

APPENDIX GA36a

LEVEL 4 ASSESSMENT SPECIFICATION

Programme:	CertHE Skills for the Workplace		
Module:	Managing Enterprise in the 21st Century		
Module code:	BMSW4006	Contribution to Overall Module Assessment (%):	100%
Module Leader:	Afzal Munna	Internal Verifier:	Sylvia Hoffmann
Assignment Title:	Managing Enterprise in the 21st Century	Word count (or equivalent):	5-10 mins Group presentation and 2000 words report (per member)
Submission deadline:	To be announced by the Assessment team- Please refer to the assessments schedule published on Students' Hall in Moodle	Return date of provisional marks & written feedback:	After the Exam Board
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	20	
4. Practical Application Skills	20	

5. Transferable Skills for Life and Professional Practice	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		100%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

ECOFOOD BUSINESS PLAN

STUDENT'S NAME: JOSEPH MUJUZI

STUDENT NUMBER: 2125139

MODULE: MANAGING ENTERPRISE IN THE 21st CENTURY

MODULE CODE: BMSW4006

A business plan is a formal document intended for the long-term planning of the company's activities. It incorporates background information, financial information, and a business summary. The business plan can be used both internally and externally. Internally, the plan can be used as a planning tool to reach specific desired objectives. Most of the investors use the plan because it is a fundamental part of the evaluation of whether to invest in a certain company. The business plan describes the business and industry, marketing strategies, sales potential, competitive analysis, and the company's long-term objectives.

Executive Summary

The Concept: EcoFood is a food truck serving mainly fish and chips in Brighton region, London. The company offers other freshly made food from its mobile kitchen. In addition, the company plans to advance its base into parks, corporate offices, and recreation areas.

Market Advantage: Freshly made and affordable fish from the nearby sea is the major attraction of EcoFood. Other dishes on the menu include street foods, local foods.

Marketing: The company will use a concentrated marketing strategy including advertising, sales promotion, and door to door selling.

Ownership: The founding members of the enterprise include five passionate students, who have developed interest in hospitality interest over time, necessitated by relatives and tutors.

Capital: EcoFood seeks an initial capital of £25,000 to establish the food truck in Brighton area. The company will commence its operations within two years.

Company Description

EcoFood is a new business that was formed by five passionate entrepreneurs from the School of Business. Ecofood will operate in the mobile food and beverages service industry in the United Kingdom. The industry comprises of establishments mainly engaged in preparation of meals and snacks for quick consumption from both motorized and non-motorized customers. Ethnically motivated to serve a customer that demands more seafood, EcoFood is a Brighton-area food truck mainly involved in seafood. The area has approximately fifty restaurants, serving various food products. EcoFood targets to spread its consumption base for fish and chips within local communities via flavored food freshly cooked in a place that has mixed international communities. Through its mobile food services, EcoFood plans to venture into parks, office places, recreation areas, breweries across the United Kingdom. Future growth of the company lie in gaining more food trucks, increasing food delivery on demand, and an addition of a food stall in a region food market.

The passion to venture into food industry was ignited by the entrepreneurs' parents and grandparents as well as learning from top world chefs and lecturers. The fresh available ingredients from the local markets and seafood from the nearby seafront ignited the

entrepreneurs' motivation for cooking. Through fairly priced menu foods, Ecofood serves food that appeal to a wider scope of consumers, from local communities to international customers.

Industry Analysis and the Market Strategy for EcoFood

According to Future Markets Insights (2022), the global mobile food services industry is projected to be valued at £30.71 billion by 2032, a rise from £17.17 billion in 2022, which represents a compound annual growth rate of 6 percent from 2022 to 2032. In addition, the author articulates affordability and on-spot availability as the main demand drivers for the mobile food services. Additionally, according to Ibisworld (2022), the Food Markets industry's revenues in United Kingdom is projected to grow at a compound annual growth rate of 1.6 percent over the five years to gain 1.5 billion pounds. The growth has been necessitated by increased disposable incomes, which have shifted customer tastes towards organic food products. As a result, mobile food market is a niche in the industry due to increased demand. However, IBIS report shows that there has been a slow growth in food consumption due to devastating economics impacts of the covid-19 virus.

The industry is at its development phase of its business cycle. The low initial capital cost to start a new establishment has allowed many entrepreneurs to set-up their own enterprises of owning a food truck instead of starting a complete restaurant. Lightspeed (2022) looks at the costs incurred in mobile food operation, which ranges between £23,000 and £92,000. However, the costs vary depending on insurance, food truck vehicle costs, food and other supplies.

The mobile food industry is segmented by types of consumers, types of cuisine (desserts, mixed ethnicity, seafood, Asian), geographical region and types (street sellers of food, mobile snack stalls, mobile food stands).

Competing industries in the market include caterers, fast food hotels, chain restaurants, food service providers, and coffee and snack eateries. According to Mobile Cuisine (2017), the top food truck competitors in Brighton include Munch Box, Curated By Nortons, Pok Pok, Good Food On The Move, and Sussex Chef. Curated by Nortons positions itself as a coffee serving truck sourced from ethical, sustainable, and organic produce. Munch Box provides the best burger, chicken burger, bacon, eggs, and fries. Good Food on The Move provides catering services, serving vegan dishes, pizzas to weddings, birthdays, and corporate services. Pok Pok positions itself as providers of classic curries, breaded chicken, topped with Thai yellow sauce. Lastly, Sussex Chef positions itself as professional caterers providing various services to parties, weddings, photo-shoots and film industries. The above food trucks can be the main competitors to EcoFood since they are established brands and have a wide customer base as they are amongst the industry leaders as listed by Mobile Cuisine in 2017. Most of the dishes from competitors are price in the same range as that of EcoFood.

One major finding from Future Market Insights show that the mobile food industry has proved to be a strong vehicle for increasing diversity in entrepreneurship, including immigrant , and women owners. In most instances, the entrepreneur-operator plays a fundamental role to the brand identity of the enterprise, which is the same as EcoFood.

Competition and Strategic Position

EcoFood enterprise seeks to provide affordable mobile food products to local communities and international visitors touring the region. The location of the enterprise near the water body ensures there is readily available seafood for the company. This, coupled together with affordability by low-income earners is likely to drive up demand, hence increased revenues. Price range for food products at the EcoFood ranges from £6 to £12 as compared to slightly high prices from competitors (Pok Pok at £8, Good Food On The Move at fifteen pounds, and Sussex at £25).

Key competitor: Pok Pok

Pok Pok provides mainly street food from trusty green van. The owners provide classic curries such as paneng, breaded chicken, served with Thai yellow sauce. The enterprise has high customer base mainly in the weddings, corporate events, and streets.

Strengths:

1. Pok Pok provides high quality mobile food services to both local communities and international visitors.
2. Compared to EcoFood, Pok Pok has a large established customer base/loyalty due to its long tenure in the industry.

Weakness:

1. High prices for the food offered by the restaurant. The high food prices bars small-income earners from purchasing the services offered by the enterprise.

Market gaps:

Based on the analysis of the various mobile food service providers in the region which pose competition to EcoFood, the group identified that most of the eateries do not focus on low-income earners. This situation is evident as the from the competitors' websites and reviews. In this case, the company will fill this gap through provision of cheaply affordable food services to both middle and low-income earners who will be our niche. This scenario will be based on the fact of low initial capital investment and availability of freshly local ingredients and seafood from the nearby sea.

Risks and Risk Mitigation

1. Risk of insufficient distribution channels and market shares: Most of the mobile markets in London are well-established and gained a large customer base. Most of them are available in virtually any retail grocery outlet, and have gained strong market acceptance. Hence, EcoFood, being new entrant may find it difficult to penetrate the food service market. However, the risk will be mitigated by targeting middle and small-income earners and innovative marketing strategies.

Marketing Plan and Sales Strategy

EcoFood will employ a concentrated marketing strategy. The enterprise's promotion mix will entail a mix of advertising, public relations, one-on-one selling and sales promotion. Considering the target population being middle and low-income earners, the marketing strategy will be majorly door-to-door selling and sales promotion. In addition, the company plans to start a crowd-funding initiative on various platforms for main purposes of promotion as well as fundraising.

Door to Door Sale

Representatives from the company will visit potential customers at their homes to educate them of the new entrant in the food industry. This is geared towards convincing customers into purchasing the company's products and services. Face-to-face conversations are effective in persuasion of large consumer base as well as keeping low costs especially for the new players.

Advertising and Sales Promotion

As with crowd-funding media marketing plan, the initial place to commence is with the family and entrepreneurs' friends. Making use of Facebook/Instagram, Twitter and Tiktok, EcoFood will announce the initiative using their personal accounts and inform their friends and family to share the information. To create a crowd-funding community through social media, EcoFood will regularly share its location on all the social networks. In addition, the company will invite and encourage customers to visit and test the food, which can arouse interest in due course. As the campaign nears its motive, the company will offer a free food item to loyal supporter of a certain level, for instance \$60, on a given day. Sharing this through social networks in one or two days before the giveaway can simulate more backers to commit. Daily updates concerning the campaign and the enterprise as an aggregate are a compulsory. Facebook, Tiktok and Twitter updates of the company as well as educational programs sharing aids financial supporters fell part of the EcoFood community.

Lastly, at each location of the enterprise and during door to door promotion, signage will notify the customers of the company's social medial networks and crowd-funding initiative. Each food served will be accompanied by an invitation to visit the crowd-funding social network and help in donation. In addition, the business cards will be situated in the most visible places by the public.

Prior to moving forward with the crowd-funding program, EcoFood will develop a website. This website will be used to establish and share EcoFood brand, its vision, menus, videos, employees and events. In addition, website will serve as a great source of information for new backers to the initiative. This website will entail the following elements:

- Menu: list of food items and their prices.
- Events: will include promotional campaigns and location where to find the food truck for various events as well as company's sales persons.
- About the company: this includes guiding rules of EcoFood, how the business came into existence, the time period of the company in the market.

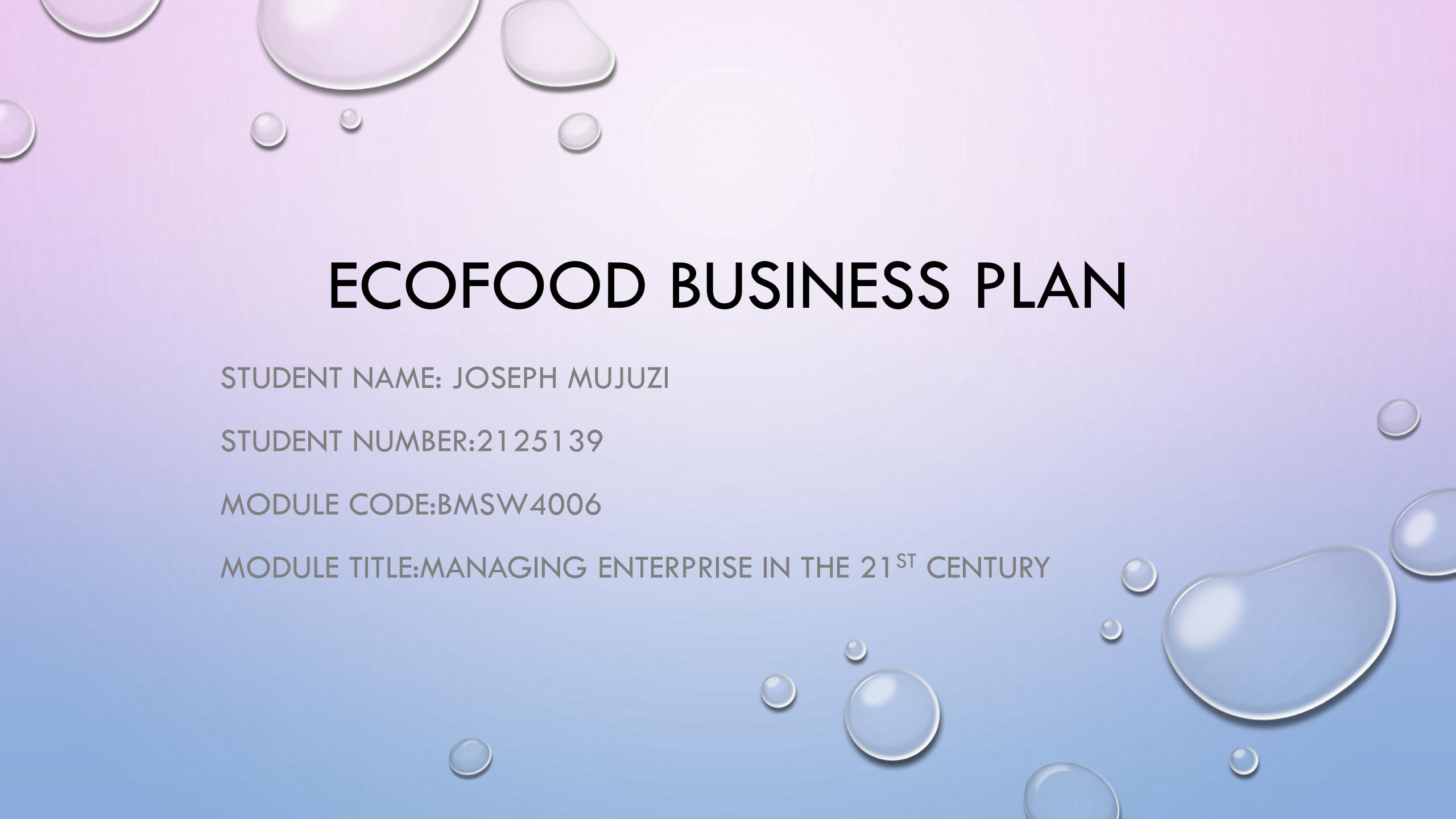
Publicity

Social media is an invaluable marketing place to draw customers' attention to the crowd-funding sites. It aids in providing a means to involve followers and updates on the current fundraising milestones. Further, EcoFood will make use of social influencers, others on social media who will help with recruitment of the followers and information showering. Existing followers can be called upon to share brand information on their respective social networks. Cross-promotion will aid in EcoFood's social engagement with its global followers and potential consumers.

POWERPOINT PRESENTATION

References

- Future Market Insights. (2022). *Mobile food services market*. Market Research & Business Intelligence Future Market Insights, Inc. <https://www.futuremarketinsights.com/reports/mobile-food-services-overview>
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- Lightspeed. (2022, August 2). *How much does it really cost to start a food truck*. <https://www.lightspeedhq.co.uk/blog/how-much-does-it-cost-to-start-a-food-truck/>
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ECOFOOD BUSINESS PLAN

STUDENT NAME: JOSEPH MUJUZI

STUDENT NUMBER: 21 251 39

MODULE CODE: BMSW4006

MODULE TITLE: MANAGING ENTERPRISE IN THE 21ST CENTURY

BUSINESS PLAN: OVERVIEW



- Formal document for long-term business planning.
- Internally: used as planning tool
- Externally: used by investors as basis of financing the business.
- Contains: business and industry summary, marketing strategies, sales potential, competitive analysis, and long-term objectives.

EXECUTIVE SUMMARY

- **The Concept:** EcoFood truck serving mainly fish and chips in Brighton, London. Offers fresh food. Advance into parks, corporates, and recreation centers.
- **Market advantage:** Fresh and affordable fish served by EcoFood and outsourced from near sea.
- **Marketing:** Concentrated marketing strategy-advertising, sales promotion, door-to-door sales.
- **Ownership:** Five students supported by relatives and instructors.
- **Capital:** Capital of £25,000 required.

COMPANY DESCRIPTION

- Food truck business dealing with seafood around the Brighton area.
- Owned by five students from School of Business.
- Offer mobile food services within parks, corporate offices, recreation centers and breweries.
- Ingredients used are freshly available from the closeby markets as well as seafood from the nearby seafront, which makes this a viable idea.
- Prices are fair and the business targets domestic and international buyers.



INDUSTRY ANALYSIS

- Global Mobile Food Services projected to be valued at £30.71 billion in 2032, from £17.17 billion in 2022. Represents a compound annual growth of 6% (Future Markets Insights, 2022).
- Food Markets Industry profits in UK to grow at compound annual rate of 1.6% to reach £1.5billion in five years (Ibisworld, 2022).
- Growth caused by increased incomes and change in consumer tastes and preferences towards natural organic foods.
- Costs in operating mobile food business range between £23,000- £92,000 (Lightspeed, 2022).
- Industry segmentation based on type of consumers, type of cuisine, geography, and types of businesses.
- Top competition in Brighton: Munch Box, Curated by Nortons, Pok Pok, Good Food on the Move, and Sussex Chef.

TOP COMPETITOR-POK POK



- Sell street food like paneng, breaded chicken served with Thai yellow sauce from green van.

Strengths

1. high quality mobile food services to domestic and international consumers.
2. Huge consumer base due to operation for many years.

Weakness

1. High prices of food offered limiting small income consumers.

MARKET GAP

- Underserved market of low income earners.

Solution

- Provide cheap but quality food to low and middle income earners.
- Low capital investment and readily available ingredients make this possible.



RISK AND RISK MITIGATION

- Insufficient channels of distribution and market shares.

Mitigation Strategy

- Target small and middle income earners using innovative marketing strategies.



MARKETING AND SALES STRATEGY

Door-to-door sales

- Use representatives to visit target consumers at their homes and place of work to persuade them to buy from firm.

Internet and social media advertising

- Create a website to provide information on EcoFood, as well as use social media channels i.e. Tiktok, Instagram, Facebook and Twitter.

Publicity

- Employ social influencers as well as use cross promotion.



QUESTIONS AND ANSWERS

- I WANT TO TAKE THIS OPPORTUNITY TO ASK, COULD YOU BE AN INVESTOR IN THIS BUSINESS?
- DO YOU HAVE ANY QUESTIONS?