

Module Name: Managing Enterprise in the 21st Century.

Assignment Title: Managing Enterprise in the 21st Century.

Module Code: BMSW4006

Lecturer Name: Charles Oham

Students Name: Bernardo Alexandre Onofre De Brito (2009237)

Bianca Cristina Barbu (2010784)

Daniel Da Costa Lavres (2008320)

Denis Vladut Dediu (2011014)

Andrei Marius Cerbu (2014040)

Food truck Cover letter

gastro.truck@gmail.com

14/04/2021

Food truck

London Borough Market

Dear Mr./Mrs./Ms.

We are a company very professional that are looking for results and we have a lot of experience with the customer service, and we have made all the accomplish to have a licence and permission to sell our product. This organisation goals are to go big and make lots of money per year but to do that we need investors to help to go big, our product is the best quality that you can find in the market and we have experience in working with food and clients because we have all experiences working in pressure. Our sell is going very well per year and this year we made more money then the rest of the others years because of that we think that is time to make the company grow and to put more food trucks in different points in London Borough Market if we make this we will be able to in more money and this will facility our clients to locate to our food trucks and doing this will ensure to us more profit and one day we will be able to sell our product buy delivery.

This company goals are to go big and to make our clients satisfied with our serves.

Sincerely,

Team Gastro Truck

Bianca Cristina Barbu (2010784)

Executive summary

“The Gastro Truck” is a food truck that has different types of foods that the organisation presents to the customers to get profit. Recently “The Gastro Truck” decided to expand their business activities in a new marketplace of the United Kingdom to offer their products and foods to new customers. Now “The Gastro Truck” wants to build a strong operational plan for the organisation so that it can successfully enter the new marketplace and operates its business activities without any problems. The steps and strategies taken by “The Gastro Truck” to make the business plan successfully are discussed in this part of this report (Hill et al, 2019).

Table of Contents

Cover Letter.....	2
Executive Summary	3
Table of Contents.....	4
Business description and history.....	4-5
Business structure.....	5-6
Product or service description.....	6-9
Market analysis and trends	10-17
Market strategy.....	18-20
Operations.....	21-25
Technology Plan	25
Management and organization.....	25-26
Social responsibility and sustainability	26-28
Development, milestones and exit plan	28-29
Financial data.....	
Appendix.....	
Reference List.....	44-49

Daniel Da Costa Lavres (2008320)

Business description

- Being owners of any small business is a lot of work, we will work more hours and wearing a lot of hats, and some days we by be cooking, serving, dishwashing, bookkeeping, and accountant, just because we are owners that do not mine that we do not work that means that we have more responsibility than the other workers and we need to oversee everything in this business. Food trucks are one of the most popular restaurant concepts today that is way even if some days do not go so glamorous was, we planned to us still would start a food truck business because in rough days there always will come better days to be serving our food to our customers and make lots of money.
- In this business we accomplish to have a licence and permission to sell our product In the streets for the public, we even pass our sanitary health and safety test for the truck, we even make sure to look for the best spots to locate so we decide to locate our business in London Borough Market is a place very busy place where people spend money buying things all day and nothing better than this place to locate our food truck because nothing people after a day of shopping they will fill hunger so the will look for something that they can eat fast and still be able to enjoy the food and they will not feel so full but also not so empty but they will fill that the still can continue their day just with what they ate in our food truck, this is what we are expecting to happen in this location that we choose to put our food truck. Doing that we will be able to earn lots of clients to come eat our products.
- This business focus is to sell the bests sandwiches in UK, you probably asking yourself why we decide to put all of ours investment in a food truck business and why sandwiches if there are a lot of business that do the same thing already let me tell you what our sandwich have that others don't have we use all type of sandwich we don't stay on the basic we use meet, fish, organic food, vegan food and other foods from the world to do sandwiched we are a business that want to give to the customers a little bit of the taste of every place we want them to experience a new flavour every time the buy a different sandwich doing that the will experience now things and the will want to continuo come to our food truck and ask for more sandwich . That is what distinguish our sandwiches from the other businesses.
- We will provide the best quality and flavour for the costumers; this business will have the best price because we want to provide to everyone be able to taste yours great sandwiches, we do not expect for everyone to like your product but we accept ideas from our regular customers and to see if we can improve our business to make all the

customers fill good eating the product, we will focus on making everyone enjoy eating our product and for them to give to us the best feedback about the food.

Business Structure

- Our business structure consists in organisation and improvement we will explain every area that you may be interest to now about a food truck business we will talk about the business description that consist on describing our business and giving some information about the food truck, management and organisation that is about who we will work daily and who is our organisation when we start working, operations that is to tell who we operate our system, development plan that is to analyse the progress of your development was a food truck business, milestone and exist plan is to see many ways we will have if one day we decide to start a transfer ownership of our business to a third party, market analysis and trends is to see who ours sells are going in the market and to see what is trending in the social media to give the best food to the clients and to see if we need to improve our market or just keep in the same way, product and suitability this department is to see the quality of our product and to see the best price of the product that we will buy and to see if our budge suits with that we will need for the business, technology plan this department controls ours advertises on the internet to get more customers for the business and the plan our website to the people now who to find us and what we sell and they are the people that buy the material that we will need for the food truck or what we need to replace, social responsibility and suitability is the department that works with an individual has an obligation to work and cooperate with other individuals and organizations for the benefit of society at large and for last we got the most important department that is the financial data they are the people that see all our cost and lost of every year and the are the people that control all the company money for was to not run out of money and the find financial was for this business grow more and advise was in what we should invest to make this business bigger, they are the people that pass-through all others departments.

Bernardo Alexandre Onofre De Brito (2009237)

The Gastro Truck Products

When the Gastro team got together for this project, we were aiming to create the best sandwiches imaginable. But then we realized that all of us were born in different parts of the world and that we have different ascendants. Therefore, it came to mind the idea of providing joy with home-made sandwiches from our childhoods.

The Sandwiches

We came to the conclusion that our food truck would have these 5 sandwiches available all with gluten free bread and vegetarian, vegan options available:

1. Single Sardine (PT): Sourdough toasted on grill with some olive oil, chopped peppers, garlic, herbs and grilled Sardines
2. Meatball Sliders (ITL): Bun, meatballs, 3 types of cheese and roasted peppers and whole grain mustard
3. French Dip (U.S.A): Sliced long French roll, chicken burger, caramelized onions, horseradish cream, and of course, that irresistible jus (The fat from the cooking of the burger)
4. Muffin Ham Breakfast (U.K): English muffin, cheddar, eggs, ham season with salt and pepper
5. Fruit Sando (JPN): Shokupan (Japanese pullman loaf bread), seasonal fruits and heavy whipping cream

The Sides

After picking our main product we decided that a good sandwich is only perfect with a good side. We chose to make available baked veggie fries:

1. Sweet & white potato seasoned with salt and pepper (2 cheeses, optional)
2. Spicy Carrot & Parsnip with salt, pepper and rosemary



3. Lotus Roots & Beetroot with salt, pepper and sichimi (Parmesan, optional)

The Drinks

We would like to call our service the *healthy fast-food* (Vidal, 2016) so we could not just have some fizzy drinks unless it was fizzy water – so we focused on smoothies:

1. Super Green: Avocado, Spinach, Lime, Cucumber, Green Apple, Basil
2. Açai kick: Açai, Red Apple, Strawberry, Beetroot
3. Carrot Boost: Carrot, Orange, Mango
4. Berry Heaven: Red Apple, Strawberry, Blueberry, Raspberry, Blackberry

The Deserts

Lastly for deserts and snacks we have a blend from ready to go dehydrated and fresh fruits. Fresh fruit would be seasonal and dehydrated fruits could be:

1. Banana
2. Kiwi
3. Red Apple
4. Strawberry
5. Peach
6. Pineapple
7. Mango

With this, Gastro Truck aims to offer a small but concise range of world-wide variety meals from breakfast to supper and passing from savory to sweet.

As the world moves forward and wakes up for a brighter future, so does The Gastro Truck, giving options to our lovely costumers in order to help break the cycle and taboo of carnivore diets and smoothly transition to a more plant-based diet (Essen, 2021). The Gastro truck will support the dietary requirements of costumers (i.e., gluten free options and plant-based substitutes) in a healthier way of cooking.



Keeping meat on the menu, might look like a controversial move. However, the Gastro Truck must not exclude certain markets and it must be aware that not all customers prefer vegan or vegetarian options. Thus, our decision of having meat and fish options available.

In regard to our packaging, it must definitely be environmentally friendly packaging. Since we all should do our part to make the world a better place for the next generation, being environmentally friendly it is not even in question, so we will adapt our presentation of the dishes with eco-friendly and recyclable packaging.

The Gastro Truck Service

Workflow

Efficiency is everything in a kitchen (Pratten, 2003), so we aim to do it right from the start: by providing a professional costumer service in the ordering, passing through the timing of confection, to the delivery of an exceptional product by delivering an excellent service at our Gastro Truck.

Innovation and Technology

We like to think that we present ourselves in an out-of-the-box way by incorporating technology like our click-and-collect service. On our online ordering system, we give the ability to instantly order from our online menu, providing easy access for our customers. It will allow them to conveniently browse and then order from our menu. Oftentimes costumers spend more money ordering on click-and-collect online as they'll be tempted to try more items (Carroll, 2020). We will use prominent calls to action to encourage a larger order and receive feedback from the service and products.

On the same note, and thinking about convenience, we aim to have a mobile-friendly responsive website. This will be pivotal for our customers to be able to order online with ease on their mobile phone.

As we have more and more wireless hotspots spread across the city, our company could not be behind on it, so we will provide a free WIFI hotspot for costumers and supporters of the brand. This will be a selling point and a marketing advantage since it will be required to follow our social media accounts in order to have access to the WIFI.

Our main focus will be on high-street markets, but in order to create more streams of income and to make our gastro truck as a staple of the Street Food market we also planning to be present in festivals/funfairs and parks and river side areas.

For Costumers and their Pets

Gastro Truck will be pet friendly and it will partner with a local pet store or pet daycare, to provide a food and water dispenser and dog lead hanger for pets. By doing this we are aiming to make it more inviting and expand our market circle.

Sustainability

The world that we live in is not the same one of 20 years ago, and because of that, by composting our waste, we will ensure to have a smaller carbon footprint (Millar and Park, 2013; Lim, 2016). Earth requires us to be proactive and to keep up the pace by finding new ways to shape and mold our good old values to this constantly evolving market that is hospitality (ibid).

Partnerships

Crotts et al., (2000) stated that there is no such thing as a great company on hospitality without partnerships, therefore, we will partner with:

- Local Farmers and Shops – to acquire fresh and seasonal products
- Food Delivery services – like Deliveroo and Just Eats. This will broaden our service
- Telecommunications company – In an interchangeable way, they providing the hardware and software and Gastro truck providing staff meals.
- Too Good to Go – a company that allows customers to pick up soon to expire food at less than half price.
- Charity's – Collecting point for the daily leftovers and partner for fund raising events
- Pet Friendly – Partner with a local pet store or pet daycare, to provide treats to pets and promote the centers.



PESTEL Analysis

PESTEL Analysis is an acronym for: Political, Economic, Socio-cultural, Technological, Environment and Legal. This is a tool that provides an overview of the macro-environmental factors that impact the company (Dibb et al., 2019)

Political Factors

1. **Brexit:** By voting to leave the European Union, the UK does not benefit from the same trade deals than the rest of Europe. This enhances trade barriers, making it harder to sell or acquire goods (Steinberg, 2019)

2. **Bureaucracy:** Ensuring that the food truck is operating legally in the UK might lead to an extensive bureaucratic process, delaying the launch of the food truck.

Economic Factors

1. **Disposable Income:** Currently is £370173.000. 1% increase from last quarter (Trading Economics, 2021). Customers might be willing to spend money in eating out and/ or leisure.
2. **COVID-19:** Current consumer confidence is -16 points (Trading Economics, 2021). Consumers are still not very positive about the performance of the economy in the next year. Reinforcing customer's lack of will to spend their disposable income.

Socio-Cultural Factors

1. **Buying Behaviours:** Consumers in developed countries, like the UK, are making more efforts to purchase sustainably and locally. Which is an advantage for our food truck. (Weatherell et al., 2003)
2. **Unemployment:** Currently is 5%, the highest since 2012 (Trading Economics, 2021). Meaning an increase of consumers that do not have a reliable source of income.

Technological Factors

1. **Big Data:** Being able to access extremely accurate and timely digital information about consumers (psychographics and demographics) will allow the team to map out the competitors and develop an electronic relationship with customers (Dibb et al., 2019).
2. **Electronic Word of Mouth (EWOM):** Nowadays EWOM is imperative for any upcoming company to prosper (Jalilvand et al., 2011).

Environmental Factors

1. **Sourcing:** Although the truck itself moves with clean energy the sourcing of the ingredients must also be sustainable in order to maintain its eco-friendly positioning.
2. **Polluter Tax Pay:** According to this law any harm done the environment needs to be paid for (Giddens, 2010).

Legal Factors

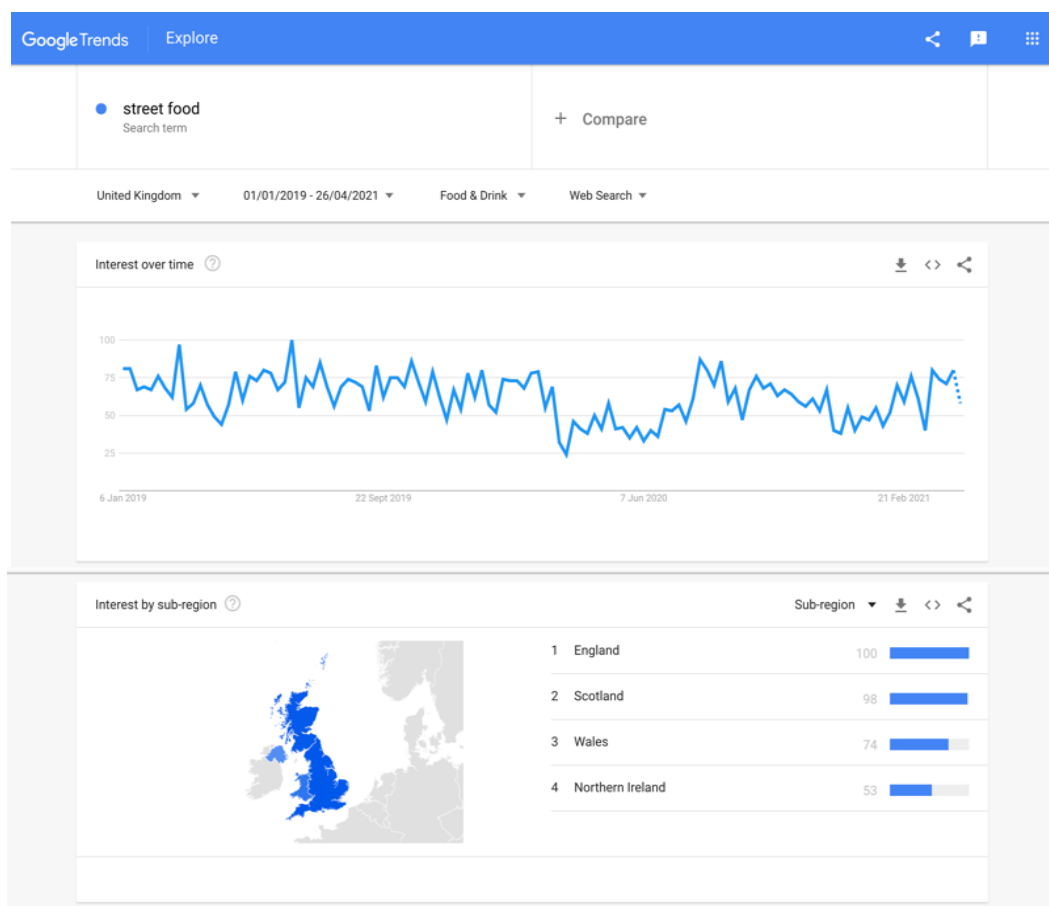
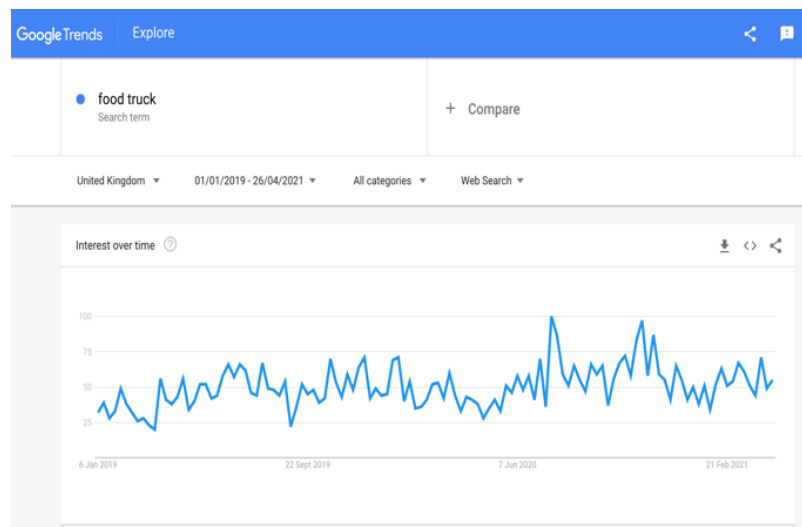
1. **Health and Safety Laws:** Regular audits need to be carried out in order to ascertain the food truck is safe for people and produce

General Data Protection Regulation (GDPR): GDPR is an opportunity for companies to better understand their data, to detect trends, advise business process improvements, and to discover potential market opportunities (Garber, 2018).

Market Trends

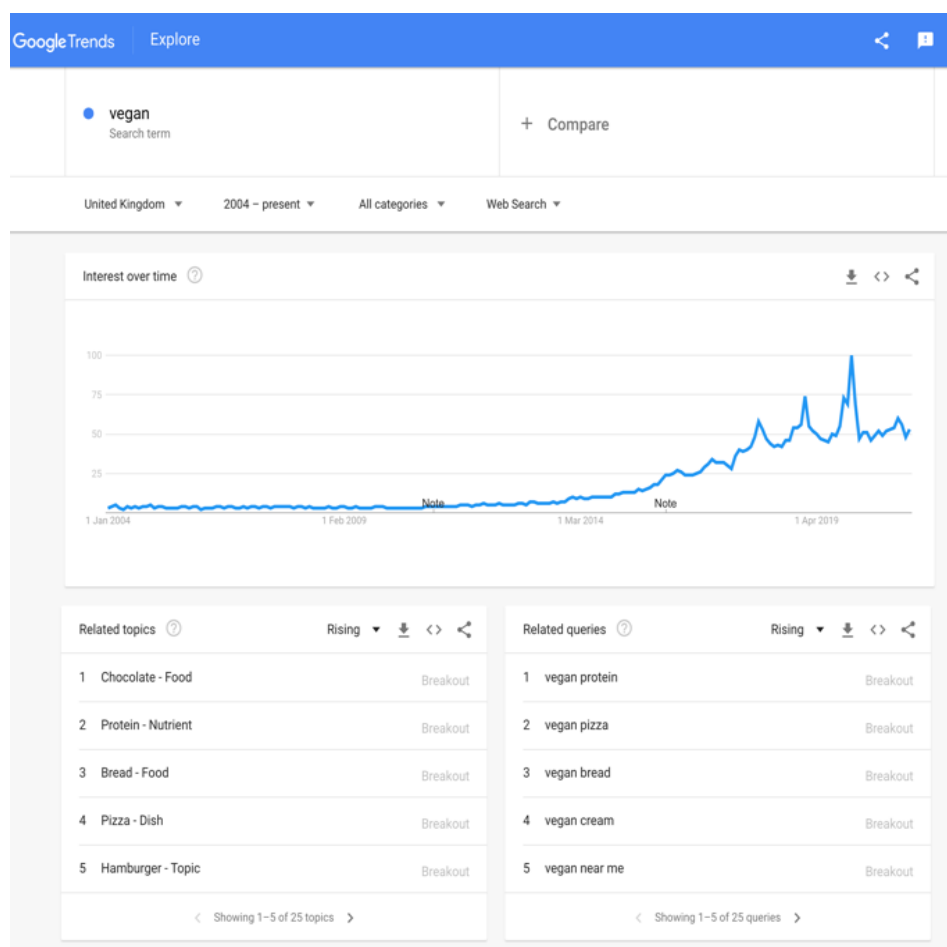
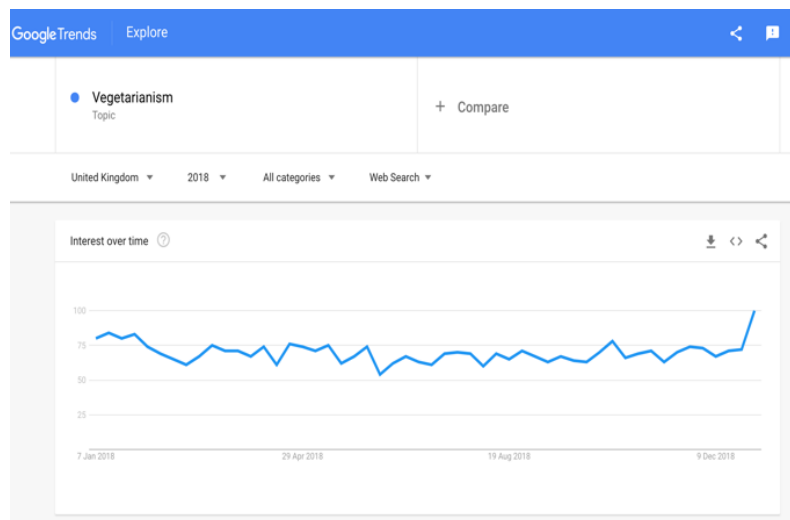
Outdoor Activities

According to Vries (2021), COVID-19 will bring a rise in outdoor activities for 2021 and 2022. Which is natural because consumers still feel uneasy being indoors with the possibility of catching the virus (Velavan and Meyer, 2020). Therefore, it is currently a good time to open an outdoor food service (Topper, 2021). Moreover, the figure below showcases that the trend for street food markets is on the rise, especially in England.



Sustainability

Another crucial factor that companies need to incorporate in their organisations is sustainability. Consumers are increasingly more aware of the needs of the environment and they are, therefore, making bigger efforts to purchase sustainable products from sustainable companies (Weatherell et al., 2003). Plant-based diets are also increasingly more popular, as consumers search for more healthier and eco-friendly options (Topper, 2021).



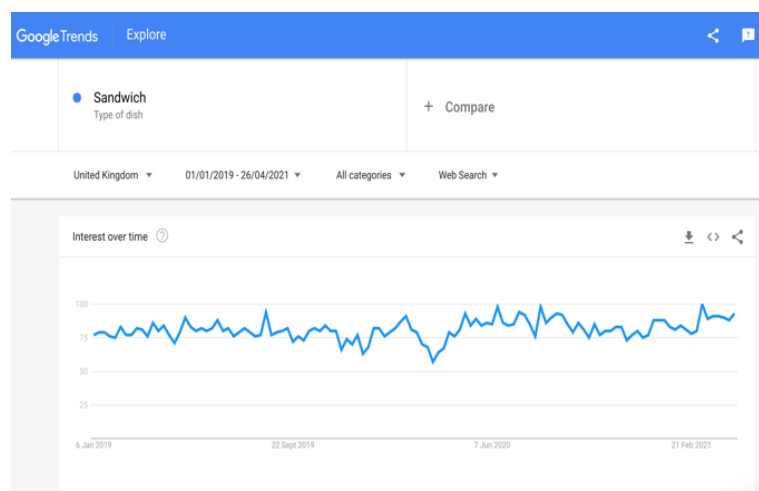
The Food Industry



The figure above clearly show how big is the Food Industry in the UK. For example, food and drink contribute more to the UK's economy than all other manufacturing sectors. In addition, street food markets contribute over 10% to the UK's food industry (Fajardo, 2020). Williams et al. (2020) recognises that despite the challenges Brexit brought, the Food Industry is an adaptable and resilient market. Therefore, the food industry is an accessible, profitable and sustainable market, which is crucial for successful business (Dibb et al., 2019).

Sandwiches

38% of London consumers find that sandwiches are considered to be the best meals in food markets for their convenience, speed and versatility (Weber, 2012) – the figure below demonstrates just this. Consumers are researching more where to get the best sandwiches/toasties and the most versatile street food markets. In addition, Vries (2021) found that because people are not travelling as much, they are being more adventurous with their foods.



Competitor Analysis

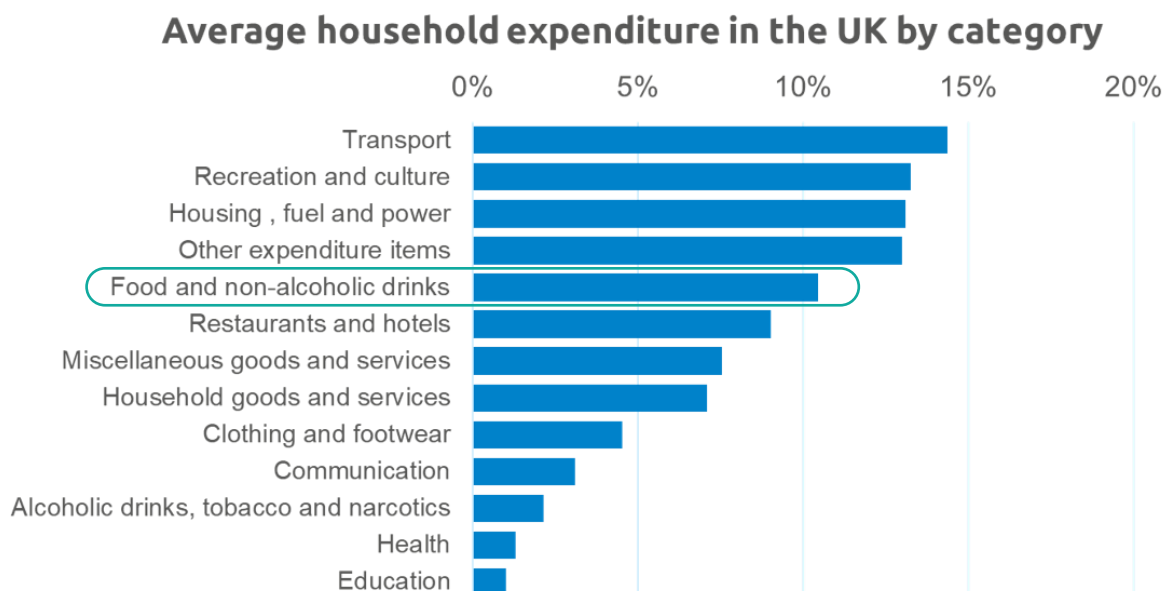
Indirect Competitors

Successful companies are the ones aware of their indirect competitors (Dibb et al., 2019). “What business are you really in?” – asks Levitt (1984, pp. 9) to ensure that business owners avoid *marketing-myopia*. This concept acknowledges that for a company to stay relevant it must have a wider market perspective and understand what needs the business is filling within its target audience (ibid).

The Gastro Truck fills several consumer needs:

- doing an outdoor activity
- having a fast-delivery service
- acquiring good-quality and fresh ingredients
- doing an activity that is enjoyed by the majority of consumers
- supporting local and small businesses
- supporting eco-friendly businesses
- WIFI hot-spot

It is important to acknowledge that all of these needs can be fulfilled by plenty other companies and businesses. Therefore, The Gastro Truck must be aware of what their indirect competitors are offering and provide something more appealing to the consumers. Furthermore, UK customers spend only 8% of their disposable income on food (Avison, 2020). Thus, The Gastro Truck is competing with **everything** else that consumers spend their disposable income on.



Direct Competitors

A report by Fajardo (2020) shows that the food truck market may possibly be an over saturated market. This means that The Gastro Truck will have a lot of fierce competition in most high street markets.

"To keep the momentum going for food truck

operators, it will be imperative to find untapped locations where the traffic is high, but the saturation is low" (ibid). Therefore, The Gastro Truck will have to be creative when searching for locations to set up – places like funfairs, music festivals, parks and riverside areas will be considered.

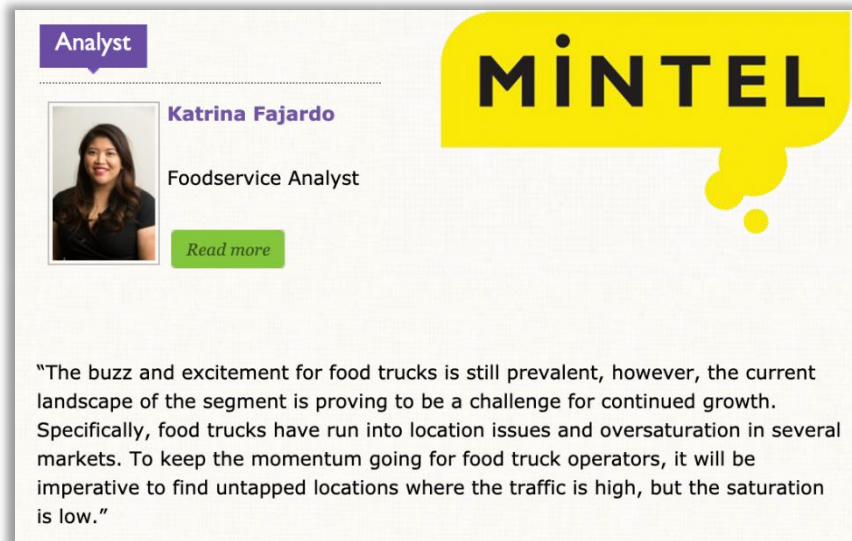
Direct competitors are companies that do the same job as our product in much the same way as our product (Dibb et al., 2019). Therefore, The Gastro Truck must be mainly aware of other food trucks, and established sandwiches businesses (i.e., Subway, Pans & Company, McDonald's) as their main competitors.

Unique Selling Point (USP)

This is an important feature, since successful businesses must have a strong selling that competition either cannot, or does not, deliver (Reeves, 2017).

Upon researching the market, it was found that Gastro Truck is the only food truck in the market that is 100% sustainable, and that provides worldwide sweet and savoury sandwiches from breakfast to supper.

Customers will prefer to purchase from The Gastro Truck because of its speedy service, friendly customer-service, fresh ingredients, eco-friendly assets and its unique sandwiches. The Gastro Truck's slogan will be "Do you want a sandwich made with love or just done?" indicating to the customers that Gastro Truck is the only food truck that serves and makes food with love.



Marketing Strategy

Target audience

The Gastro Truck welcomes any individuals that would be willing to try new experiences, the ones that are looking for fast service and wanting to minimise their lunchtime and cost. The typical customer profile is someone working intensively, who does not have much time for his lunch break, is impatient, and appreciates quickness. An example of the targeted customer can be analysed in Appendix 1: Customer Persona. In a more general analysis, it has been recorded that the age range of the takeaway food consumer was aged between 18 and 30 years old see figure 1 (Lock, 2020).

The marketing strategy analysis provided is based on the 7Ps model created in 1960 (Mccarthy, 1997) which can be considered as quite general and will help to have a large overview of the business plan. This method provides a fundamental logic but could potentially be combined with further frameworks for a more detailed analysis.

- Product

Regarding the product, the plan is to create a partnership with the local farm Kentish Town City Farm which will provide fresh and organic vegetables for daily dishes such as salads, sandwiches, and sides. Furthermore, the meat will be provided by the supplier "Smithfield's butchers" which has been selected for its product quality.

- Promotion

The marketing strategy that will be operated by Gastro Truck is to be intensively present on social media and develop proximity and trustworthy relation with its customers. The promotion's main goal will be to lead into a loyal customer that would advocate the brand (Urban, 2005). One purchase as to lead to repeat purchases and the Gastro Truck community will start developing. As previously mentioned, after few months of operations, depending on the return the business will get, online delivery platforms could be considered if visibility and demand need to be increased. The choice of the online platform will be essential as it will represent the quality category the business will place itself in (Li, Miroso, Bremer, 2020). For

instance, Deliveroo represents a more qualitative restaurant than Just Eat which is basing its objective on low-cost food.

- Price

The Gastro Truck payment methods are the most common. The customer will be able to pay by cash or with a credit card, debit card, contactless and apple pay. There will be special days in the week or in a period of a month in which there will be major discounts. The fidelity program will be made very advantageous to regular customers to keep their repeat purchases (Grace, Ross, King, 2018). When launching a new dish, it will be under discount to promote it and will give the team a good idea if it should be included on the permanent a la carte menu. Also, different promotions such as “buy one for the price of two” will be used to attract a larger group of people who will experience the service and share their feedback with relatives.

- Place

This advantage of the Gastro Truck is its mobility. The location will vary at different times of the day: around 9 am it would be placed at a busy exit of a tube station or working area. For lunch, the restaurant could be placed close to universities and during the weekend in famous markets such as Camden Town or Borough Market. This flexibility will allow the business to try out the different locations and measure its profits depending on the day, time, and place and will then be able to create a strategic plan on how to have fixed locations per week. Another place the business will consider expanding to is festivals, once again the restrictions will be lifted. This strategy will help the business to be maintained extremely busy even during low annual periods.

- People

Gastro Truck is looking to welcome every type of person that wants to have a dish that they will remember. The business is looking for customers that want to discover new dishes, love an open environment and takeaway is the way to go for them. It is important that the staff is enjoying their workplace, they have good conditions to work in and they always have a positive attitude. As per the current governmental restrictions, some new health and safety procedures will have to be implemented and followed by the employee and customers. There will be social distancing with two meters between each customer when in a queue, the staff will follow food

safety guidelines and will always wear masks, gloves, sanitize the utensils in use and workstations.

- Process

In terms of Intelligent Technologies, besides the electronic PDQ, point of sales terminal, temperature gadgets, and tablets in which the inventory will be kept, a website will be created for customers to visit. The website will be updated daily with the new location in which the truck will be. The website will include digital menus which will also be changed depending on the promotions or new dishes being added, contact, and links to all social media platforms for example Instagram, Facebook, and Twitter. There will be also a place where customers can leave the feedback from which the business will understand which items sell the best, the opinion on the menu, way of work, and what customers would like to see next. This will help Gastro Truck to improve, monitor, and constantly satisfy their customer's needs.

- Physical Evidence

The staff will undergo all the training in terms of policies, food handling, how to keep the truck clean for food safety issues, and how to operate systems and gadgets put in place. There will be three certificates for which will provide training and all staff will be expected to follow them before starting to work in the truck. There will be a First aider certificate which will teach the crew how to operate in case of an accident happening, being either the customer or staff members. The goal is for everyone to know how to proceed in case of a customer choking, a team member cutting himself, or even an employee slipping. The team is also expected to have a certificate for manual handling which will help them understand the importance of the posture, the fact that they should ask for help in case they cannot manage, and not push themselves too much. The last certificate which will be required would be the driving license B. Employees are expected to drive the truck from the rented garage to the selling place.

Operations & Development plan, milestone and exit plan.

Operational plan

The operational plan of a business organisation indicates the strategies and steps are taken by a business organisation that supports the business organisation to follow a strict plan so that the organisation can achieve its desire goal. To develop a business plan business organisation like “The Gastro Truck” needs to analyse the marketplace and target potential customers so that it can easily increase its sales and achieve profits from the business plan (Selvy et al, 2016).



Figure: Key elements of the Operational plan (McKenzie et al, 2017).

Developing the right business plan will support “The Gastro Truck” to get a very good result in the upcoming days because it is considered as the foundation of a business organisation and its operating system. The management of “The Gastro Truck” analyse the marketplace and selects customers depending on their age, professions, gender so that it can predict the most possible customers for the organisation and make the business plan based on their target customers and marketplace so that “The Gastro Truck” can ensure their success in the new marketplace (Komljenovic et al, 2017).

Business organisations like “The Gastro Truck” always need to focus on the flexible business plan because every time the plan cannot be good enough to achieve the desired success. in that case a flexible plan can support “The Gastro Truck” to switch another plan without facing too many problems. “The Gastro Truck” should always give 100% focus on their business plan, must find out good investors, analyse potential customers, and make confident decisions to make a good operational plan for its business (Hörner et al, 2020). The business activities of “The Gastro Truck” is discussed below in detail-

Business Operational Plan of “The Gastro Truck”

Overview and objectives

“The Gastro Truck” is a place where different kinds of foods such as sandwiches with meat, organic foods, Vegan food and fish are sold to the customers from a van. “The Gastro Truck” needs to set up a fridge, ovens, and stoves in the van so that it can prepare foods for the customers and easily fulfil their demand within time. “The Gastro Truck” should always monitor the customers and take orders from them and serve their order in time. The objectives of “The Gastro Truck” is to ensure customers satisfaction by providing tasty and healthy food and increase the brand value of “The Gastro Truck” to ensure more customer engagement (Dei et al, 2020).

Figure: Business Operational Plan of “The Gastro Truck” (Benitez et al, 2018).



Products and services

“The Gastro Truck” should present quality foods and products to its customers to successfully enter the marketplace. We have to focus on fresh local products and need to ensure local suppliers get fresh foods and ingredients for our business so that we can always produce fresh and tasty food for our customer and attract them easily. Also, the application of local foods in

“The Gastro Truck” will reduce the production costs that can give us a competitive advantage by setting a low price for our foods and services (Wallace et al, 2017).

Market opportunities

“The Gastro Truck” should find out market opportunities so that the organisation can identify what it should do to grow the business in the marketplace. We should select an appropriate marketplace for our business where we can get the greatest number of customers. “The Gastro Truck” should select playgrounds, parks, sea banks as its target marketplace where “The Gastro Truck” can get a lot of customers. Also, “The Gastro Truck” should pick the right times such as it can go to the sea beach in the morning and evening time and offer its services in the parks and playgrounds in the afternoon to increase customer engagement and ensure more sales to increase profitability (Trang et al, 2021).

Sales and marketing

“The Gastro Truck” needs to apply some marketing strategy to operate the business successfully such as “The Gastro Truck” can apply digital promotional strategy such as TV advertisement, online marketing, social media marketing so that customers can get an idea about the foods and services of it. Besides this, we should also focus on pricing strategy to successfully operate our business because a good pricing strategy will give us a competitive advantage in the marketplace and also influence the customer who decided to take our foods.

Picking the right place is also important for “The Gastro Truck” to increase the sales so always need to identify the places where the engagement of people is big. To develop a business plan business organisation like “The Gastro Truck” needs to analyse the marketplace and target potential customers. Most importantly we need to ensure the best quality foods to our customers to increase sales and profitability (Selvy et al, 2016).

Competitive analysis

We will have to analyse the competition in the marketplace to make an effective operational plan for “The Gastro Truck”. We should analyse the strengths and weak points of our competitors so that we can easily capitalize on their weak points and increase our chances. We should make surveys among the target customers so that we know their reaction after taking services and foods from the rivals that will give us enough ideas about our competition.

“The Gastro Truck” should apply porters five force model to identify the power of competitors and other influencing factors so that “The Gastro Truck” can build a strong marketing plan that can support us to get a competitive advantage over the rivals McKenzie et al, 2017.

Find out problems and the solutions to these problems

We can face a lot of problems to build a plan for “The Gastro Truck” related to the marketplace, competition, and the preferences of the customers. To identify the problems of the marketplace we should always monitor the potential marketplace so that we can identify what changes we need to bring in our operational plan to grab the marketplace easily.

We also should analyse the products and services of the other organisations and develop the quality of our products and need to reduce the price of our products to solve problems that are related to the competitors and customers in the marketplace. If we can successfully identify the needs of the customers and weak points of the competitors, we can easily build a strong operational plan for “The Gastro Truck” that can support it to achieve our future goal (Komljenovic et al, 2017).

Acquisition

This can be the best exit process for “The Gastro Truck” if we fail to hit the marketplace, we can choose this process to exit from the business. In this process, other organisations will buy ownership of our organisation by paying us. Sometimes we can get more than the value of our organisation that can support us to tackle the hard time (Hill et al, 2019).

Sell to others

Another exit plan that “The Gastro Truck” should choose is selling the ownership of the organisation to others they can be the family members, employees, customers etc. This process can sometimes create conflicts between buyers and seller because of previous liabilities and profits (Dei et al, 2020).

Liquidation

We can apply the liquidation strategy for “The Gastro Truck” if we fail to achieve success from our operational plan. In this exit plan, we will sell all our assets of the organisation and from the selling price; we will pay our creditors and investors. In this process, “The Gastro Truck” will first pay creditors after those investors (Benitez et al, 2018).

Conclusion

Like “The Gastro Truck” every business organisation should build an appropriate operational plan for their business activities so that the business organisation can set a strong position in the marketplace and secure the future path of the business organisation. Business organisations also should proper milestones to ensure the progress of the organisation and the operational plan. The exit plan is also very important for businesses because a proper exit plan can reduce the rate of loss (McKenzie et al, 2017).

Denis Vladut Dediu (2011014)

Technology Plan

Gastro Truck will need a few technological types of equipment to go further into its sustainable values. The truck would be equipped with solar panels to fulfill its energy consumption needs. This investment would be costly but profitable in a long term (Dupraz, Marrou, Talbot, Dufour, Nogier, Ferard, 2011). This decision will impact the daily location of the truck which will need to be chosen accordingly. For the future, if the business is successful and Gastro Truck gets very popular the strategic plan would be to expand the expertise and dishes with food delivery companies like Uber, East Deliveroo, and Just Eat. This decision would increase the business visibility and could highly contribute to a larger demand for the service offered (Cioppi, Curina, Forlani, Pencarelli, 2019).

Bianca Cristina Barbu (2010784)

Management & organisation

- The best way for was to manage our business is to now our competitions because we will need to know who our direct and indirect competitors are and be able to know what they are offering knowing that we will be able to manage our menu and customer service because we will be able to set our prices competitively and with that, we will be able to respond to any marketing campaign that other companies may do. We will have a lot of challenges in this type of business that is why we create something unique and creative for this business, that is our brand will bring a lot of attention of the clients.

- We will use the social media to approach the clients and give them some information about our food truck business and show them some of the pictures that we have of our delicious sandwich that we make all of this we are doing to make our clients want to approach our food truck for was to be able to engage our customers in a unique and fun way for them to fill good eating our sandwiches. The organisation of this business will be just with the best quality food everything will be fresh and validate, we will be open from Tuesday to Sunday because every Monday we will use to provide more stock for the food truck and to make the accountability of how much we made in the week.
- In this business the organisation is everything before opening the food truck we double check all the product and all the hygiene of the truck to see if everything is in order doing that, we will be able to work more efficiently and have a good rhythm to meet all requests that may come from our customers, we always value the health of our customers so all the food is stored, prepared, and served in sanitary conditions, at the proper temperature, we always wash our hands before starting to do anything and we use gloves and a hat so that all the sandwiches we make come with the best possible quality and for our customers to be able to enjoy their meal.

From our menu selection and customer service we always will try to be the most efficient was possible for them to fill that they are eating in a restaurant and fill comfort doing this the will continuo coming to eat more that is why our we always need to be top quality, service, and appeal.

Denis Vladut Dediu (2011014)

Social Responsibility

The Gastro Truck focuses on reducing the population number experiencing obesity due to malnutrition. In the United Kingdom, 29% of the population suffers from obesity and 35% are overweighed (Alessandrini et al, 2021). The only way for this issue to improve is to provide and prepare healthier food for the population. The Gastro Truck has a role to play in this national concern and is willing to make a difference. Therefore, the variety of the menu that is

offered goes from sandwiches, salads, vegan meats, grilled meats... Also, as previously mentioned, the biggest factor is having all the ingredients coming from natural local farms as well as meat from experienced butchers and fish sourced from the most suitable market. Having the meals cooked right in front of the customer is the most reliable way to earn their trust. Moreover, having the food prepared in the presence of would make the clients feel comfortable and creates a connection between the business and the consumer. With the confidence and proof of how the food is created, the customer is inclined to refer the food truck to their connections. The social responsibility could be noticed from the waste disposition plan previously mentioned. Any stock management mistakes that could happen when starting the concept will be turned into helping the London community that needs it the most.

Sustainability

The focus of the Gastro Truck is to have an eco-friendly impact strategy. In order to achieve this objective few methods have been put in place; for example, all packaging, cutlery, napkins, straws for takeaway are 100% recyclable and made from recycled components. This action will help to reduce the footprint impact of the business (Gallego-Schmid, Mendoza, Azapagic, 2019). Moreover, the company supports local suppliers and the use of season products to reduce and avoid any unnecessary food/drinks transportation from the other side of the world (Singh, Gupta, Chaudhary, 2014). The aim is to support and help the local community services and follow the same sustainable approach the company is promoting. Furthermore, the ingredients are collected from organic local farms that provide naturally grown vegetables and meats that have not been nourished with chemicals or industrial elements. The Gastro Truck plan is to cook everything on the spot in order to have minimal waste. This process will request more time in terms of instant preparation, but it would be worth the amount of reduces wastes (Hoornweg, Bhada-Tata, 2012). No large mise-en-place will be needed as all fresh ingredients will be instantly cut according to the order's amounts. It is indeed taking more time to prepare the dish requested but it is the most profitable decision in terms of and waste managemen (Demirbas, 2011). In addition, no paper menus will be handed to customers, instead, there will be boards on top of the truck detailing all the dishes that it offers. Moreover, QR codes will be available for the list and details of all dish ingredients. The Gastro Truck menu will regularly be changed to keep the customer entertained and manage stock to avoid waste once again. Eco-friendly equipment will be placed in various places of the truck. For example, portable hand washing sinks retaining water and promoting water safety could be installed. Furthermore, the equipment is battery-powered and will only

run when they are in use. In addition, another way to reduce the waste is to collect any shift leftovers that would have gone past the waste management to the closet shelter in the area in which the van was positioned for the specific day (Seadon, 2010). These are steps that could be implemented from the opening of the business, in the future the team is expecting to be able to expand its sustainable strategy to further domains.

Bianca Cristina Barbu (2010784)

Executing the plan

After building the proper operation plan of “The Gastro Truck” we must implement the plan in our business organisation so that we can achieve our target according to our plan. Monitoring the plan is very important we should monitor our plan regularly so that if the plan does not work properly, we can bring changes in our plan and make an approach to achieve our goal. We should also take regular feedback from our customers so that we can get an idea about our performance and bring improvement in our service to enhance the experience of the customers (Hörner et al, 2020).

Milestones and traction

Milestone is the process that will support us to identify the progress of our operational plan. We will have to set small plans and should achieve the goals step by step according to the plan to hit milestones. Developing the right business plan will support “The Gastro Truck” to get a very good result in the upcoming days because it is considered as the foundation of a business organisation and its operating system. “The Gastro Truck” is a food truck that supplies fast food items in different places of the United Kingdom and offers its products to the customers from their vehicles. The milestone of our organisation is presented below.

Gantt Chart

Gantt chart

Particulars	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Planning										
Target customers										
Environment analysis										
SWOT investigation										
Objectives										
Strategies										
Budgeting										
Execution of the plan										

Exit plan

We will follow some exit plans if we fail to hit the operational plan of our organisation our exit plan for “The Gastro Truck”. The business plan is very important for every business organisation because it supports a business organisation to enter the marketplace successfully and operate the business activities effectively to achieve the business goal of the organisation and so, the exit plan are such as (McKenzie et al, 2017).

Financial Plan

Unfortunately he wasn't able to provide the work.

PowerPoint Presentation



Gastro Truck

MANAGING ENTERPRISE IN THE 21ST CENTURY

Student Name: Daniel Da Costa
Student ID: 2008320
Student Name: Bianca Barbu
Student ID: 2010784

Student Name: Bernardo Onofre
Student ID: 2009237
Student Name: Andrei
Student ID: 2014040

MANAGING ENTERPRISE IN THE 21ST CENTURY

Business Description, Structure, MGMT & Organisation

Student Name: Daniel Da Costa
Student ID: 2008320

2

3

Business Description

WHAT TO INCLUDE IN YOUR COMPANY DESCRIPTION



- A business description is an overview of key aspects of our business, we talk about what is the business plans, what do we sell, what can we do to make this business unique and we talk about a little bit of the product.
- The focus to is to make ours investors see that this business can give all the information that they need to invest in us, and must of the description of the business is to the public to see.

Management & Organisation

Glossary

effectiveness

The ability to produce the desired result or good.

efficiency

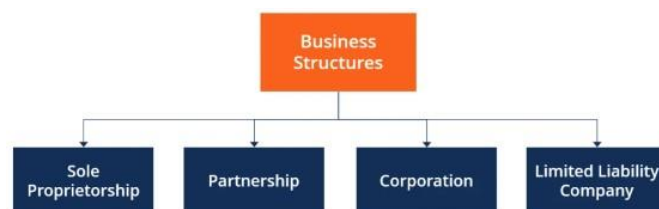
Using the least amount of resources to accomplish the organization's goals.

management

The process of guiding the development, maintenance, and allocation of resources to attain organizational goals.

- Management and organisation is a process of guiding the development, maintenance, and resources to attain organizational goals. All this process are need to make the best management of the organisation .
- The best why to explain all this point is starting talking about the competition, and what we expect from the company daily and who the organisation is made in this type of food truck business.

Business structure



- The business structure is the part that is connect to the legal structure of a company is what connect all the partnerships, corporation, finance and all the needs that a business most have before opening.
- A business structure the operations that we will face day to day because of the legal structure of the company.

Business structure



MANAGING ENTERPRISE IN THE 21ST CENTURY

Operations & Development Plan, Milestone and Exit Plan

Student Name: Bianca Barbu
Student ID: 2010784

Operational plan

The operational plan of a business organisation indicates the strategies and steps are taken by a business organisation that supports the business organisation to follow a strict plan so that the organisation can achieve its desire goal. To develop a business plan business organisation like “The Gastro Truck” needs to analyse the marketplace and target potential customers so that it can easily increase its sales and achieve profit from the business plan (Dei et al, 2020).



Business Operational Plan of “The Gastro Truck”

“The Gastro Truck” is a food truck that has different types of foods that the organisation presents to the customers to get profit. “The Gastro Truck” wants to build a strong operational plan for the organisation so that it can successfully enter the new marketplace and operates its business activities without any problems. The steps and strategies taken by “The Gastro Truck” to make the business plan successfully are discussed in this part of this report (Hill et al, 2019).



Figure: The Gastro Truck (Benitez et al, 2018).

Milestones and traction

“The Gastro Truck” to get a very good result in the upcoming days because it is considered as the foundation of a business organisation and its operating system. “The Gastro Truck” is a food truck that supplies fast food items in different places of the United Kingdom and offers its products to the customers from their vehicles (Benitez et al, 2018).

Gantt chart

Particulars	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Planning										
Target customers										
Environment analysis										
SWOT investigation										
Objectives										
Strategies										
Budgeting										
Execution of the plan										

Exit plan

We will follow some exit plans if we fail to hit the operational plan of our organisation our exit plan for “The Gastro Truck”. The business plan is very important for every business organisation because it supports a business organisation to enter the marketplace successfully and operate the business activities effectively to achieve the business goal of the organisation and so, the exit plan are such as (Barlan-Espino, 2017).



Market Analysis and Product & Service Description

Student Name: Bernardo Onofre
Student ID: 2009237

12

13

Product

- Healthy fast-food sandwiches, veg's fries, smoothies, fruit and dehydrated sweets
- Worldwide variety of savory and sweet sandwiches
- Meat and gluten free options, plant -based substitutes
- Environmentally friendly packaging (Recyclable)

Service

- On spot WIFI
- High-street food markets, festivals/funfairs and park/ river side areas
- Have **No Waste Policy** through composting

Partnerships



Too Good To Go



Food Delivery Services



Local Farmers & Shops

PESTEL Analysis Highlights



Brexit

political

tech.

Big Data



Co2
Production

environ.

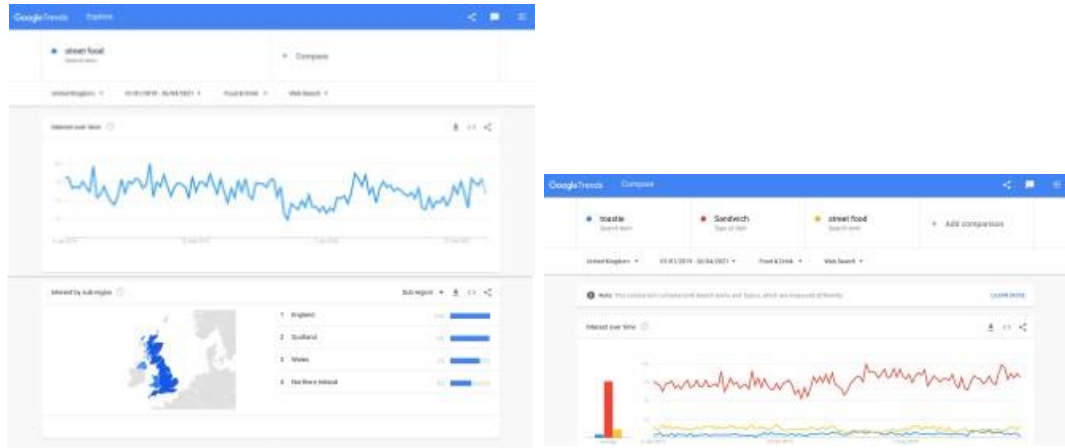
social

Buying
Habits



Market Trends

- COVID-19 will bring a rise in outdoor activities (Vries, 2021)
- Street Food Market and Sandwiches is a trend on the rise (Davies, 2020)



Food Industry



- Street food markets contribute over 10% to the UK's food industry (Fajardo, 2020)

- "Markets should be accessible, profitable, and sustainable."*** (Dibb et al., 2019)

Competitor Analysis



- Direct and Indirect competition
- Over saturated market, equals fierce competition
- Unique Selling Point (Rosser Reeves, 2017) – The only Gastro Truck that is 100% sustainable, providing worldwide sandwiches

MANAGING ENTERPRISE IN THE 21ST CENTURY

Marketing Strategy, Technology and Social Responsability

Student Name: Denis Dediu
Student ID: 2011014

MANAGING ENTERPRISE IN THE 21ST CENTURY

Marketing Strategy, Technology and Social Responsability

Student Name: Denis Dediu
Student ID: 2011014

19

Target Audience



Name
Stacy Morgan

Job Title
Stockbroker

Job
Details
**Managing the financial
portfolio of client**

Biography
Life-work goals **Lead her own team**
Challenges **Patience**
Hobbies **Cycling**
Lifestyle **Fast paced**

Biography
Age **32**
Gender **Female**
Family/relationships **Married**
Education **BA Business & Management**
Location **London**

Attitudes
Thinks/feels **Inclined to have a fast lunch so she can get back to work ASAP**
Values **Fast service**

Technology plan

- Solar Panel = sustainable energy
- Green vehicle, portable rechargeable base
- Develop Business to Delivery platforms



(streetfoodcentral.com)

Social responsibility

- Healthy products
- Seasoned ingredients from local producers
- Fight Obesity/Malnutrition



(Clevelandclinic.org)

Sustainability

- Recyclable packages
- Local ingredients
- Reduced Food waste



(Deliv erect.com)

MANAGING ENTERPRISE IN THE 21ST CENTURY

Financial & Budgeting Report

Student Name : Andrei
Student ID: 2014040

Work not Provided

Thank You!

Any Questions?

26

27

References

- Barlan-Espino, A.G., 2017. Operational efficiency and customer satisfaction of restaurants Basis for business operation enhancement. *Asia Pacific Journal of Multidisciplinary Research*, 5(1), pp.122-132.
- Benitez, J., Chen, Y., Teo, T.S. and Ajamieh, A., 2018. Evolution of the impact of e-business technology on operational competence and firm profitability A panel data investigation *Information & Management*, 55(1), pp.120-130.
- Bloomsbury Business (n.d.). *7Ps Marketing Mix*. [online] Bloomsbury Business Available at: <https://bloomsburybusinessweebly.com/7ps-marketing-mix.html> [Accessed 26 Apr. 2021].
- Business Open Tax (2018). *The Role of Management – Introduction to Business* [online] Opentextbcca. Available at: <https://opentextbcca/businessopensta/chapter/the-role-of-management/> [Accessed 26 Apr. 2021].
- Corporate Finance Institute (n.d.). *Business Structure- Overview, Forms, How They Work* [online] Corporate Finance Institute Available at: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/business-structure/> [Accessed 26 Apr. 2021].
- Davies, P. (2020). *The Impact of COVID-19 on Foodservice* [online] *Mintel* United Kingdom Mintel Available at: <https://reports.mintel.com/display/1018553> [Accessed 26 Apr. 2021].
- Dei, M., Fukuba T., Shiina T. and Tokoro, K., 2020. Operational Plan for the Energy Plants Considering the Fluctuations in the Spot Price of Electricity In *Operations Research Proceedings 2019* (pp. 257-263). Springer, Cham.
- D, G. (2020). *How Does A Food Truck Get Power?* [online] *Street Food Central*. Available at: <https://www.streetfoodcentral.com/post/how-does-a-food-truck-get-power> [Accessed 26 Apr. 2021].
- Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2019). *Marketing concepts and strategies* Andover, Hampshire, United Kingdom Cengage Learning, Emea.

References

- Fajardo, K. (2020). *Food Trucks Struggle with Sparse and Oversaturated Locations*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/703100/> [Accessed 26 Apr. 2021].
- Falcao, A. (2020). *Health Food Retailing*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/988512/> [Accessed 26 Apr. 2021].
- Food and Drink Federation (2020). *Facts and Statistics - Food & Drink Industry in the UK*. [online] *Food and Drink Federation*. London: FDF. Available at: <https://www.fdf.org.uk/fdf/business-insights-and-economics/facts-and-stats> [Accessed 4 Apr. 2021].
- Heart and Vascular Team (2018). *Study Finds Obesity Itself Raises Risk of Diabetes and Cardiovascular Disease*. [online] Health Essentials from Cleveland Clinic. Available at: <https://health.clevelandclinic.org/study-finds-obesity-itself-raises-risk-of-diabetes-and-cardiovascular-disease/> [Accessed 22 Apr. 2012].
- Hill, L., 2019. Operational planning. How can we maximize efficiency and improve our dairy businesses by utilizing our current resources?.
- Odou, K. (n.d.). *How to introduce eco-friendly food packaging into your delivery operation*. [online] *www.deliverect.com*. Available at: <https://www.deliverect.com/blog/food-delivery/sustainable-food-packaging> [Accessed 26 Apr. 2021].
- Plecher, H. (2020). *United Kingdom - Total population 2014 to 2024 | Statista*. [online] Statista. Available at: <https://www.statista.com/statistics/263754/total-population-of-the-united-kingdom/> [Accessed 26 Apr. 2021].
- Rosser Reeves (2017). *Reality in advertising*. Raleigh, North Carolina: Lulu.com.
- SmallBusiness (2020). *How to Write a Company Description for a Business Plan | 5 W's*. [online] Patriot Software for Small Business. Available at: <https://smallbusiness.patriotsoftware.com/how-to-write-company-description-business-plan/#:~:text=What%20is%20a%20business%20description> [Accessed 26 Apr. 2021].
- Statista (2009). *UK spending on takeaway food 2009-2021 | Statistic*. [online] Statista. Available at: <https://www.statista.com/statistics/584999/takeaways-household-spending-united-kingdom-uk/> [Accessed 26 Apr. 2021].
- Vries, M.D. (2021). *Holiday Review*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/1042387/> [Accessed 26 Apr. 2021].

Reference List

Avison, Z. (2020). *Why UK Consumers Spend 8% of Their Money on Food*. [online] Agriculture and Horticulture Development Board. Available at: <https://ahdb.org.uk/news/consumer-insight-why-uk-consumers-spend-8-of-their-money-on-food>.

Barlan-Espino, A.G., (2017). Operational efficiency and customer satisfaction of restaurants: Basis for business operation enhancement. *Asia Pacific Journal of Multidisciplinary Research*, 5(1), pp.122-132.

Benitez, J., Chen, Y., Teo, T.S. and Ajamieh, A., (2018). Evolution of the impact of e-business technology on operational competence and firm profitability: A panel data investigation. *Information & Management*, 55(1), pp.120-130.

Carroll, N. (2020). *The Impact of COVID-19 on Retail and Ecommerce*. [online] *Mintel*. UK: Mintel. Available at: <https://reports.mintel.com/display/1018559/> [Accessed 27 Apr. 2021].

Cioppi, M., Curina, I., Forlani, F. and Pencarelli, T., (2019). Online presence, visibility and reputation: a systematic literature review in management studies. *Journal of Research in Interactive Marketing*.

Corta, I. (2021). *English Muffin Ham Breakfast Sandwich*. *eatthismuch*. Available at: <https://www.eatthismuch.com/recipe/nutrition/english-muffin-ham-breakfast-sandwich,927307/> [Accessed 26 Apr. 2021].

Davies, P. (2020). *The Impact of COVID-19 on Foodservice*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/1018553/> [Accessed 26 Apr. 2021].

Dei, M., Fukuba, T., Shiina, T. and Tokoro, K., (2020). Operational Plan for the Energy Plants Considering the Fluctuations in the Spot Price of Electricity. In *Operations Research Proceedings 2019* (pp. 257-263). Springer, Cham.

Demirbas, A., (2011). Waste management, waste resource facilities and waste conversion processes. *Energy Conversion and Management*, pp.1280-1287.

Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2019). *Marketing concepts and strategies*. Andover, Hampshire, United Kingdom: Cengage Learning, Emea.

Dupraz, C., Marrou, H., Talbot, G., Dufour, L., Nogier, A. and Ferard, Y., (2011). Combining solar photovoltaic panels and food crops for optimising land use: Towards new agrivoltaic schemes. *Renewable energy*, pp.2725-2732.

Essen, E.V. (2021). Young Adults' Transition to a plant-based Diet as a Psychosomatic process: a Psychoanalytically Informed Perspective. *Appetite*, [online] 157(1), p.105003. Available at: <https://doi.org/10.1016/j.appet.2020.105003> [Accessed 27 Apr. 2021].

Expatica (2021). *The Top 10 Portuguese Foods - with Recipes*. *Expatica*. Available at: <https://www.expatica.com/pt/lifestyle/food-drink/portuguese-food-with-recipes-507815/> [Accessed 26 Apr. 2021].

Fajardo, K. (2020). *Food Trucks Struggle with Sparce and Oversaturated Locations*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/703100/> [Accessed 26 Apr. 2021].

Falcao, A. (2020). *Health Food Retailing*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/988512/> [Accessed 26 Apr. 2021].

Food and Drink Federation (2020). *Facts and Statistics - Food & Drink Industry in the UK*. [online] *Food and Drink Federation*. London: FDF. Available at:

<https://www.fdf.org.uk/fdf/business-insights-and-economics/facts-and-stats> [Accessed 4 Apr. 2021].

Foster, K. (2016). *5 Vegetables Fries That Don't Make Me Feel Like I'm Eating Cardboard. Kitchn*. Apartment Therapy, LLC. Available at: <https://www.thekitchn.com/oven-baked-veggie-fries-5-ways-227615> [Accessed 27 Apr. 2021].

Gallego-Schmid, A., Mendoza, J.M.F. and Azapagic, A., (2019). Environmental impacts of takeaway food containers. *Journal of Cleaner Production*, pp.417-427.

Garber, J. (2018). GDPR - Compliance Nightmare or Business opportunity? *Computer Fraud & Security*, [online] 2018(6), pp.14–15. Available at: [https://doi.org/10.1016/S1361-3723\(18\)30055-1](https://doi.org/10.1016/S1361-3723(18)30055-1) [Accessed 2 Apr. 2021].

Giddens, A. (2010). *The Politics of Climate Change*. Cambridge: Polity Press.

Li, C., Miroso, M. and Bremer, P., (2020). Review of Online Food Delivery Platforms and their Impacts on Sustainability. *Sustainability*, p.5528.

Heart Stone LV (2017). *The Story of Four Classic American Sandwiches. Hearthstone Kitchen & Cellar*. Available at: <https://hearthstonelv.com/story-four-classic-american-sandwiches/> [Accessed 26 Apr. 2021].

Hill, L., (2019). Operational planning. How can we maximize efficiency and improve our dairy businesses by utilizing our current resources?

Hoornweg, D. and Bhada-Tata, P., (2012). What a waste: a global review of solid waste management.

Hörner, E., (2020). Alliance management at merck: Establishing an operational 100-day plan for alliance launches and management. *Advances in Pharma Business Management and Research*, p.63.

Jalilvand, M.R., Esfahani, S.S. and Samiei, N. (2011). Electronic word-of-mouth: Challenges and Opportunities. *Procedia Computer Science*, [online] 3(1), pp.42–46. Available at: <https://www.sciencedirect.com/science/article/pii/S1877050910003832> [Accessed 2 Apr. 2021].

Komljenovic, D., Loiselle, G. and Kumral, M., (2017). Organisation: A new focus on mine safety improvement in a complex operational and business environment. *International Journal of Mining Science and Technology*, pp.617-625.

Levitt, T. (1984). Marketing Myopia. *Harvard Business Review*, [online] 4(4), pp.59–80. Available at: <http://125.22.40.134:8080/jspui/bitstream/123456789/4090/1/Marketing%20Myopia%20Article.pdf> [Accessed 4 Apr. 2021].

Li, C., Miroso, M. and Bremer, P., (2020). Review of Online Food Delivery Platforms and their Impacts on Sustainability. *Sustainability*, p.5528.

Lim, W.M. (2016). Creativity and Sustainability in Hospitality and Tourism. *Tourism Management Perspectives*, [online] 18(1), pp.161–167. Available at: <https://doi.org/10.1016/j.tmp.2016.02.001> [Accessed 27 Apr. 2021].

Lock, S., (2020). *Frequency of eating takeaway food UK 2020*. [online] Statista. Available at: <https://www.statista.com/statistics/1130672/frequency-of-eating-takeaway-food-uk/> [Accessed 16 April 2021].

Millar, M. and Park, S.-Y. (2013). Sustainability in Hospitality Education: the Industry's Perspective and Implications for Curriculum. *Journal of Hospitality & Tourism Education*, [online] 25(2), pp.80–88. Available at: <https://doi.org/10.1080/10963758.2013.805090> [Accessed 27 Apr. 2021].

McKenzie, D., (2017). Identifying and spurring high-growth entrepreneurship: Experimental evidence from a business plan competition. *American Economic Review*, 107(8), pp.2278–2307.

One Cookbook (2019). *Japanese Fruit Sandwich (Fruit Sando)*. *Just One Cookbook*. Available at: <https://www.justonecookbook.com/japanese-fruit-sandwich-fruit-sando/> [Accessed 26 Apr. 2021].

Pilkington, A. (2020). *Healthy Lifestyles: Inc Impact of COVID-19*. [online] *Mintel*. UK: Mintel. Available at: <https://reports.mintel.com/display/990124/> [Accessed 27 Apr. 2021].

Pratten, J.D. (2003). What Makes a Great chef? *British Food Journal*, [online] 105(7), pp.454–459. Available at: <https://doi.org/10.1108/00070700310497255> [Accessed 27 Apr. 2021].

Rosser Reeves (2017). *Reality in advertising*. Raleigh, North Carolina: Lulu.com.

RRPackaging (2021). *Double Burger Box | R+R Packaging*. *R+R Packaging Ltd*. Available at: <https://www.rrpackaging.co.uk/product/double-burger-box-x-100> [Accessed 27 Apr. 2021].

Seadon, J.K., (2010). Sustainable waste management systems. *Journal of cleaner production*, pp.1639-1651.

Selvy, Brian M., Charles Claver, Beth Willman, Don Petravick, Margaret Johnson, Kevin Reil, Stuart Marshall (2016) et al. "Using model based systems engineering for the development of the Large Synoptic Survey Telescope's operational plan." In *Modeling, Systems Engineering, and Project Management for Astronomy VII*, vol. 9911, p. 99110D. International Society for Optics and Photonics, (2016).

Singh, G.K., Gupta, K. and Chaudhary, S., (2014). Solid waste management: its sources, collection, transportation and recycling. *International Journal of Environmental Science and Development*, p.347.

Sling. (2021). Food Truck Business Plan: The Beginner's Guide For Success | Sling. [online] Available at: <<https://getsling.com/blog/food-truck-business-plan/>> [Accessed 28 April 2021].

Steinberg, J.B. (2019). Brexit and the Macroeconomic Impact of Trade Policy Uncertainty. *Journal of International Economics*, [online] 117(1), pp.175–195. Available at: <https://doi.org/10.1016/j.jinteco.2019.01.009> [Accessed 2 Apr. 2021].

Sweeney, D. and here, R., (2021). 3 Best Entities For Incorporating Your Food Truck | Fundbox Blog. [online] Fundbox. Available at: <<https://fundbox.com/blog/3-best-entities-incorporating-food-truck/>> [Accessed 28 April 2021].

The Balance Small Business. 2021. 10 Things You Need to Know Before Buying a Mobile Food Truck. [online] Available at: <<https://www.thebalancesmb.com/start-restaurant-food-truck-2888684>> [Accessed 28 April 2021].

The Spruce Eats (2021). *Mini Meatball Sliders with Roasted Red Peppers, Cheese and Capers*. *The Spruce Eats*. Available at: <https://www.thespruceeats.com/mini-italian-meatball-sliders-2937757> [Accessed 26 Apr. 2021].

Topper, A. (2021). *Foodservice Trend*. [online] *Mintel*. UK: Mintel. Available at: <https://clients.mintel.com/report/2021-us-foodservice-trends-1> [Accessed 27 Apr. 2021].

Trading Economics (2021). *United Kingdom - Economic Indicators*. [online] Trading Economics. Available at: <https://tradingeconomics.com/united-kingdom/indicators> [Accessed 2 Apr. 2021].

Trang, S., Mandrella, M., Marrone, M. and Kolbe, L.M., 2021. Co-creating business value through IT-business operational alignment in inter-organisational relationships: empirical evidence from regional networks. *European Journal of Information Systems*, pp.1-22.

Université, M. (2016). Acceptance of a new concept of “healthy fast food” in Liège through a marketing research approach. *MatheO - Master Thesis Online*. [online] Available at: <https://matheo.uliege.be/handle/2268.2/1833> [Accessed 27 Apr. 2021].

Urban, G.L., (2005). Customer advocacy: a new era in marketing?. *Journal of public policy & marketing*, pp.155-159.

Velavan, T.P. and Meyer, C.G. (2020). The COVID-19 Epidemic. *Tropical Medicine & International Health*, [online] 25(3), pp.278–280. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7169770/> [Accessed 27 Apr. 2021].

Vidal, M.P. (2016). *Acceptance of a New Concept of “Healthy Fast Food.”* [Thesis] Available at: <http://hdl.handle.net/2268.2/1833> [Accessed 27 Apr. 2021].

Vries, M.D. (2021). *Holiday Review*. [online] *Mintel*. United Kingdom: Mintel. Available at: <https://reports.mintel.com/display/1042387/> [Accessed 26 Apr. 2021].

Wallace, M. and Webber, L., (2017). The disaster recovery handbook: A step-by-step plan to ensure business continuity and protect vital operations, facilities, and assets. Amacom.

Weatherell, C., Tregear, A. and Allinson, J. (2003). In Search of the Concerned consumer: UK Public Perceptions of food, Farming and Buying Local. *Journal of Rural Studies*, [online] 19(2), pp.233–244. Available at: [https://doi.org/10.1016/S0743-0167\(02\)00083-9](https://doi.org/10.1016/S0743-0167(02)00083-9) [Accessed 2 Apr. 2021].

Weber, D. (2012). *The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business*. Hoboken, N.J.: Wiley.

Williams, A., Wright, I., Halliwell, K., Bellamy, D. and Malone, S. (2020). *Santander & FDF Food and Drink Industry Report*. [online] *Santander International & Sector Solutions*. London: Santander. Available at: <https://www.santander.com/content/dam/santander-com/es/documentos/actualidad/2020/no-2020-01-14-las-oportunidades-de-futuro-del-sector-alimentario-en-reino-unido.pdf> [Accessed 4 Apr. 2021].