methods for international students, which made a lot of things easier when they first arrived at the University of Derby.

5. Conclusion

To sum up, these reports, divided for the fourth section, considered which outside factors affected the current services at the University of Derby. The first chapters focus on the PEST analysis of external factors and some customer service behaviors as new services are happening at the University of Derby (Fisk, 2008). In addition, I conducted some primary and secondary research to justify the use of new kitchen services. Based on the university payment systems, there are two approaches to the current services. As a result, focus on payment technology innovations required to implement new services about student cards that can support payments in the university kitchen. Furthermore, how to implement and use new service models in each stage based on the new services In addition, use screens and blueprints to introduce whole new services and how they apply to the university. On the final sections, Due to analysis about the new services' development progress, it will provide some tangibles or intangibles for students (Zeithaml, 2009). This new payment services system can improve internal staff speed and efficiency while also providing more flexible and appealing options for student life needs.

Theoretical applications

Our study has several theoretical applications, First, the use of PEST analysis as a tool to identify external factors that may impact the business environment of the University of Derby. This can be applied to other organizations and industries to help identify potential opportunities and threats that

may arise from external factors. Second, the analysis of food outlets and restaurant services within the context of the University of Derby business environment. This can be applied to other organizations and industries to help identify potential opportunities and challenges that may arise from the provision of food services. Third, the consideration of food safety and legal requirements in the development of new food services. This can be applied to other organizations and industries to help ensure that new services are developed in compliance with relevant laws and regulations. Fourth, the use of new service development to improve the technological and service infrastructure of food outlets and restaurants. This can be applied to other organizations and industries to help improve the efficiency and effectiveness of food services. Fifth, the consideration of cultural background and food habits of international students in the development of new food services. This can be applied to other organizations and industries to help improve the accessibility and suitability of food services for diverse populations. Sixth, the use of new service development to add tangible or intangible values for students. This can be applied to other organizations and industries to help improve the student experience and increase customer satisfaction. Finally, the study of the University of Derby shows that the university aimed to improve kitchen's technological and service infrastructure. This can be used to improve the provision of food services for other educational institutions, especially for modern international universities.

Managerial applications
Managerial applications of this study include: First, the use of PEST analysis as a tool for strategic planning and decision-making. This can help managers identify new opportunities and potential threats in the business environment, and make informed decisions about how to respond to them. Second, the identification of key drivers of new service development in food outlets and restaurant services. This can help managers identify areas of the business that may require improvement or innovation in order to better meet the needs of customers. Third, The consideration of food safety and legal requirements in the development of new food services. This can help managers ensure that new services are developed in compliance with relevant laws and regulations, and minimize the risk of legal or regulatory issues arising. Fourth, the use of new service development to improve the technological and service infrastructure of food outlets and restaurants. This can help managers improve the efficiency and effectiveness of food services, and increase customer satisfaction. Finally, the consideration of cultural background and food habits of international students in the development of new food services. This can help managers develop food services that are more accessible and suitable for diverse populations, and increase customer satisfaction among international students.

6. Reference:

Anon, 2017. (Online) Available at:
https://www.food.gov.uk/sites/default/files/multimedia/pdfs/tempcontrolguiduk.pdf
        [Accessed 13 Mar. 2017].
Adrian Palmer (2011). *Principles of Services Marketing* 6th edition Maidenhead: McGraw Hill.
Academic.mintel.com.ezproxy.derby.ac.uk.   (2017). *login.ezproxy.derby.ac.uk.*   [online]
        Available   at:
        http://academic.mintel.com.ezproxy.derby.ac.uk/display/807109/?highlight [Accessed
        13 Mar. 2017]
Derby.ac.uk. (2017). *University of Derby - FD, BSc, MSc, PhD Degrees & Short Courses.* [online]
        Available at: http://www.derby.ac.uk/ [Accessed 12 Mar. 2017].
Droege,H., Hildebrand, D., Forcada,M.A.H (2009) Innovation in services: present findings and
        futures pathways, *Journal of services Management,* 20(2), 131-55.
Fisk, R.P., John, J. and Grove, S.J. (2008) *Interactive Services Marketing*, third edition. Boston, MA:
        Houghton Mifflin.
Hoffman, K., Bateson, J.E.G., Wood, E.H. and Kenyon, A.J. (2009) *Services marketing: concepts,
        strategies and cases*, international edition. Andover: Cengage Learning EMEA.

Kelly, D. and Storey, C. (2000) New service development: initiation strategies, *International Journal of Service Industry Management*, **11**(1), 45–65 (available in UDo).

Marketing Derby. (2017). *News & events*. [Online] Available at: http://www.marketingderby.co.uk/ [Accessed 13 Mar. 2017]

Statistics., (2017). *Europe Self Services Technology Market (2016-2022) - Market Size, Market Forecast, Market Share, Market Growth - Market Research and Statistics*. [online] Market Research and Statistics. Available at: https://www.marketresearchandstatistics.com/ad/europe-self-services-technology-market-2016-2022/ [Accessed 14 Mar. 2017].

Zeithaml, V.A., Bitner, M.J., Gremler, D.D. (2009) *Services marketing: integrating customer focus across the firm*, fifth edition. London: McGraw Hill.

Cite this article:

Published by