新大学生拯救中国大理“甜点屋”

15名新加坡管理大学大一生将在这个星期五至5月13日到中国大理去，“拯救”当地的一家西式咖啡厅“甜点屋”。
“甜点屋”设在大理古城，是一个社会企业，雇用了许多患有听觉障碍者。虽然咖啡厅相当受游客欢迎，不过生意时好时坏。这15名新大生与志愿福利机构“Campus Impact”合作，设计了一系列行销策略，协助提高“甜点屋”的知名度。他们也将传授咖啡厅员工更多西式糕饼的制作法。
另外，学生也计划筹集1万元，为咖啡厅增添家具与烹饪器具。有兴趣捐款的公众可电邮aveline.tan.2007@economics.smu.edu.sg。
SMU students to the rescue of a café in China

A group of 15 SMU undergraduates will be heading to Dali in China from this Friday till May 13 to help salvage the business of a Western café called Sweet Tooth Café.

Located in Dali, the café is a social enterprise and has employed many hearing impaired workers. Though it is popular with tourists, the café’s business is sporadic. The 15 SMU students will partner with volunteer welfare organization, Campus Impact, to develop retail strategies to help raise the profile of the café. They will also impart baking skills for more types of Western pastry to the café workers.

The students also plan to raise $10,000 to provide furniture and cooking appliances to the café. Interested members of the public who wish to donate to this cause can email: aveline.tan.2007@economics.smu.edu.sg