

Group 5

Student name: Maria Javad, Student ID: 2133709

Student name: Marius Catalin Buica, Student ID: 2133741

Student name: Mihail Angelov, Student ID: 2133855

A decorative graphic on the left side of the slide consists of white lines and small circles on a blue gradient background, resembling a circuit board or a stylized tree structure.

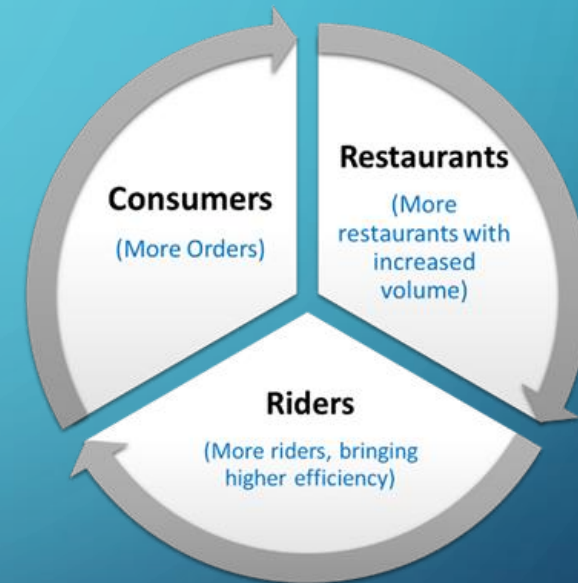
MANAGING ENTERPRISE IN THE 21ST CENTURY

INTRODUCTION

In this study, the HomeMade Takeaway business plan in the industry within the UK are described. Studies have been conducted in the Retail Economic history, in order to examine the industry's potential for innovation, the significant changes takeaways have made to accommodate shifting consumer preferences. With 40% of its operators identifying as first-time business owners, the takeout industry is among the economic sectors with the most ethnic diversity in the UK (Atkinson et al. 2021). Based on all of the above information a business plan was created for the HomeMade Takeaway company.

BUSINESS CONCEPT

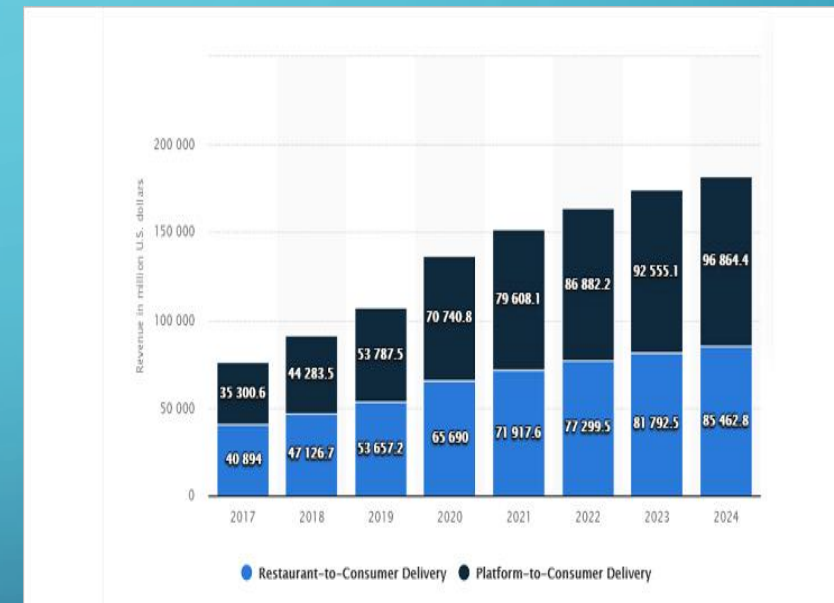
- Through HomeMade Takeway, customers will be able to order meals from nearby restaurants, which will then be delivered to any specified address in a short time.
- Users of HomeMade Takeway's services will be able to order meals either online or through the company's mobile application, which will be available for both iOS and Android (Filimonau, 2021).
- The business model of HomeMade Takeway is based on the aggregator approach and by studying similar delivery models that are already in the industry.



Thestrategystory.com, 2022

FINANCIAL PLAN

- The financial income of HomeMade Takeway will be based on the commissions for each restaurant for every order placed. A commission of 25-30% will be applied.
- Customers will be able to get a monthly subscription. This subscription will unlock special offers.
- The main initial costs that the company will have to deal with will be the cost of the mobile applications and website, the marketing costs.
- After the official release of the service, there will be another set of costs. These include mainly the salaries of the couriers. They will be paid for each of their trip and the amount they will received will be different from order to order. Additional costs will include, the maintenance, and the customer support employees.



Upperinc.com, 2021

MARKET ANALYSIS

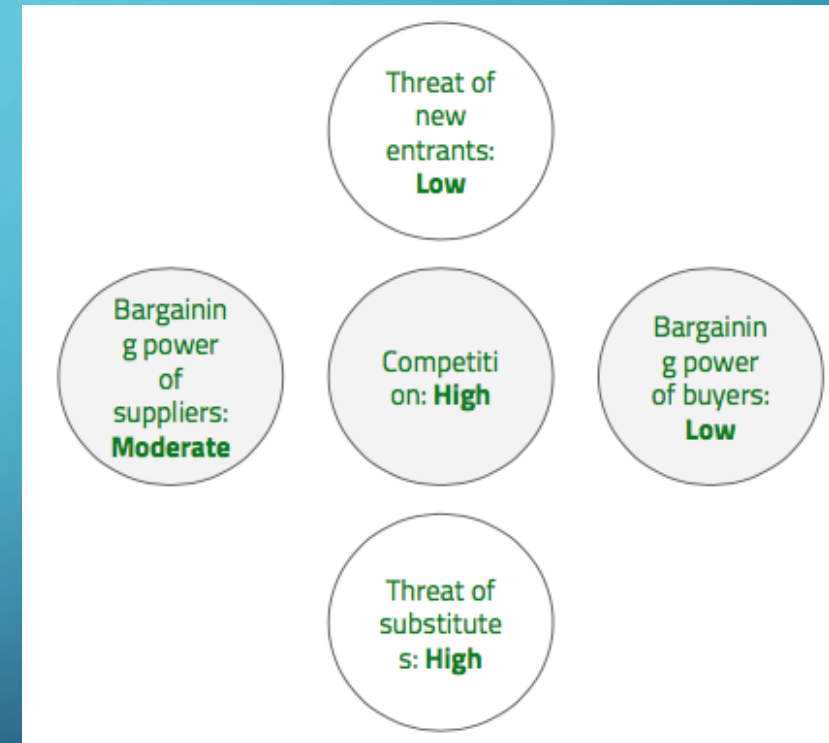
- HomeMade Takeway's five primary value propositions are accessibility, convenience, cost savings, risk mitigation, and brand and prestige. A higher value proposition than the competitor for customers also encourages a purchase (Hallak et al. 2021).
- Cost-cutting through considerable automation and low-cost service offerings is a key component of HomeMade Takeway's cost-driven organisational structure.
- Competition is fierce and new competitors are a threat.
- Since the beginning of the pandemic the delivery services exploded in popularity and if before people rarely used these kind of services, nowadays delivery apps are present in mobile device as the popularity hugely increased.



Openpr.com, 2022

MARKETING PLAN

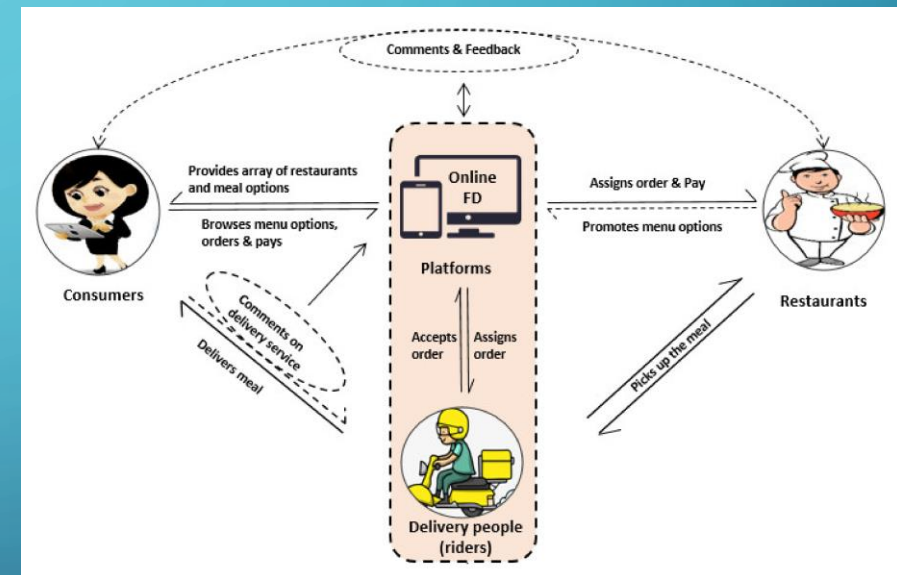
- In order to succeed in this more fiercely competitive climate, HomeMade Takeway has been compelled to re-examine how it markets its brand.
- HomeMade Takeway will mainly focus on customer service. It will advertise through emails and notifications the best offers and deals everyday and will try to attract as many customers everyday as possible.
- HomeMade Takeway will contract as many restaurants as possible in order to ensure a very large coverage in order to be able to offer numerous options for any customer.
- Establish a branded app through adds on various platform in order to win new customers and offer the best possible experience.



Uppaluri, 2019

MANAGEMENT TEAM

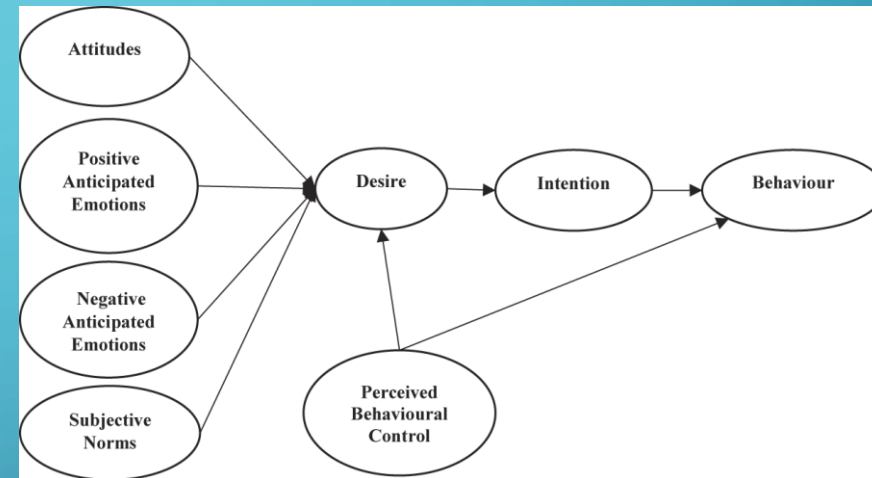
- The mission of HomeMade Takeway's management team is to balance the delivery costs and the food commission in order to keep the prices low.
- They are planning to work with the best restaurants, to bring customers the food they love, right to their home.
- The plan is to get the food delivered as fast as 30 minutes per order. (Vo-Thanh et al. 2021).
- Unexpected stations such as missing items or late delivery will be handled through a chat.



Mdpi.com, 2022

MANAGEMENT PLAN

- HomeMade Takeway's registration and membership procedures will be simple.
- Customers will be able to easily register right away by Facebook, email, or other means. (Puriwat and Tripopsakul, 2021).
- Customers only need to select or search for their desired food or restaurant in order to place an order.
- Restaurants can reach the company in order to register in the app.
- Every restaurant will add their products and offers.



Emerald.com, 2022

CONCLUSION

In conclusion, HomeMade Takeway will start forming new business connections across a variety of sectors and regions to create its user base, clientele and credibility. HomeMade Takeway, a distinctive meal delivery app, will be successful because of the design of its organisational structure in addition to the core services it provides. The major initiatives that simplified the benefits of the HomeMade Takeway platform and assisted in growing its clientele may be credited with HomeMade Takeway's success.

REFERENCE LIST

- Al, M., 2022. The Repercussions of The Covid-19Crisis on The Development of E-Service-Case Study of Food Delivery Services in the USA. *Journal of Contemporary Economic Studies Volume*, 7(01), pp.665-682.
- Atkinson, A.M., Sumnall, H. and Meadows, B., 2021. 'We're in this together': A content analysis of marketing by alcohol brands on Facebook and Instagram during the first UK Lockdown, 2020. *International Journal of Drug Policy*, 98, p.103376.
- Filimonau, V., 2021. The prospects of waste management in the hospitality sector post COVID-19. *Resources, Conservation and Recycling*, 168, p.105272.
- Hallak, R., Lee, C. and Onur, I., 2021. Health star ratings and beverage purchase intentions: A study of Australian and New Zealand hospitality consumers. *Foods*, 10(11), p.2764.
- Puriwat, W. and Tripopsakul, S., 2021. Understanding food delivery mobile application technology adoption: a UTAUT model integrating perceived fear of COVID-19. *Emerging Science Journal*, 5, pp.94-104.
- Vo-Thanh, T., Zaman, M., Hasan, R., Rather, R.A., Lombardi, R. and Secundo, G., 2021. How a mobile app can become a catalyst for sustainable social business: The case of Too Good To Go. *Technological Forecasting and Social Change*, 171, p.120962.

The background is a blue gradient with faint concentric circles. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU