

**Digital Skills for Personal Development and Business
Growth (BMSW4008)**

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Table of Contents

Task 1 - Market Research Questionnaire for Burger Home.....	3
Analysis of Key Questionnaire Findings	8
How often do you eat burgers from a restaurant or takeaway?	8
What is the most important factor when choosing a burger restaurant?	8
How much are you willing to pay for a premium burger meal (burger, fries, and drink)?	9
Would you be interested in a loyalty program (e.g., discounts, free meals after a certain number of visits)?	9
Task 2 - Incorporating Questionnaire Data into Website and Marketing Materials	11
Website	11
Marketing Material.....	14
Segmentation: Targeting Specific Audience Groups.....	15
SEO: Optimizing for Search Engines.....	15
Keyword Integration	16
Content Strategy and Blogging	16
Local SEO for Increased Visibility	16
Social Media and Cross-Platform Integration.....	17
Task 3	Error! Bookmark not defined.
Introduction	18
Body	20
Conclusion.....	22
Task 4	23
Burger Home Advertisement – Transcript	Error! Bookmark not defined.
References	24

Task 1 - Market Research Questionnaire for Burger Home**1. How often do you eat burgers from a restaurant or takeaway?**

- A) More than once a week
- B) Once a week
- C) Once or twice a month
- D) Rarely
- E) Never

Responses:

- 10 chose A
- 8 chose B
- 7 chose C
- 3 chose D
- 2 chose E

2. What is the most important factor when choosing a burger restaurant?

- A) Taste and quality of food
- B) Price
- C) Variety of options
- D) Convenience/location
- E) Customer service

Responses:

- 12 chose A
- 6 chose B
- 5 chose C
- 4 chose D
- 3 chose E

3. Which type of burger do you prefer the most?

- A) Classic beef burger
- B) Chicken burger
- C) Plant-based/vegetarian burger
- D) Gourmet/specialty burger
- E) I don't eat burgers

Responses:

- 14 chose A
- 7 chose B
- 5 chose C
- 3 chose D
- 1 chose E

4. How much are you willing to pay for a premium burger meal (burger, fries, and drink)?

- A) Less than £5
- B) £5 - £8
- C) £8 - £12
- D) More than £12

Responses:

- 4 chose A
- 9 chose B
- 12 chose C
- 5 chose D

5. What would encourage you to try a new burger restaurant?

- A) Positive online reviews
- B) Special discounts/promotions
- C) Unique menu offerings
- D) Recommendations from friends/family
- E) Advertising/social media presence

Responses:

- 8 chose A
- 10 chose B
- 6 chose C
- 4 chose D
- 2 chose E

6. How important is having vegetarian or vegan burger options?

- A) Very important

- B) Somewhat important
- C) Neutral
- D) Not important at all

Responses:

- 7 chose A
- 10 chose B
- 6 chose C
- 7 chose D

7. How do you prefer to order your food?

- A) Dine-in
- B) Takeaway
- C) Delivery via an app (Uber Eats, Deliveroo, etc.)
- D) Drive-thru

Responses:

- 8 chose A
- 9 chose B
- 10 chose C
- 3 chose D

8. What kind of sides do you prefer with your burger?

- A) Fries
- B) Onion rings
- C) Coleslaw
- D) Salad
- E) No sides

Responses:

- 15 chose A
- 6 chose B
- 4 chose C
- 3 chose D
- 2 chose E

9. How do you usually find out about new restaurants?

- A) Social media (Instagram, Facebook, TikTok)
- B) Word of mouth
- C) Online reviews (Google, Yelp, etc.)
- D) Flyers or local ads
- E) Walking past and seeing it

Responses:

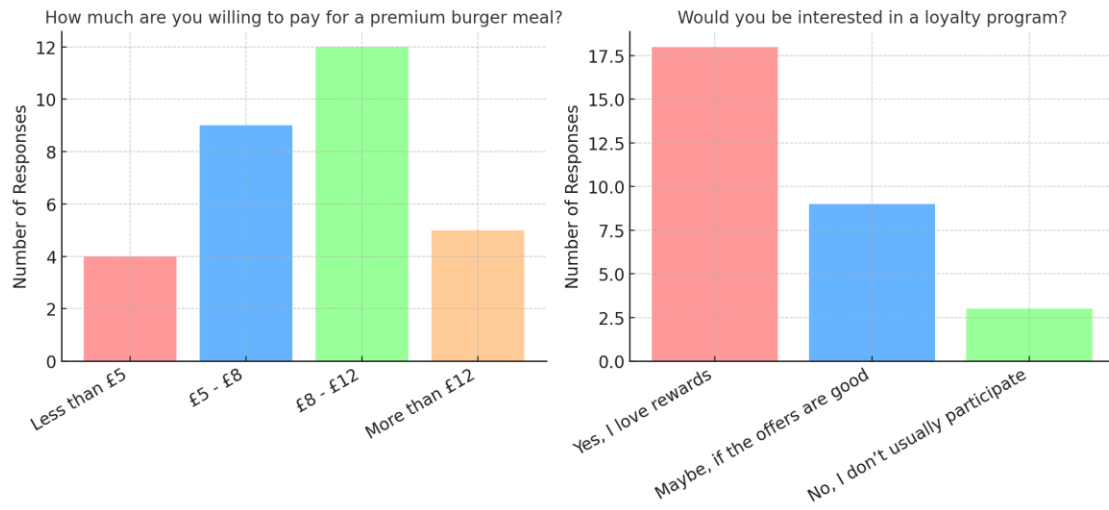
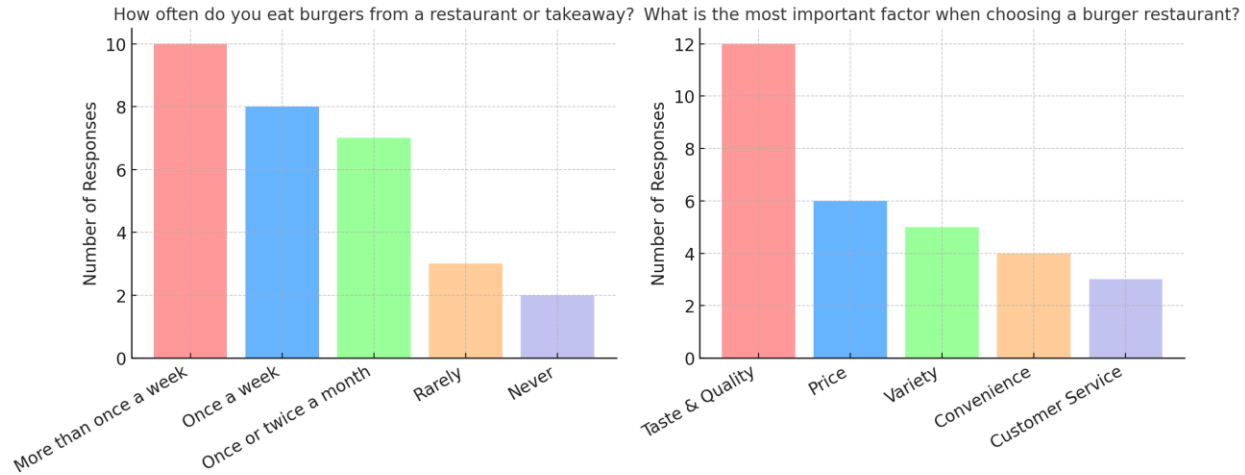
- 10 chose A
- 7 chose B
- 6 chose C
- 3 chose D
- 4 chose E

10. Would you be interested in a loyalty program (e.g., discounts, free meals after a certain number of visits)?

- A) Yes, I love rewards
- B) Maybe, if the offers are good
- C) No, I don't usually participate in these

Responses:

- 18 chose A
- 9 chose B
- 3 chose C



Analysis of Key Questionnaire Findings

Structured questionnaire as a market research method helped us to gather thoughtful information of customer preferences and their behaviour while consuming a burger. After collection on the data, four important questions were coming up in front of the company, these questions are all to come up with what the company wants to appeal to the target audience and how to refine the business strategy of Burger Home (Madjdian et al., 2024). According to Zhong and Jiang (2019), the questions covered eating frequency, factors for decision-making, pricing expectation, and interested in loyalty program. The responses offered a lot of models and patterns that will interface into the design and menu of the restaurant, and into customer commitment and enlistment activities, in addition to the restaurant's directing system.

How often do you eat burgers from a restaurant or takeaway?

Customer frequency of burger consumption is to be understood to help assess potential demand. The results revealed that out of 10 respondents (33%), 10 eat burgers more than once a week, 8 (27%) eat them only once a week (Kumolu-Johnson, 2024). This reveals a considerable portion of normal customers that could soon become loyal customers. Another 23% of respondents (7) said they eat burgers one or two times per month, indicating an additional audience who are not usual customers, but still lead to sales. 5 (17 percent) respondents responded that they rarely or never eat burgers, a smaller percentage which may not be targeted as much (Nzekwe Excel and Pongvikrant, 2023).

By thereby, these findings signify Burger Home should emphasize to attract and maintain regular consumers and from time to time run promotions to attract the less regular customers. Implementing limited time offers or exclusive deals for the weekly shoppers would also drive the sales and foster lifetime loyalty (Dandis et al., 2023).

What is the most important factor when choosing a burger restaurant?

Therefore, the necessity exists to distinguish Burger Home away from competitors in order to identify what customers most prioritized when deciding on choosing a burger restaurant. From these data, 12 respondents (40%) indicated that Taste & Quality is the

most important factor as it means delivering premium ingredients and crafted recipes to succeed (Brown et al., 2022). Six respondents (20%) noted price to be the second most important factor, submissive to the fact that the product should be sold at competitive and value for money pricing. Others who mentioned were Variety (17%), Convenience (13%), and Customer Service (10%). But, those were less important than taste and price.

Burger Home could do well to bake in high-quality ingredients, fresh and crisp burgers, and a good round taste. Nevertheless, affordability is not a critical issue versus quality (de Kwant et al., 2021). Nevertheless, the food quality should also stay unaffected even as they are structured carefully for pricing to meet the needs of the price-sensitive customers. Moreover, you can make the customer more content by adding up a varied menu with various burger choices like the strictly vegetarian and superior ones (Brown et al., 2022).

How much are you willing to pay for a premium burger meal (burger, fries, and drink)?

One of such key elements in positioning the restaurant in the market is pricing strategy. As many as 12 respondents or (40%) showed the tendency of mid tier pricing preference of the price range of £8 - £12. A 9 respondents (30%) group favored a lower range of £5 – £8 but this means that affordability is a concern to another sizeable percentage of customers, 5 respondents (17%) were prepared to pay more than £12 and 4 respondents (13%) wanted to pay less than £5 up to (Rezaei et al., 2022).

These findings suggest that Burger Home should focus on the £8-£12 price bracket but have option for value in the low end of the £5-£8 range to appeal to the budget conscious customer. Indeed, offering the premium options for a price of £12 or higher might be just the trick to make some revenue while not causing trouble to the cost sensitive diners. In order for the customers to feel good value for their money (Buzrul, 2024), the pricing needs to be represented by the quality, the portion size, and the experience as a whole.

Would you be interested in a loyalty program (e.g., discounts, free meals after a certain number of visits)?

Customer loyalty programs are a great way to boost return customer rates. In terms of the questionnaire, 18 respondents (60%) were highly interested in a loyalty program as they said they “love rewards.” Thirty (30%) of the respondents could be interested if these offers were good, but only 3 respondents (10%) were uninterested.

In terms of the respondents, 90% were showing interest to some level and they stand to gain a lot from a loyalty program implemented by Burger Home. Rewards based on repeat visitation as points based system where customer are rewarded for the guest visits their business, spending millstones (Watson et al., 2024). It also can help with convenience and engagement by incorporating digital membership cards or mobile app integration. Frequent customer would have special perks like birthday discounts or exclusive tasting events.

Task 2 - Incorporating Questionnaire Data into Website and Marketing Materials

In order to craft an effective Burger Home brand and marketing strategy, we needed to have insights from our market research questionnaire. The answers were useful to know how the customers were, what do they want, what do they expect. This data had a significant impact on the content and appearance of our website and marketing materials because we wanted to speak the language of, and load their mind with information in the best possible way. In order to integrate such insights, there were two key things in play: segmentation and SEO (Search Engine Optimization) which have been used in the digital presence of Burger Home.

Website

<https://burgerhome-107946.weeblysite.com/>



Where Quality Excellent Service

Serious Eats is dedicated to exploring the science and art of cooking. We offer meticulously recipes researched in-depth food science

Email

Sign Up

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OUR SPICAL MENU POPULAR MENU



NASHVILLE HOT CHICKEN

NASHVILLE HOT CHICKEN

Nashville Hot Chicken Is A Flawry Dish Originating From Nashville, Tennessee.

\$19.99



BBQ Pulled Burger
The BBQ Pulled Pork Burger Combines The Best Of Both Worlds
\$18.00



Wasabi Tobiko Nigiri

Marketing Material

○○○○ Warner & Spencer ○○○○

Special Menu

BBQ PULLED BURGER



50% OFF

●●● THIS WEEKEND ONLY ●●●
09:00 AM – 09:00 PM

ORDER NOW

@burger_home

Segmentation: Targeting Specific Audience Groups

Segmentation involves splitting the market into smaller groups which those in them have certain frequencies. Using the questionnaire data, we could classify the primary customer segments on the basis factors like frequency of burger consumption, decision making criteria, their pricing preference and interest in loyalty programs (Bocken et al., 2019). It allowed me to create marketing messages, website content and promotional strategies based on the needs of each segment.

One of the major finding from questionnaire was that over 60% of respondents always eat burgers once a week. It showed that there was a great base of regular consumers who would buy the quality and variation. This was targeted segment, so the website was designed with a strong focus on premium ingredients, a wide variety of menu and the patented burger creations. From the homepage, the high quality images of gourmet burgers show freshness and taste, two common decision making factors (Buzrul, 2024), which are prominent features on the survey responses.

Price sensitive group was another segment that was identified as a key segment. 3 out of 4 chose to buy household products under £5, implying a demand for cheap products. The website also has 'Deals & Combos' section where value for money meal options cater to this audience. To achieve the aim of maintaining quality promotion while ensuring affordability, marketing strategy integrated product promotion such as 'Midweek Burger Specials' and 'Student Discounts'.

Concurrently, it was learned that 90 percent of respondents wished to be a part of a loyalty program. To reach this segment, a special page of the website was created for the Burger Home Rewards Club. Customers can acquire perks such as lower prices on food, free food after a couple of visits and birthday specials. It does more than increase customer retention; it also improves on repeat business through loyalty to the brand.

SEO: Optimizing for Search Engines

To make sure that Burger Home's website appears in search engine results, search Engine Optimization (SEO) is needed. To address the above issues, we used insights from the questionnaire to optimize the website's content, keywords and structure such that they were aligned to the propensity of customers to search them.

Keyword Integration

The taste, quality, variety, rank high with customers when they chose a burger restaurant. Therefore we did key word research from those preferences, and we found out the most searched phrases around this. Headings on websites, descriptions on the menus and their contents on blogs was strategically designed to include keywords like “best gourmet burgers,” “affordable burger deals,” “quality burgers near me” and “freshly made burgers.” This also allows visitors searching online for high quality and budget burgers to find Burger Home easily (Daradkeh et al., 2023).

Content Strategy and Blogging

SEO can't exist without content marketing. Introducing a blog section which featured articles readers were interested on, that help increase the website engagement and drive organic traffic. Considering the common themes from the questionnaire, blog topics include:

- “What Makes a Great Burger? A Guide to Ingredients and Flavor” (aligned with customer preference for taste and quality)
- “Budget-Friendly Burger Deals You Can't Miss” (catering to the price-conscious segment)
- “Why Join Our Loyalty Program? The Perks of Being a Burger Home Member” (reinforcing interest in rewards programs)

Besides offering invaluable information, integrating relevant keywords and internal links with other parts of the website also raise their search ranking.

Local SEO for Increased Visibility

Burger Home is a physical restaurant and thus, gaining local SEO is the key to attracting customers in nearby areas (Alfiah et al., 2023). To optimize the website for Google My Business, the information about the addresses, the opening hours, and the contact details of the restaurant was correct (Hu et al., 2022). According to the questionnaire, 13% of respondents are driven by convenience whether it is choosing a

restaurant or not, so optimizing for location based searches (e.g., “best burger place near me”) can drive foot traffic (Nzekwe Excel and Pongvikrant, 2023).

The website further improves local SEO by including customer reviews and testimonials of those folks who took part in taste test and early promotional activities. reviews will prove credibility and encourage the visit by potential customers. Furthermore, metadata and headings included location-based keywords such as, “London’s favorite burger spot” and “top rated burgers” in order to gain more search rankings (Guerrero et al., 2019).

Social Media and Cross-Platform Integration

Burger Home’s social media strategy was also affected by questionnaire data. Since there was strong interest in promotions and discounts in the survey, the social media ads were optimized with what essentially amounted to call firmly call to action things like ‘Swipe up for exclusive burger deals’ and ‘Follow us for weekly discounts’. I tailored a few hashtags that were based on trending keywords in the fast food tab like #BestBurgers, #FoodieFinds and #BurgerLovers.

It also was created, so that the website would flow with social media very well. It encourages the customers to share their favorite burgers, tag friends on promotions and also review the brand which helps in engagement and create brand awareness for the restaurant. User generated content such as customer photos and testimonials are encouraged within a ‘Join the Conversation’ section to add to the overall brand authenticity (Hu et al., 2022).

Task 3

Spread Sheet

Assumptions

For Burger Home			
Starting Sales Volume and Price:			
Classic Beef Burgers:	1,000 units at £10		
Chicken Burgers:	500 units at £9		
Plant-Based Burgers	300 units at £8		
Gourmet Burgers	200 units at £12		
Total Units Sold in Year 1			
Classic Beef	1,000	£ 10	£ 10,000
Chicken Burgers:	500	£ 9	£ 4,500
Plant-Based	300	£ 8	£ 2,400
Gourmet Burgers	200	£ 12	£ 2,400
COGS per Unit			
Classic Beef	£ 4.00		
Chicken Burgers:	£ 3.50		
Plant-Based	£ 3.00		
Gourmet Burgers	£ 5.00		
Operating Expenses (Monthly)			
Rent	£ 2,000.00		
Salaries:	£5,000 (increasing by 2% per month)		
Marketing	£500 (increasing by 5% per month)		
Utilities	£300 (increasing by 3% per month)		
Other Expenses	£200 Fixed		
Sales Increase by (Each Month)			15%
COGS Increase by			2%

Income Statement

Month	Total Revenue	Total COGS	Gross Profit	Operating Expenses	Net Profit
January	£ 19,300	£ 7,650	£ 11,650	£ 6,000	£ 5,650
February	£ 22,195	£ 22,639	-£ 444	£ 6,634	-£ 7,078
March	£ 25,524	£ 26,035	-£ 510	£ 7,822	-£ 8,332
April	£ 29,353	£ 29,940	-£ 587	£ 10,141	-£ 10,728
May	£ 33,756	£ 34,431	-£ 675	£ 14,780	-£ 15,455
June	£ 38,819	£ 39,596	-£ 776	£ 24,170	-£ 24,947
July	£ 44,642	£ 45,535	-£ 893	£ 43,298	-£ 44,191
August	£ 51,338	£ 52,365	-£ 1,027	£ 82,388	-£ 83,415
September	£ 59,039	£ 60,220	-£ 1,181	£ 162,394	-£ 163,574
October	£ 67,895	£ 69,253	-£ 1,358	£ 326,275	-£ 327,633
November	£ 78,079	£ 79,641	-£ 1,562	£ 662,101	-£ 663,663
December	£ 89,791	£ 91,587	-£ 1,796	£ 1,350,409	-£ 1,352,205

Operating Expenses

Marketing (£)	Increase in Marketing (£)	Utilities (£)	Increase in Utilities (£)	Other Expenses (£)	Total Operating Expenses (£)
500		£ 300	-	£ 200	£ 6,000
£ 1,025	£ 525	£ 309	£ 9	£ 200	£ 6,634
£ 2,101	£ 1,076	£ 318	£ 9	£ 200	£ 7,822
£ 4,308	£ 2,206	£ 328	£ 10	£ 200	£ 10,141
£ 8,831	£ 4,523	£ 338	£ 10	£ 200	£ 14,780

£ 18,103	£ 9,272	£ 348	£ 10	£ 200	£ 24,170
£ 37,110	£ 19,008	£ 358	£ 10	£ 200	£ 43,298
£ 76,076	£ 38,966	£ 369	£ 11	£ 200	£ 82,388
£ 155,956	£ 79,880	£ 380	£ 11	£ 200	£ 162,394
£ 319,709	£ 163,753	£ 391	£ 11	£ 200	£ 326,275
£ 655,403	£ 335,694	£ 403	£ 12	£ 200	£ 662,101
£ 1,343,577	£ 688,173	£ 415	£ 12	£ 200	£ 1,350,409

Introduction

Microsoft Excel continues to remain a top visual platform among universal digital tools that serve various business requirements and student and professional needs (Pronoza et al., 2023). Excel provides fundamental capabilities which make it a crucial requirement for executing diverse business tasks starting from data evaluation to financial control. The modern advanced data-driven world has shown that it still needs this tool because of its unmatched ability to adapt to changing times.

Body

Data organisation and management belong to the core functions that Excel delivers to users. People and organisations in the digital age need proper solutions to handle massive daily data creation because they need strong organising and processing capabilities (Tuyon et al., 2022). The platform in Excel enables users to position data into rows and columns so they can efficiently work with sorted and categorised information (Zhong and Jiang, 2019). Users benefit from data filtering and sorting tools which let them access needed information so they can make sound decisions.

The sophisticated functions integrated in Excel turn this program into a robust analysis tool that also creates effective reports. Users can convert unprocessed data into

significant analytical results through Excel's selection of mathematical automation features and graphical display capabilities (Buzrul, 2024). Businesses use Excel as their main application to conduct activities for budgeting and forecasting explanatory modeling and performance measurement. Financial analysts implement Excel for financial modeling as they create simulations and develop forecasting models to detect possible risks within their system (Alfiah et al., 2023). The creation of data reports alongside visual representation enables organisations to take strategic decisions supported by numerical evidence (Dosso & Aysan, 2022).

Excel provides maximum efficiency and automation capabilities which help organisations flourish during the digital era. Macro functionalities together with Visual Basic for Applications (VBA) allow users to automate repetitive workload which reduces human mistakes while saving operational time (Kalwar et al., 2022). Organisations that work in finance marketing and project management benefit greatly from automation because they rely on both speed and accuracy to succeed (Guerrero et al., 2019). Excel enhances workflow performance which allows professionals to dedicate their efforts to innovative critical thinking activities (Daradkeh et al., 2023).

Excel operates as a collaboration platform during the digital era. Users benefit from cloud services OneDrive and SharePoint which enable them to edit Excel files together in real time. The system allows real-time team interactions which leads to better teamwork and guarantees current information access (Kalwar et al., 2022). The collaboration features of Excel enable team members to achieve better productivity while maintaining uniformity throughout multiple departments during data analysis for projects and inventory maintenance and customer records.

Excel provides excellent choice in combination with easy access which positions it as the perfect instrument for educational use (Alfiah et al., 2023). Students together with researchers consolidate their research information using Excel so they can carry out statistical analysis while generating efficient presentations from their findings (Nzekwe Excel and Pongvikrant, 2023). Training in Excel is integrated into educational curricula by different institutions to prepare students for real-world workplace demands. The broad industry acceptance of Excel proves why every individual should develop their proficiency in this tool (Tuyon et al., 2022).

Excel's value increases because it successfully connects with various digital platforms and tools. Its user utility increases because Excel enables smooth data sharing with various other software applications (Pronoza et al., 2023). Employees who work in marketing can extract data from Google Analytics and CRM systems through Excel which enables them to generate tailored reports and dashboard presentations. Excel serves as an essential digital marketing solution along with facilitating financial plans and advanced data analysis operations because of its effective interoperability (Dosso & Aysan, 2022).

Users continue to rely on Excel for its straightforward interface alongside its ease of access even though Python and R and Power BI have become available. Excel remains the top tool selection for many professionals because of its ease of use combined with its familiar interface despite specialized tools on the market (Nzekwe Excel and Pongvikrant, 2023). As a result of its use across computers and mobile devices personal users can access their files at all times from any location (Dahlquist & Knight, 2022).

Excel has its own set of constraints which users should acknowledge. Large-scale data analysis benefits significantly from specialised tools above standard Excel because such tools demonstrate superior efficiency in big data management (Buzrul, 2024). Despite its limitations Excel provides users access to advanced integration capabilities that keep this program valuable as a digital ecosystem component.

Conclusion

Excel proves essential in the digital age because of its indispensable role. The tool demonstrates versatility through efficient performance that enables it to work in multiple industries thus becoming an essential system for organising data and performing analysis while automating tasks and facilitating collaboration and educational purposes. Excel maintains its core position as an essential application for professionals and students because its strong capabilities and widespread acceptance in the digital environment. Excel will remain central to data-driven insights because the increasing market need for transforming raw data into practical findings.

Task 4*Video Summary*

The Burger Home advertisement showcases the restaurant's fresh, high-quality ingredients and customer satisfaction. It starts with a friendly greeting, immediately engaging the audience (Butler & Hammer, 2022). The video highlights the variety of menu options, from juicy beef patties to crispy chicken and veggie alternatives, paired with golden fries and thick milkshakes. Customer testimonials reinforce the brand's quality, building trust and credibility (Uzun & Arslandere, 2024). The advertisement also promotes the Burger Home Rewards Club, enticing viewers with exclusive deals and free treats. The closing call to action encourages customers to visit in person or order online, emphasizing accessibility and convenience. The tagline, "Where every bite feels like home," reinforces the brand's warmth and appeal.

Analysis of Techniques

The video effectively uses multiple persuasive techniques to attract customers. The friendly and enthusiastic tone creates an inviting atmosphere, making viewers feel welcomed. Vivid descriptions and close-up visuals of fresh ingredients enhance sensory appeal, making the food look irresistible (Otto et al., 2022). Customer testimonials serve as social proof, adding authenticity and encouraging trust in the brand. Additionally, the promotion of exclusive rewards taps into the audience's desire for value and savings. The strong call to action ensures that viewers know exactly how to engage with Burger Home, whether by visiting, ordering online, or following on social media.

YouTube Link for video

<https://youtu.be/l1KgD9uLZIs?si=K3x9ywdZZuh4UFjf>

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