

SWOT Styrofoam versus Plastic Tumblers

Strengths:

- Less waste.
- Currently paying \$7243/yr on disposables.
- Decreased cost in long term: per catalog “save 80%” In actuality in first year of purchase: Current pay \$7243/yr-\$6875 (first year costs) = \$368. This number is expected to increase after the initial costs are taken away.
- Increase overall moral for Potomac café and a going green effort: this will increase resident satisfaction and employee satisfaction.
- The Styrofoam cups fall over easily in stacks and must be thrown away for food safety reasons causing even more waste.
- More warm environment in the cafeteria (less like a fast food restaurant)
- Meets “going green” goals of Riderwood, Erickson and state of Maryland
- Only one type of cup will make it less complicated.
- No additional space is needed, they will stack in the same location as the current dispenser and use the same dish wash racks.
- No additional cleaning racks are needed.
- There will be only one cup: 16 oz this has the potential to decrease confusion of which cup to choose.
- There are already employees that bus the tables so no extra employee time is needed for this.
- Per resident feedback at theme meal: 66% of residents said they will use plastic cups instead of styrofoam often or very often.

Weaknesses:

- Start up costs for first year: \$254.41.
- Approximately 6hr/wk of employee hours which is approximately \$3000/yr.
- Styrofoam will still be used for “to go” purposes.
- Will still need disposables ~ 35% of sales are “To go” = \$2535.05.

Opportunities:

- Positive environmental impact.
- Good message to “Green” groups on campus.
- Residents will be more encouraged to use 8 oz reusable cups for coffee and soup since they will be in that “mind frame” to decrease more overall costs.
- A decrease use in the number of Styrofoam cups to less than 50% of the current amount. This number will also decrease as less cups will be wasted to falling and food safety concerns.
- May receive free plastic cups from Coca-Cola vender.

Threats:

- Upkeep, including bussing, cleaning, and restacking will require increased attention to cups.
- “Refilling” concerns must be dealt with and rules set in place.
- Residents might remove cups from the dining rooms.

Recommendations:

We feel that even though the start-up differences are minimal, it will ultimately lead to more savings for the kitchen. Residents might be encouraged by the change and dine at the Potomac Café more regularly. Overall moral towards the café and the “going green” philosophy will both promote the usage of the café as well as promote the entire Erickson company. This is the best and most cost effective method to “go green” available at the moment. Any sort of profit/savings is positive and a reason to make the change. This change will be particularly advantageous if free cups can be provided.

Current Expenses		Weekly (May 1-May 7)	Yearly
	Disposable cups	\$125.84	\$6543
	Disposable lids	\$13.47	\$700
Total			\$7243

Startup Cost		115 seats x 2.5 = 300 cups starting	
	Plastic Cups	\$0.81/cup	13 cases of 24 cups
Total			\$254.41

Additional Cost		Week	Year
	Employee hours	\$57.00	\$2964.00
	Remaining “to-go” disposables ~35% of sales	\$48.76	\$2535.05
Total			\$5499.05

Total	Yearly
Current Expenses	\$7243.00
Projected Expenses	\$5753.46
Net Savings	\$1743.95

Resident Survey from theme meal				
Very often	Often	Sometimes	Rarely	Very Rarely
10	4	2	3	2