



Acknowledgement

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List of Figures

Figure No.		Page
1	Level of social and cultural interaction in NUS	4
2	Floor plan of the café	12
3	Effectiveness of the café	20
4	Students who will patronize the café	20

List of Tables

Table No.		Page
1	Estimated start up cost	15

Contents

Acknowledgement	i
List of Figures	ii
List of Tables	ii
Chapter 1 Introduction	1
Chapter 2 Problems Identified	3
Chapter 3 Objectives	5
Chapter 4 Proposed Solution	7
Chapter 5 Evaluation	18
Chapter 6 Conclusion	23
List of References	24
Appendix 1 Survey Questionnaire	25
Appendix 2 Survey Results	28
Appendix 3 Menu	31



Chapter 1

Introduction

1.1 Context

The National University of Singapore has been gaining academic reputation over the years. In order to make NUS a university of world-class standard, the administration has noticed that the level of social and cultural interaction amongst staff and students can be improved upon. An adequate balance should be achieved between academic excellence and social as well as cultural awareness.

1.2 Current situation

Social interaction in NUS is only confined to during lesson breaks or extra curriculum activities. Other than these, there are little places in NUS where students can get together and relax. As for cultural interaction in campus, due to the lack of general interest and programs, results have not been promising. Academic life in NUS has become a monotonous routine and in order to rectify this, an alternative avenue for enhancing social and cultural life in NUS will be viable.

1.3 Purpose

In response to the NUSLife! Committee to transform this campus into a socially and culturally active place, our team recommends the setting up of a cultural café, which will be relevant and feasible in the long run. This café will be an ideal place for staff and students to come together to interact and it will also be able to promote culture from the way the café is managed and through the programs, which will be organized.



1.4 Organization

This proposal will consist of our objectives, which we hope to achieve with our idea and will focus mainly on the recommended solution to address the underlying problem. Details of its implementation with the survey results will be given and a budget analysis will be made as well. Finally, an overall evaluation will be included together with future projections for our proposal.



Chapter 2

Problems Identified

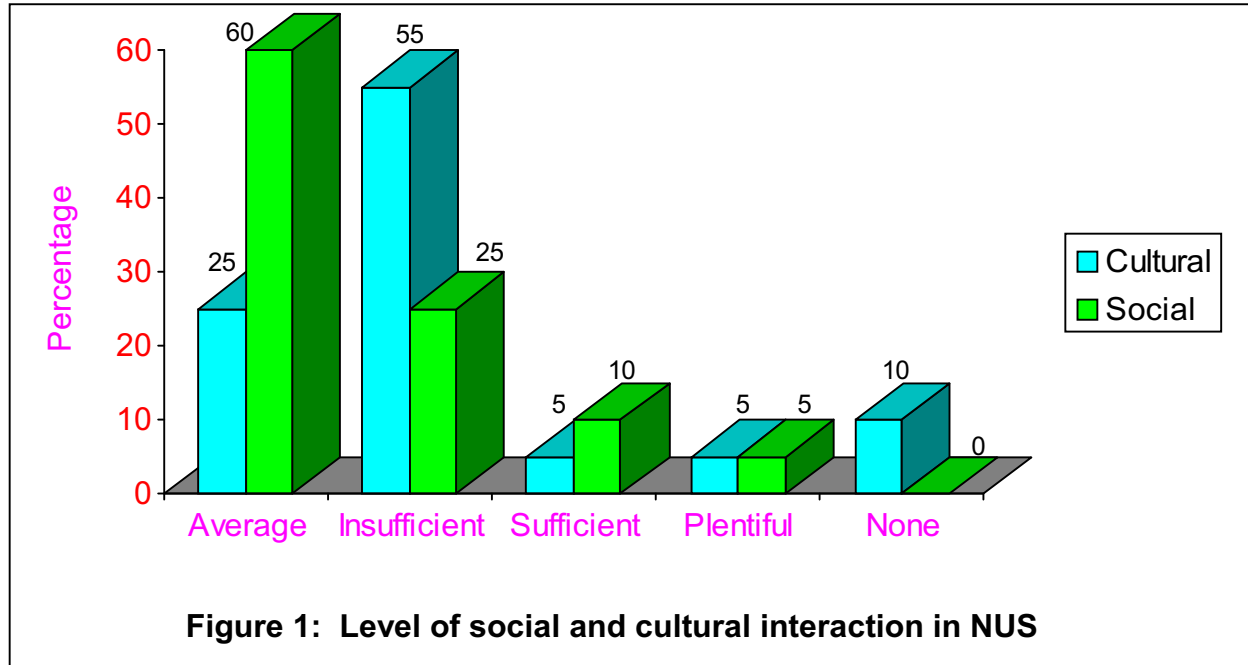
In order to emphasize on the need for a cultural café in campus, our team has identified the problems from the feedback, which we had obtained from the student population in NUS.

2.1 Problems

The level of social and cultural interaction in NUS has been lacking. Our team realizes that other than extra-curriculum activities, there is few other avenues ideal for interaction between staff and/or students. There is also insufficient cultural awareness as little has been done over the years to stimulate the interest in our students here. As such, campus life has turned into a monotonous and stressful one.

2.2 Survey results

A survey has been conducted on the level of social and cultural activity in campus and a sample size of 20 students each were taken from various faculties. The students were asked on their views on the level of activities and the availability of facilities in promoting social and cultural interaction in campus. In response to the question raised in the survey, the majority of the students felt that the level of social interaction though is not insufficient, could be improved upon. However, a majority felt that the amount of cultural interaction is seriously lacking and with the increase in the number of foreign students in NUS, there is now a vital need to improve on this aspect. (Refer to Figure 1).



2.3 Students' personal experience

As students in NUS, my team realized that the number of outlets for relaxation and interaction are limited. Other than canteens and study benches along corridors in our Engineering faculty, there are no other places where we and our friends can gather together and enjoy one another's company. As such, social life in campus has been restricted to classroom interactions. Also, our understanding of the cultures of other ethnic groups and religions are also limited, as our course of study does not find any relevance for them.

Therefore, based on survey results and students' experiences, there is an urgent need to find a solution to this. From the survey, we gathered that most students would go to places, which have good food as well as an ambient and comfortable environment. Hence, the settingup of a cultural café will be a good and adequate idea. Our team believes that before we are able to cultivate cultural interest in students, we need to come up with something to draw their attention to first. Since food is a daily necessity for all and can be provided at reasonable prices, it will be an ideal tool to bridge the social and cultural aspects together.



Chapter 3

Objectives

In order to increase the level of social and cultural interaction among staff and/or students in NUS so as to make campus life more enriching and entertaining, our team has proposed to set up a cultural café.

The objectives are based on criteria set by NUSLIFE! Committee. In addition, our team has also come up with a set of objectives, which we hoped to achieve in setting up the cultural café.

3.1 Criteria set by NUSLIFE! Committee

- **Effectiveness:** It must be effective in enriching social and cultural life in campus.
- **Practicality:** It should be maintained at a maximum of \$50,000 excluding building costs.
- **Desirability:** The café must not bring about any bad influence on the individual or project a negative image of NUS to the public in any way. It must be able to conform to NUS regulations.
- **Sustainability:** The café must be able to maintain its appeal to the staff and students in the long run. In order to ensure this, it should be relevant and convenient for the patrons and must be able to maintain operation at low costs and at the same time charge reasonable prices for the food and services rendered.



- **Creativity/Innovation:** The café must be capable of coming up with innovative ideas that students and staff have yet to experience in NUS at present.

3.2 Team's objectives

- **Location:** The café should be situated at a central location so that it would be easily accessible to students and staff from all faculties in NUS.
- **Size:** To ensure that there will be no overcrowding within the café so as to cater for a larger number of students especially during meal times, the café should be spaciouly furnished. There should also be ample space available for future expansions.



Chapter 4

Proposed solution

Our proposed solution to enhancing social and culture interaction in NUS campus is to set up a cultural café. Below is a detailed description of the food stalls from the different cultures of the world. We will also touch upon the entertainment programs that will be available in this cultural café.

4.1 Description of proposed idea

The cultural café will be built to accommodate 6 food stalls, which will serve different varieties of cuisine. The type of food served will be selected according to the preferences of most NUS students. Besides having a wide range of food from different countries, there will also be live band music performances, which will spice up the atmosphere in the cultural café. As our aim is to set up a cultural café, music provided by these bands will come from different parts of the world.

4.1.1 Food stalls

Our recent survey conducted among NUS students revealed that the more popular cuisine are those from countries such as USA, France, Italy, South East Asia, Japan, India, Pakistan and Sri Lanka. (Refer to Appendix 1) Therefore based on these statistics, each of the 6 stalls in the Cultural Café will be serving food from these individual countries. The Cultural Café serves to expose students to a variety of cuisine other than that from their own nation. It also allows foreign NUS students to satisfy their cravings for hometown food. The pricing of the food will be maintained at a low and reasonable cost so that most students can afford it. This will definitely attract NUS students and staff to dine in here.



Therefore, the café will act as a common place for the students and staff to gather and interact with one another. Lastly, each stall will be designed according to the culture of the individual country. In doing so, it brings the students closer to experiencing the different customs and traditions.

The next following points will describe the type of food served and the decoration of each individual stall.

- **USA Stall**

The stall will be serving mostly barbecue food. Therefore, the ambience is set to be like a picnic outing. The tables and chairs will be of wooden material. The waiter/waitress will be dressed casually in sleeveless top and Bermudas. Rather than cooking behind the counter, the chef will be displaying his culinary skills in front of the diners with the aid of a barbecue pit and all the necessary utensils. There will be a mock Statue of Liberty stationed at the corner of the stall.

- **France Stall**

France is known for its Eiffel Tower. A mock Eiffel Tower will be placed at the corner of the stall. As we all know, France is well known for its wine, especially grape wine. Since, our café do not allow the consumption of alcohol, therefore, grape juice will be served instead. The wall of the stall will have the design of grapevines too.

- **Italy Stall**

With regards to Italy, the first thing that comes to our mind is probably its pasta such as spaghetti, pizza, minestrone etc. There will be a see-through glass panel at the counter whereby the diners will witness their food being prepared right before their very eyes. Diners will also have the opportunity to create their own pizza and other pasta with the help of the chef.



- **India, Pakistan & Sri Lanka Stall**

The stall will serve mainly hot and spicy dishes. The typical Indians enjoy eating their food by using bare hands. The diners can attempt to try that too. The stall will provide minimal amount of chairs and crockery since the typical Indians do not use them often during meals. This is done so as to let diners have a feel of being a 'typical Indian', thereby fostering cultural enhancement. After the proper meal, the waitress dressed in sari will provide diners with limewater to wash hands. The stall will be decorated with wooden figurines and carvings.

- **South East Asia Stall**

Within South East Asia, there is a lot of variety of food such as those from Singapore, Malaysia, Thailand, China etc. To accommodate such wide variety of food, this stall will slightly differ from the rest such that it is of buffet style. The diners will not be served individually. However, upon request, the chef will oblige and demonstrate his/her culinary skills especially for that particular diner.

- **Japan Stall**

The stall serving Japanese cuisine will be served in its typical ancient household style, dressed in the traditional costumes. A couple will be stationed at the stall to serve the customers. Sushi, Tempura, and Chawanmushi (steam egg) etc will be served with green tea. As the adage goes, "As in Rome, do what the Romans do"; the NUS people may choose to kneel down on the cushions for their meals, doing it the Japanese way.



4.1.2 Entertainment

Besides serving good food, providing a comfortable ambience is equally important. The café will be providing good music to go with the sumptuous meals. A center stage will be the platform in which students will be exposed to different kinds of music from different parts of the world. There will be live bands performing jazz music, pop music, classical music, rock music or even oldies. This will definitely be effective in creating a relaxing mind-soothing ambience, allowing students to loosen up from examination stress. Based on our conducted survey, these types of music were found to be well received by most students.

(Refer to Appendix 1) It also serves as a springboard to arousing the students' interests in music from other countries. Performances will be put up in the early evening and throughout the night. The type of music performed will change from time to time, probably on a one month basis, so as to cater to the students' interest for different kinds of music. By doing so, our team hope to maintain the students' interest to carry on patronizing our café.

There will be a DJ around to monitor dedications by students. Students will then be able to listen to their favorite crossculture piece of music. Besides performances by live bands, there will also be special guest appearances by local and foreign singers, to provide a different form of entertainment so as to ensure that students will continue to patronize our café. The cost of running our café will definitely increase if we bring in the services of professional DJs, live bands and musicartists. Therefore, our team has decided to include an affordable entrance fee of \$3 each for viewing of live performances. Through the survey, students were asked if they were willing to pay an extra fee to watch live music performances. The result was encouraging, as about 56% of the students interviewed were willing to pay for this small fee. (Refer to Appendix 1) Another



alternative to reducing the cost of running the café is to allow our own students to have a chance to display their musical talents on stage at times instead of rendering the services of external talent all the time. The cafe can also make use of this period to start searching for suitable live bands at affordable prices.

4.2 Implementation of proposed idea.

In order to implement and start-up the cultural café, several important factors must be considered. This includes the infrastructure of the café, the essential publicity to be made and the operation policies to be imposed within the cafe.

4.2.1 Infrastructure

The location for the café must be carefully chosen. Besides finding a good place to start up a café, the design of the café must also be well thought of.

4.2.1.1 Location

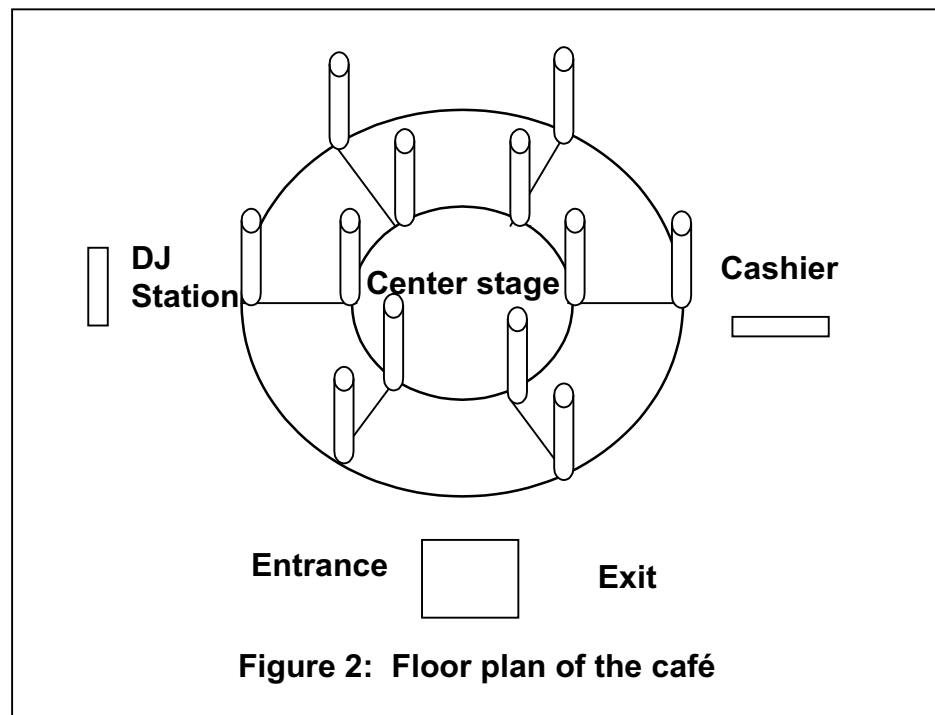
After much consideration, we had decided that the University Cultural Center will be the most ideal location for setting up of the café. Presently, the University Cultural Center is still undergoing development. Since the \$60 million, three-storey complex is already been planned as a focal point for cultural activities, it will be a major advantage to house the Cultural Café there. In addition, students can easily get to the University Cultural Center through two available bus services (bus number 96 and 151). For students and staff who drive, ample parking space is situated near the complex. This provides easy accessibility to the complex, hence encouraging more people to feast there during meals. If the



Cultural Café is allowed to operate within the main foyer of the complex, then it will be the sole supplier of food and beverages there. Thus, less competition will be faced, as it is the only eatery there.

4.2.1.2 Size

The size of the site is one consideration too. The site must be reviewed based on its accessibility as well. The floor plan of the Cultural Café is as shown below. (Figure 2). The café is a roundabout building whereby 2 pillars placed at the extreme ends separate the stalls from one another. The stage for live music performances is positioned at the center of the café. The DJ station is positioned to the northwest view of the entrance, whereas the cashier is located to the northeast view of the entrance. There will also be an exit beside the entrance door so as to prevent congestion at the door during peak period.





4.2.2 Publicity/Advertisements

To ensure that students are aware of this new Cultural Café, publicity and advertising are inevitable. The more economical, yet effective approach for publicity is to distribute brochures and put up posters within the campus. In addition, we can also make use of the NUS Internet to further advertise our cafe. In doing so, our team hope to attract sufficient students to patronize our café to maintain our cost of running it.

4.2.3 Operations

For successful operation of the Cultural Café, several factors must be looked into. These factors include the type of manpower needed, training for staffs, pricing intended, operating hours, dress code and the type of payment permissible.

4.2.3.1 Manpower

In order to get the Cultural Café running manpower is needed. Firstly, vendors whom are interested in renting the stall must prove themselves to be qualified and capable to run the stall. Waiters or waitress are also needed to serve the customers. The café also needs to employ general workers to maintain the place or carry out simple electrical repairs. Mostly importantly scouting for talented DJs and music bands must be done to entertain the customers. The labor cost, in each case, is subjected to further negotiations. Each waiter or waitress will be paid \$4.50 per hour or so.



4.2.3.2 Good service/ Training

A successful café cannot do without good service. It is part of the whole package. Thus, the part of the café's investment should be made in training its staff. Permanent staffs will be sent for enrichment courses for example in Shatec or ITE to learn the proper way of serving customers or carrying out proper electrical works. These permanent staffs will then impart their knowledge to the part-timers. Other available services that are provided by the café include the following: -

- Wheelchair access
- Reservation Policy: Reservations acceptable
- Take-out service

4.2.3.3 Menu and pricing

Based on the conducted survey, approximately 60% of the survey respondents are only willing to pay a price ranging from \$10 to \$15. (Refer to Appendix 1) Hence, to accommodate to their budget, our menu is designed at reasonable costs and portions to suit this price range. The possible menus are shown in Appendix 3.

4.2.3.4 Operating hours

Since the university intends to become a bustling 24hour campus where life goes on after daily lessons, the operating hours will be as follow: -

Mon-Sat: 1100hr-2230hr
Sun: 1100hr-2200hr



4.2.3.5 Dress code

- Jeans and Bermudas are allowed.
- Sandals or Slippers are allowed.

4.2.3.6 Payment

- Any ease of payment is permissible.

4.3 Budget

The total start up budget allocated for the project is \$50,000. Below is the rough estimate of the cost that will be incurred to start up the company.

Table 1: Estimated start up cost

Advertisement	\$1000 - \$2000
Interior decoration and furnishings	\$10,000 - \$15,000
Equipment	\$20,000 - \$25,000
Total cost	\$31,000 - \$42,000

4.3.1 Advertisement

Some advertisement would be required to introduce and promote the café. Since the café caters mainly to the university population, publicity can be easily and cheaply done by having flyers and poster distributed and pasted around the campus. This can also be done using university email accounts.



4.3.2 Furnishing and purchasing of equipment

Tables chairs, interior decoration and equipment used to for preparation of food and entertainment will have to be purchased. Such items do not come cheaply, and would be expected to make up the bulk of the expenses incurred.

4.4 Recommendation for future development

Due to the time constraints, the team could not afford the time to develop the culture café further. There are some ideas, which the team felt would help promote the café by making the place more attractive and improve publicity. Should this project be selected by the NUSLife! Committee, these ideas could then be implemented.

4.4.1 Bazaar

One of the ways the café could help attract people and introduce different cultures to them is to have a mini bazaar. The bazaar would include several stalls selling small items or arts and craft from different countries, for example small teacup or tea set used in China or Japan. In doing these, the team hopes that some people would visit the café to buy things or just to look around and see something new. In addition, the team hopes that enough interest will be stirred up in people such that they would like to find out more about other cultures.

4.4.2 Varying food

To maintain peoples' interest, the team suggests that one of the stalls be varied perhaps on a one or two month basis. This will also allow the introduction of more cultures to the population.



4.4.3 Games and entertainment corner

Another idea was to have an entertainment corner in the café that with a television or some small games. The intention is to create a place a well furnished environment for people to have a nice meal or drink and relax in the corner with friends. This would transform the café into an excellent place for social interaction as well as improve the popularity of the café.

4.4.4 Catering services

Lastly, the team considered having the cafe offer catering services to the various organizations in the university. By providing a good service to the population, publicity and image of the café would improve. More people would become aware of the café and after sampling some of the foods offer by the café, they might want to try out other types of food in the cafe. By providing such a service, operation of the café can be sustained on a long-term basis. Reaching out to a greater population could result in an increase in business, which ultimately leads to increased profits. This makes the running of the café a lot easier. In addition, by raking in greater profits, the café might be able to support more entertainment options or facilities and would thus be able to attract more people.

From the survey results, it is noted that the two services most people would like to see implemented, and which the team suggested, are the catering service and the setting up a mini bazaar. As such, the cost and profitability of running a catering service will have to be worked out and the type of customers the café is targeting. To set up the mini bazaar, the team would have to source for stall vendors. An agreement would have to be worked out with the vendors as to how the bazaar will be run. Some possibilities might be to rent the stalls out to the vendors or that the stalls be rent free but the profit be shared between the vendors and the café owners.



Chapter 5

Evaluation

After identifying the present problem regarding the lack of social and cultural interaction between staff and/or students of NUS, our team had carried on a brainstorm for ideas and at the same time conduct survey to find out about the views of students towards this issue. We then came to a decision of setting up a cultural café within NUS campus.

5.1 Satisfying NUSLife! Committee criteria

5.1.1 Effectiveness

Based on the survey that had been conducted, majority of the students reacted positively to the idea of a cultural café where they can find both good food and entertainment. A large portion of the students strongly felt that our café would be able to effectively enhance their social and cultural life in campus. (Refer to Figure 3). Further more, most of the students will want to patronize if the price is kept at a reasonable rate. (Refer to Figure 4). Therefore, with all these, the cultural café have already achieved the goal in bring people of different races and countries together and to facilitate interaction between them. It not only brings students closer, but they will also have more chance to interact with the staff of NUS, and we believe that they will also welcome this idea of a cultural café.

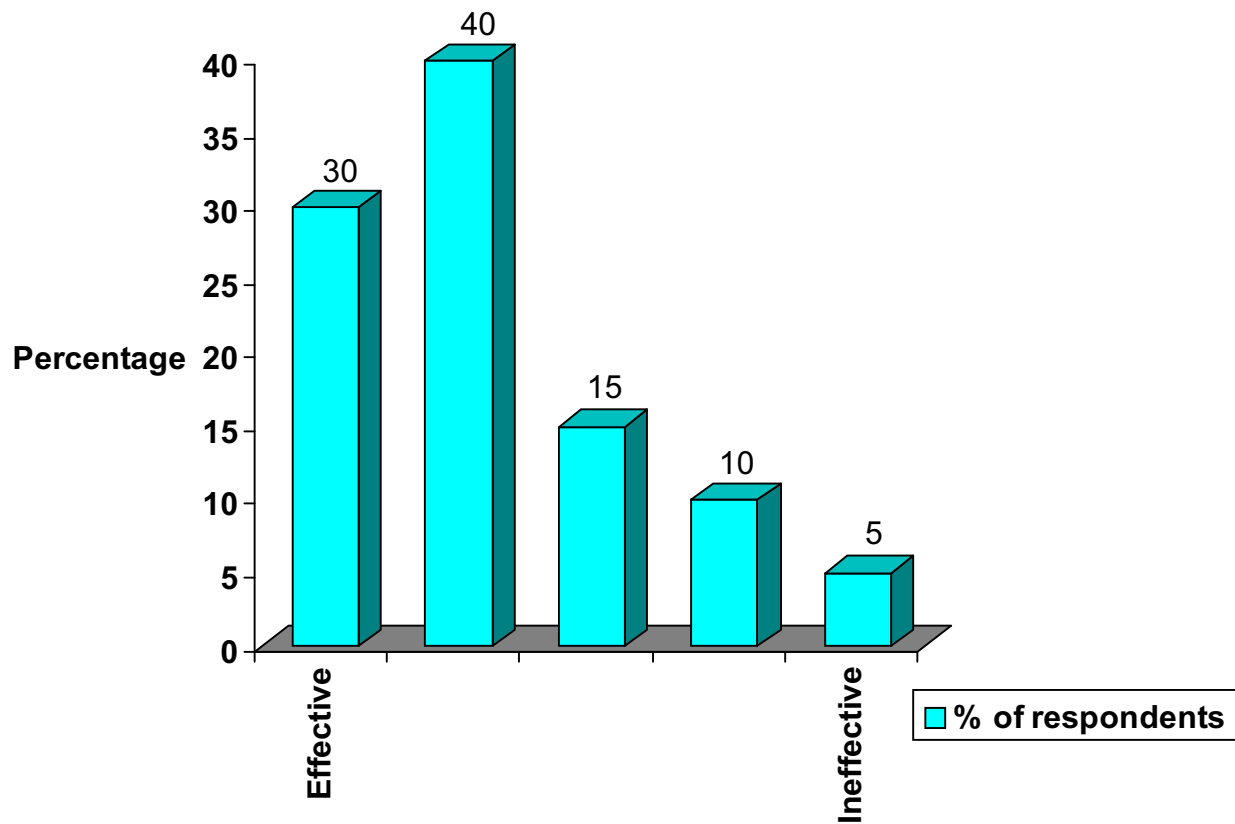


Figure 3: Effectiveness of the café

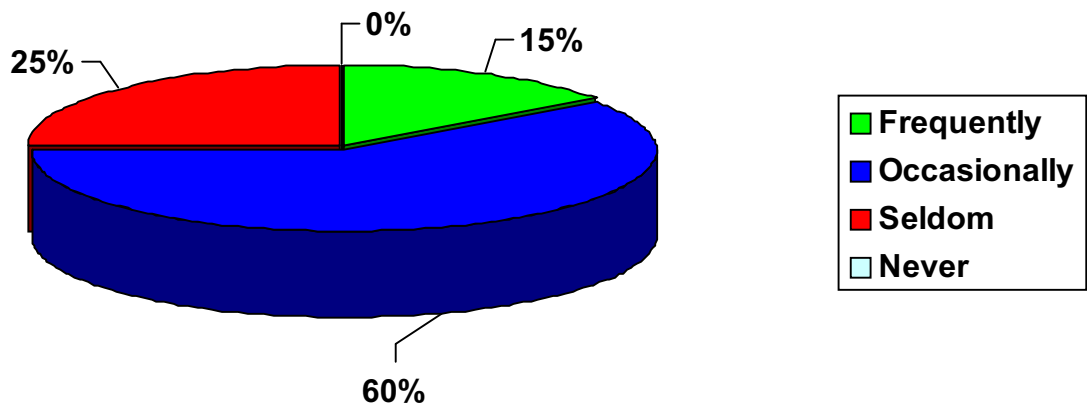


Figure 4: Students who will patronize the café



5.1.2 Practicality

After going through a detailed research on the set up cost of the café, we will be able to keep within the budget of \$50,000. That will include the cost of advertising, furnishing, and décor, as well as all the purchasing of equipment such as the sound system.

5.1.3 Desirability

In setting up this cultural café, our team does not foresee it to have any undesirable side effects such as degrading the reputation of the University as it will just be a normal eating place, but of course, with a lot more varieties of entertainment. It will also be a great place for foreign students and staff to go to whenever they have the craving for their homecooked food.

5.1.4 Sustainability

With the various kinds of food served and the entertainment, such as live bands performances provided in the cultural café, we are confident that it will be able to attract and sustain a reasonable crowd such that it will not be under utilized. The variable food section, which serves to provide different food every now and then, will also induce people to come back to the café.

5.1.5 Creativity/Innovation

Presently, there are no other places in NUS which provides the same services as what the cultural café will be offering, thus we foresee that it will be the new center of attraction. The cultural café can also be used to hold other functions such as bazaars and bashes. It will be a much better



venue because it is indoors and will not cause distraction and disturbance to the people using the library. Presently, they are held in the forum and there will be a lot of noise during the bazaars and also while preparing for the bashes. Currently when pop singers come to NUS to give performances, they are held in lecture theaters, which aren't really a good place. So with the center stage in the café, it will be a much better location to stage these performances.

5.2 Satisfying team's criteria

5.2.1 Location and size of café

Presently the University Cultural Center is still undergoing development. It will be best if a space is set aside within the Center for the café, as this is the place where all the cultural activities will be held. With the space set aside, it is possible to have a café big enough to handle the reasonably big crowd, which we expect will patronize it. There will also be plenty of room for future expansion. Hence there should not be any problem in finding a site for the café.

5.3 Disadvantages/problems associated with the cultural café

5.3.1 Maintenance cost

Due to the highly specialized food provided by the café, it may be quite costly to employ the required man power such as the chefs and waiters/waitresses to fulfill the task that we have planned earlier. In keeping the prices low, we are hoping that with the excellent food, services and entertainment working hand in hand, we will be able to attract enough customers per month to cover up the cost in upkeeping



the café. With the live performances of different bands, extra revenue can also be collected through them.

5.3.2 Live band performances

It will be quite difficult to source for different bands to perform different cultural music on a regular basis and also this will greatly increase our cost in running the café. So we are suggesting letting students who are music enthusiasts to perform in the café. This will greatly reduce the running cost of the café, and also provides a great opportunity for them to develop their musical talents. With the DJ on duty, it will reduce the need of having people to perform there during most of the day and students can take up the post of the DJ, thus further cutting down the cost.



Chapter 6 Conclusion

Base on the survey conducted on the students, the majority of them felt that our idea of combining different kinds of food and music performances in a café is very attractive, and have confidence that it will greatly enhance the cultural and social life within the campus.

Main features of our proposed café

- A cultural café which serves food from 6 different region of the world.
- Center stage in the café for live performances.
- Music from various countries and cultures.
- Low affordable prices.

Selling points of the café

- New and interesting concept.
- More variety of food.
- Appeals to both students and staffs.
- Promotes social and cultural interactions.

With the setting up of this café, with the cozy and relaxed atmosphere, it will definitely be a center of attraction for people of different races and cultures, and thus promote interaction, even between the students and staffs. Meanwhile, with the different food and music, it will be able to cultivate cultural interest and also cultural awareness in students. Therefore, this cultural café will definitely prove to be of great help in nurturing a socially and culturally vibrant campus.



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<http://www.intlgourmet.com/>

World Cooking Show. Available:

http://www.hiroshima-cdas.or.jp/gasland/cook_e/cook_e.html

Dine.com - Find great restaurants for dining out! Available:

<http://www.dine.com/>



Appendix 1

Survey Questionnaire

Survey Questionnaire on Setting Up a Cultural Café in NUS

The purpose of this survey is to gather feedback pertaining to the setting up a cultural cafe NUS. In order to come out with an effective plan to be submitted to NUSLIFE Committee to enhance social and cultural interactions, we would appreciate your response to the survey. We believe that your answers will assist us greatly in achieving our goal in nurturing a socially and culturally vibrant campus.

-
-
1. What do you think on the activities/facilities in NUS in promoting social and cultural interactions? (Please tick)

Social: Plentiful Sufficient Average

 Insufficient None

Cultural: Plentiful Sufficient Average

 Insufficient None

2. What would attract you most to a place? (Rank 1- most preferred, Rank 5- least preferred)

Shopping

Music

Food

Movies

Sports and Games



3. How far do you think a cultural café will be effective in helping to achieve our goal?

Effective Ineffective
1 2 3 4 5

4. Rank the following countries based on your preferences of their food.
(Rank 1- most preferred, Rank 6- least preferred)

<input type="checkbox"/>	USA	<input type="checkbox"/>	South East Asia
<input type="checkbox"/>	France	<input type="checkbox"/>	Japanese
<input type="checkbox"/>	Italy	<input type="checkbox"/>	India, Pakistan & Sri Lanka

Others. Please specify: _____

5. What type(s) of music interest you? (You may select more than one option).

<input type="checkbox"/>	Classical	<input type="checkbox"/>	Jazz
<input type="checkbox"/>	Rock	<input type="checkbox"/>	Pop
<input type="checkbox"/>	Oldies		

Others. Please specify: _____

6. By how much are you willing to pay for your meal in the café, specifically a set meal inclusive of the main dish, drink and dessert? (Please tick)

<input type="checkbox"/>	Below \$10	<input type="checkbox"/>	Between \$21-\$25
<input type="checkbox"/>	Between \$10-\$15	<input type="checkbox"/>	Above \$25
<input type="checkbox"/>	Between \$16-\$20		



7. How often will you visit the café? Why?

- | | |
|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Frequently | <input type="checkbox"/> Seldom |
| <input type="checkbox"/> Occasionally | <input type="checkbox"/> Never |

Reasons: _____

8. Are you willing to pay extra to watch live performances? If yes, how much?

- | | |
|---|---|
| <input type="checkbox"/> No | |
| Yes, | |
| <input type="checkbox"/> Below \$2 | <input type="checkbox"/> Between \$4 to \$5 |
| <input type="checkbox"/> Between \$2 to \$3 | <input type="checkbox"/> Above \$5 |
| <input type="checkbox"/> Between \$3 to \$4 | |

9. Where do you think our café should be located?

10. What other facilities/activities/services do you wish to have in the café?

(You may tick more than one option)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Catering | <input type="checkbox"/> TV/reading corner |
| <input type="checkbox"/> Mini-bazaar | <input type="checkbox"/> Games |

Others. Please specify: _____

11. Please give any other recommendations/opinions that you may have for our café.

Thank you for time with this survey.



Appendix 2 Survey Results

General information of survey respondents

Sample Size	20 students from each listed faculty
Faculty	Engineering, Architecture, Building and Real Estate, Arts and Social Science, Business Administration, Science, School of Computing, Law
Total Number	160
Gender	50% male and 50% female

Question 1: What do you think of the activities/facilities in NUS in promoting social and cultural interactions?

Social

Plentiful	5%
Sufficient	25%
Average	50%
Insufficient	15%
None	5%

Cultural

Plentiful	0%
Sufficient	10%
Average	25%
Insufficient	5%
None	5%



Question 2: What would attract you most to a place? (Rank 1- most preferred, Rank 5- least preferred)

Shopping	3
Food	1
Sports and Games	5
Music	2
Movies	4

Ranked according to the total number of votes that the respondents gave each place.

Question 3: How far do you think a cultural café will be effective in helping to achieve our goal?

Effective	1	30%
	2	40%
	3	15%
	4	10%
Ineffective	5	5%

Question 4: Rank the following countries based on your preferences of their food. (Rank 1- most preferred, Rank 6- least preferred)

USA	3
South East Asia	1
France	2
Japanese	4
Italy	6
India, Pakistan & Sri Lanka	5
Others	7

Question 5: What type(s) of music interest you? (You may select more than one option).

Classical	3
Jazz	1
Rock	4
Pop	2
Oldies	5
Others	6

Rank according to the total number of votes that respondents gave each type of music.



Question 6: By how much are you willing to pay for your meal in the café, specifically a set meal inclusive of the main dish, drink and dessert?

Below \$10	20%
Between \$10-\$15	60%
Between \$16-\$20	15%
Between \$21-\$25	5%
Above \$25	0%

Question 7: How often will you visit the café? Why?

Frequently	15%
Occasionally	60%
Seldom	25%
Never	0%

Question 8: Are you willing to pay extra to watch live performances? If yes, how much?

No	20%
Yes	80%
*Below \$2	20%
*Between \$2-\$3	50%
*Between \$3-\$4	20%
*Between \$4-\$5	5%
*Above \$5	5%

*Based on the 80% that are willing to pay extra for live performances.

Question 10: What other facilities/activities/services do you wish to have in the café? (You may tick more than one option)

Catering	1
Mini-bazaar	2
TV/reading corner	4
Games	3
Others	5

Rank according to the total number of votes the respondents gave for each facility/activity/service.



Appendix 3 Menu

The possible menus are as shown below.

USA: Barbecued spare ribs, hamburgers, roast turkey, southern fried chicken, pecan pie, baked alaska.

France: French onion soups, orange duck, nicoise salad, caramel custard, and fruit flans.

Italy: Pizza, minestrone, tortellini, chicken cacciatore, gnocchi, spaghetti and other pasta.

India, Pakistan & Sri Lanka: Mainly curry dishes, chutneys, tandoori chicken, samosas, roti-prata, thoisai

South East Asia: Ginger chicken, coconut rice, bulgogi, fried noodles, Noodle soup dishes, Curry, Satay.

Japan: Sushi, Sashimi, teriyaki dishes, and sukiyaki.