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Name and student number: Mariana Cocos 2024061

Lecturer: Nishi Ramsurrun

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ESSAY

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1.Introduction

Many scholars widely define the term entrepreneurship from various perspectives. The concept of entrepreneurship has evolved through time, nevertheless the meaning remains the same.

Hisrich and Peters (1989) defined *entrepreneurship* as a process of creating something different by taking risks and obtaining both monetary and personal satisfaction. (Landström, 2020) argued that entrepreneurship became a “catchword” used by politicians and policymakers to solve a range of societal problems. Indeed, entrepreneurship involves solutions for potential issues via services and products while generating profits. Flourishing businesses will positively impact the economy, and the effect will be adverse if businesses are affected by various internal or external factors. Entrepreneurs play an essential role in economic growth by creating jobs, increasing living standards, industrial development, and many other significant contributions.

The aim of these report is to analyse an idea of opening a business in street food industry and reflect upon personal development including aspects I must improve. The first section discusses product life cycle, the feasibility analysis using SWOT, Porter’s five forces and market research findings from both primary and secondary research. The second part aims to project a personal reflection upon entrepreneurial skills and traits, knowledge required and aspects that require improvement to make the idea achievable.

2.Idea Analysis

Today's generation is busy as never before, people tend to buy ready to eat meals and snacks that are not always healthy. Also, UK is so diverse, people from different countries are moving in the country and while missing their home they cannot find their favourite sweets. Doughnuts are not healthy, however Marriane's Donuterie aims to provide healthy and delicious doughnuts with a feeling of home. The interest to change the perception about doughnuts as junk food have led to choose this idea.

2.1 Product Life cycle

Baking doughnuts may take time which our consumers may not have. Also, clients consume doughnuts because these are taste. The research findings conducted by Brisian Group (2020) shows that 44% of consumers buy them least once a week or more. While 46% of eat them once to 2-3 times per month or more. Despite, the clients' preferences for these sweets they still worry about sugary intake and how unhealthy these are for health. Consumers have multiple alternatives for doughnuts such as muffins, biscuits, baked doughnuts, fruits etc. Thus, a customer may take decisions weather to purchase based on criteria such as weather the product meets their need or want, they search for information, then evaluate the existing alternatives on the market including the pricing. After that, they make a purchase decision and evaluate the product quality. Marriane's Donuterie will provide healthy doughnuts, consumers from various backgrounds and ages will be able to purchase the products.

However, the target audience is 15-45 because of tendency to consume high intakes and because of adults usually tight working schedules.

The products will be distributed across various location within UK. As the business is a moving truck, consumers may book the service at their event. The product will be tested to ensure it aligns with objectives and consumer's needs. After market and business analysis it will be developed and entry the market. The pricing strategy that will adapted is Premium because of the high product quality and thus the price is expected to be higher. The promotion strategy is based on close communication with consumers via social media platforms, company website and flyers that will be distributed during festivals and other events.

2.2. The feasibility of the idea

SWOT model is used to analyse the idea feasibility, where the strengths, weaknesses, opportunities, and threats are identified and briefly explained. On the other hand, Porter's five is applied to understand potential rivalry among existing competitors.

2.2.1 SWOT Analysis

The company product is highly desirable and the demand for doughnuts is high. The market is attractive, it operates in monopolistic competition, and it is very easy to enter or exit. Marianne's Donuterie will provide various types of doughnuts which will attract more consumers. On the other hand, similar business shows low performance and the weather in UK is rainy which is weaknesses a as there are fewer consumers compared to sunny days. The firm has expansion opportunities and opportunity to provide healthy products to stand out from competition. There are various threats that

must be considered such as changes in consumer behaviour, cheaper alternatives available in stores and growing competition (Table 1. Marianne's Donuterie, SWOT Analysis).

Strengths	Weaknesses
• Product highly desirable • High demand • Attractive market • Low investment required • Product variety	• Low financial performance of similar businesses • High initial costs • Influenced by weather conditions • Expansion difficulties
Opportunities	Threats
• Growth on international level • New products and multiple trucks • To invest in research and come up with healthy foods	• Growing competition • Cheaper alternatives available in stores • Seasonal high demand • Rapid changes in customer behaviour and preferences

Table 1. Marianne's Donuterie, SWOT Analysis

2.2.2 Porter's five forces

The threat of new entrants is medium to high because there is no major barrier to entry the market. The brand loyalty is quite low, and the capital requirements is also low. On the other hand, there is a need to obtain food licence and there several inspections to ensure the business meets the standards as non-compliance may lead to fines and suspension (Gov.com, 2022). The bargaining power of buyer is medium to high due to buyer's ability to substitute and switch the costs. In addition to that the size of order is small as they may eat doughnuts no more than two or three times per month. The bargaining power of suppliers is low which benefits the company as there are multiple companies selling necessary ingredients required to make doughnuts. On the other hand, consumers can easily substitute with other products available in the stores which offers a better price. However, Marianne's Donuterie aims to provide unique handmade products with premium package and quality that will stand up from competition

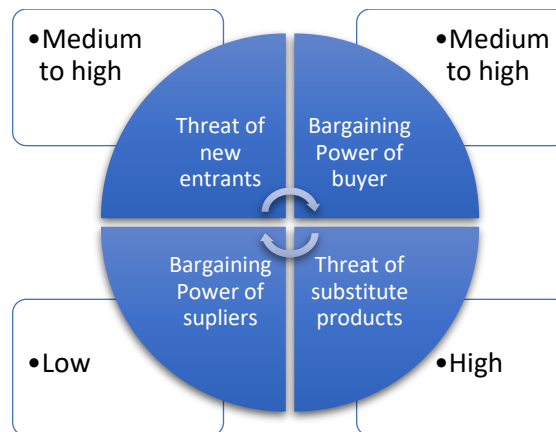


Figure 1. Porter's five forces, market analysis

2.3 Market Research

2.3.1 Primary Research

Q1. What do you think about doughnuts from different cultures?

Options	Total Sample	No. of answers	Percentage
• I would try	30	27	90%
• Not interested	30	1	3%
• I am neutral about it	30	2	7%

Table 2. The potential for consumers to buy different types of doughnuts

Doughnuts from different cultures

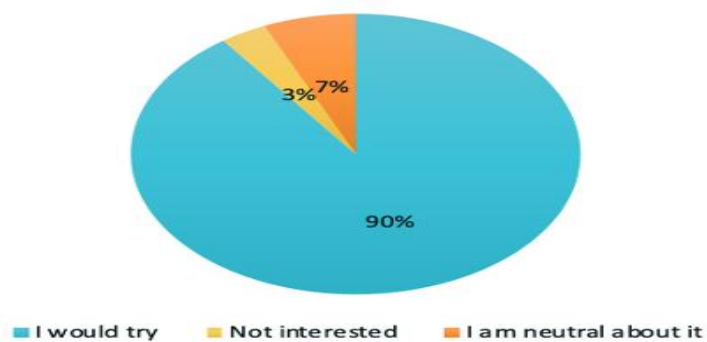


Figure 2. The potential for consumers to buy different types of doughnuts

Q.2 Would buy a healthy doughnut at a higher price or a traditional doughnut at a lower price?

Options	Total Sample	No. of answers
• Healthy doughnuts	30	28
• Traditional doughnuts	30	2

Table 3. The potential for consumers to consume healthy doughnuts vs traditional

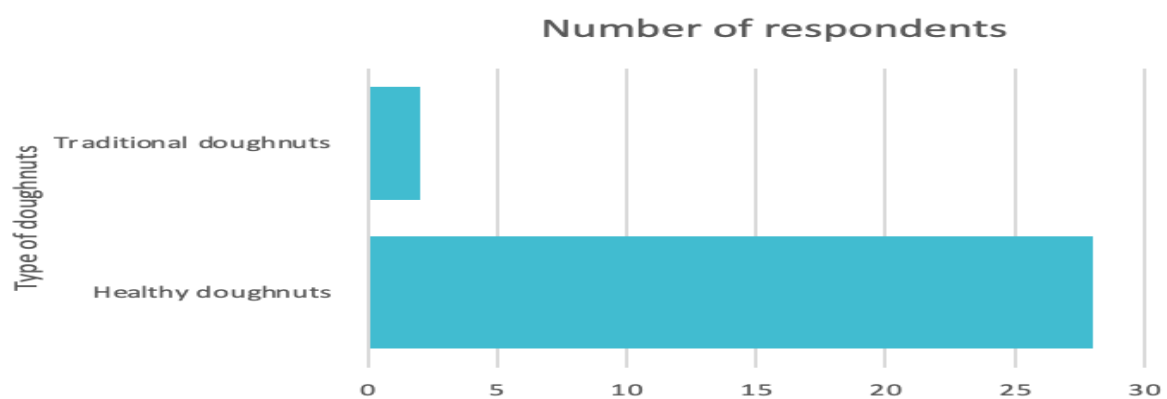


Figure 3. The potential for consumers to consume healthy doughnuts vs traditional

Q3. Would you hire a doughnut truck service for your event?

Options	Total Sample	No. of answers	Percentage
Yes	30	24	80%
No	30	5	17%
Maybe	30	1	3%

Table 4. Percentage of consumers that could hire truck service for their event

Percentage of respondents that could hire doughnut truck service

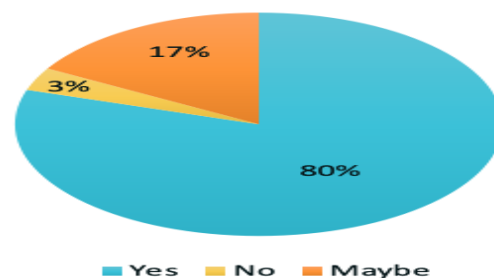


Figure 4. Percentage of consumers that could hire truck service for their event

2.3.2 Secondary Research

Aspects investigated	Findings	Source	Notes
Places where consumers are more likely to buy doughnuts	Brisan Group report (2020) shows that 63% of consumers are likely to eat doughnuts in their cars, while 49% reported eating them at the office or at a party.	(Brisan Group , 2020)	To improve efficiency, the company could consider also selling near the working offices. An example can be Canary Wharf in London.
Customer behaviour towards healthy or traditional doughnuts	The findings show that consumers search for healthier eating which can be seen in an increase in plant based and high demand for natural, and less processed foods. Also, the findings show that in the last five years, the number of vegetarian products has increased by 25% and vegan by 257%	(Food Reform for Sustainability and Health, 2018)	Marianne's Donuterie must focus on providing health products including vegan to meet the consumer preferences and increase the profit as well.
The demand for doughnut truck service for events	According to Gingold (2020) observations, an influx of demand for individually packaged servings of donuts has been registered. Particularly to be handed out to guests at drive-by birthday parties, corporate events, and other gatherings.	Gingold (2020)	Besides driving in for the event and preparing at the site, the firm can focus on preparing in advance for events.

Table 5. Secondary Research on several aspects investigated

3.Reflection

Becoming an entrepreneur requires a set of skills and knowledge. Kerr et al. (2017) highlighted self-efficacy and innovativeness, need for achievement, and locus of control among the essential traits of entrepreneurs. Also, a successful entrepreneur must have risk attitudes, be able to measure risks but simultaneously be optimistic, manage stressful situations, and be committed to goal achievement despite potential failures. My previous experience, individual learning and participating in the class helped me to gain necessary skills to make this idea real.

3.1 Description and feelings

I have received a lot of information's on the course which will help me to transform my idea into a plan and the plan into a real profitable business. I have been able to gain financial insights from a guest entrepreneur which mentioned, "The key to a successful business is to spend as much as it is required" Choudhury (2020; 25:46 – 25:47). This could mean that at the initial stage, the budget must be simplified and avoid unnecessary expenses. According to (Shim et al., 2012), the budget process must suit the firm needs, be consistent with its structure, and consider human resources. The entrepreneur must be able to analyse the company's status carefully and stage as the budget is based on experience plus changes considering the current environment. Inappropriate management of the budget can drastically affect profitability.

At the beginning, I felt like I don't have necessary knowledge and skills, however I have learnt to analyse the product, how to manage the business using various tools, conduct financial analysis which gave me confidence that I can succeed. Also, I felt

confused, but our teacher guided us during the process, and it was much easier for me to understand the steps and the importance to be creative and a problem-solver.

3.2 Evaluation and analysis

From the progress made so far, I have gained skills and made valuable notes that will help me in the next step which is writing a business plan. Entrepreneurs must be able to create sustainable operations to minimise the negative impact on the environment. In addition, sustainable entrepreneurship is opportunity oriented and aims to generate new products, services, production processes, techniques, and organizational modes that substantially reduce social and environmental impacts and increase the quality of life (Schaltegger, 2013). However, I am concerned that objectives set may impact upon the profitability. Also, there are various doughnuts that must be made, and healthy options may require longer time for preparation which may create long ques.

I have gained knowledge for risk analysis. Laker & Roulet (2019) argued that anticipating various political scenarios benefits the organisation in multiple ways. First, these could help prepare responses in advance, thus creating more certainty. Second, it helps differentiate potential opportunities and threats and solve the problems for business sustainability. My ability for risk analysis and management will help keep the business afloat during and after a potential crisis or conflict.

3.3 Conclusion and Action Plan

To sum up, reflecting on the process it provides clarity on aspects I have achieved and steps I must take to improve further my knowledge and expertise to become a successful entrepreneur. Improving laissez-faire leadership style will help me trust my team and achieve objectives set. Time management will help me in business operations, coming on time at different events and ensure 100% customer satisfaction. Verbal and non-verbal communication on the other hand will help me to expand my networking and build meaningful partnerships.

Development objectives	Priority	Activities to be taken	Control	Time bound
Laissez-faire leadership style	Medium to High	Read articles and books about this type of leadership Practice at workplace Watch tutorials in YouTube	Review the progress every five days Next review date: 27.07.2022	By or on 22.11.2022
Time management	Medium	Take an in the class	Review the progress every five days Next review date: 27.07.2022	By or on 22.12.2022
Verbal and non-verbal communication	Low	Participate actively during the classes Read more information about body language	Review the progress every two weeks Next review date: 30.07.2022	By or on 22.02.2023

Table 6. Action Plan

4. Conclusion

In conclusion, the analysis provides important insights that can be used to identify market opportunities weaknesses and potential threats that must be considered. Also, the analysis of potential competitors along with consumer preferences helped me understand how to transform my idea by providing a product that is wanted by consumers. I possess a set of traits and skills that will help me in running the business, nonetheless, there are areas I must improve further.

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