STUDENT FARE "COOL FOOD"

COMMERCIAL EATERIES ARE SHAKING UP THE DINING SCENE IN SCHOOLS

SMU'S SMACK ON TARGET

ON OUR CAMPUS, THE F&B OUTLETS SERVE NOT ONLY THE UNIVERSITY'S STUDENTS, FACULTY AND STAFF BUT ALSO THE PUBLIC AND TOURISTS.

KOUFU GIVES US SOMETHING TO CHEW ON SCHOOLS ARE ALSO A GOOD AVENUE FOR CREATING BRAND AWARENESS AS STUDENTS WILL REMEMBER US WHEN THEY GRADUATE — AND HOPEFULLY, CONTINUE TO PATRONISE US.

SMU was the first school to have a commercial F&B outlet when McDonald's opened on the campus in 1995, said Mr Pannir Selvam, who added that there "will always be a mix" of both types of F&B providers at SMU.

For the chains, the main advantage is in the lower rentals, which move companies can prise their products cheaper — be between 15 and 40 per cent lower on campus.

For instance, an Extra Value Meal at McDonald's in SP costs $4.40, compared to the usual $5.00.

It's a bonus if the school's campus is in town, with customers including passers-by and office workers.

Said a Singapore Management University (SMU) spokesman: "Our campus, the F&B outlets serve not only the university's students, faculty and staff but also the general public and tourists.

This poses a problem to smaller commercial outlets such as NJC (Singapore), which can only cater to an F&B and the Food Hub and Sakae Nonya University (SMU) campuses. The Kent Ridge NUS outlet is in a Coffee Club X press from the campus.

"We don't close during the holidays, so it helps my staff to go on leave and get some respite before we start again," said NJC management.

"Many students are aware of the outlets — at least as they are aware of the university's faculties. We always look for the best partners, and NJC is a proven operator with a track record of success.

"A lot of students order F&B from the campus during long breaks or for project discussions," said SP student Carmen Hung, 21.

"It's refreshing to have something from out of school, to be a bit of a treat."