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Assignment: Business Plan

Title: The development of GreenBite

Executive Summary

In this business plan, the idea of offering plant-based healthy meals, in a weekly or monthly subscription form, has been shared. The name of the startup will be GreenBite, having the intention to target Busy professionals, health-conscious individuals, and flexitarians. The initial cost of establishing this business may be 2,00,000 GBP, and the source of funds will be the Small Business Administration (SBA) and founder equity, favourable for getting a higher profit margin. The PESTLE framework has been used to analyse the current external market and its impact on the startup in this plan. Moreover, the 4P marketing mix model has been used to present marketing tactics for this startup.

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Introduction and Overview of the business idea

The concept for GreenBite, which is a fictional business idea, will be presented in this business plan. The purpose of this proposed business is to offer plant-based meals weekly to customers based on a subscription service. Moreover, add-ons like snacks or cooking kits will be available for the customers. The focus of this new startup will be to prioritise ready-to-eat meal preparations that are healthy and fresh. Organic ingredients and locally sourced fresh materials for food preparation will be used in this startup. The lean management structure will be followed in this business group, as it will keep low hierarchy levels to make the communication effective. A CEO (chief executive officer) will be taking care of the operations; a head chef will manage production and menu preparation. On the other hand, a marketing manager will handle all the customer acquisition. The legal structure for this company will be a Limited Liability Company (LLC) so that its personal assets remain protected and operational flexibility is maintained efficiently. Busy professionals, health-conscious individuals, and flexitarians will be the target customers of this proposed business.

An environmental analysis

PESTLE analysis

The PESTLE analysis framework is effective in revealing the key external factors that may have an impact on the operational procedures of the new proposed business. These factors are related to political, economic, social, technological, legal and environmental.

Political- The UK political stability index is 0.51 as per the data found in 2023 (theglobaleconomy, 2025). In 2022, the change of the government created a situation of uncertainty. Moreover, the government also introduced a mandatory policy in 2021, where it was mentioned that businesses having over 250 employees need to show calorie labelling on the menus as well as food items, especially in England. About 222 foodborne outbreaks can be observed in the UK from 2019 to 2023 (Polden *et al.*, 2023). Post Brexit, the transition of the agriculture and increased food insecurity may create difficulties for GreenBite.

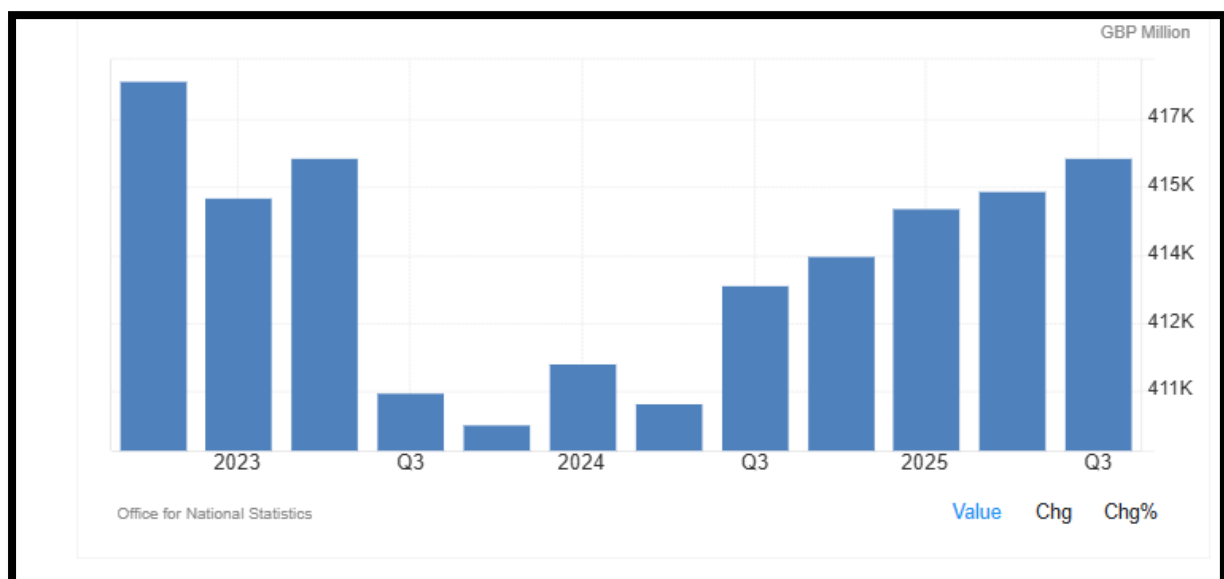


Figure 1: Consumer Spending in the UK

(Source: Trading Economics, 2025)

Economic- According to economic models, the UK's customers' purchasing power is expected to rise, reaching approximately £424,727 million by 2026 (Barclays, 2025). Additionally, the UK inflation rate is expected to be 3.8% in 2025 (Trading Economics, 2025). However, it can be perceived that a surging demand for premium-priced subscription services will be observed in the UK, opening up opportunities for GreenBite.

Social- A strong societal transformation can be found in the UK as people are becoming conscious about the increased environmental concerns, sustainability, and health matters. Customers are prioritising plant-based foods, which are related to the concept of this proposed business idea. The UK consumers are also seeking premium-priced subscription services if the products are aligned with their values. To address the changing demands of the targeted consumers, who are busy professionals, health-conscious individuals, and flexitarians, the startup will focus on their pain points. Offering solutions to these matters and giving the customers the kind of food they want every week will help to attract a large consumer group.

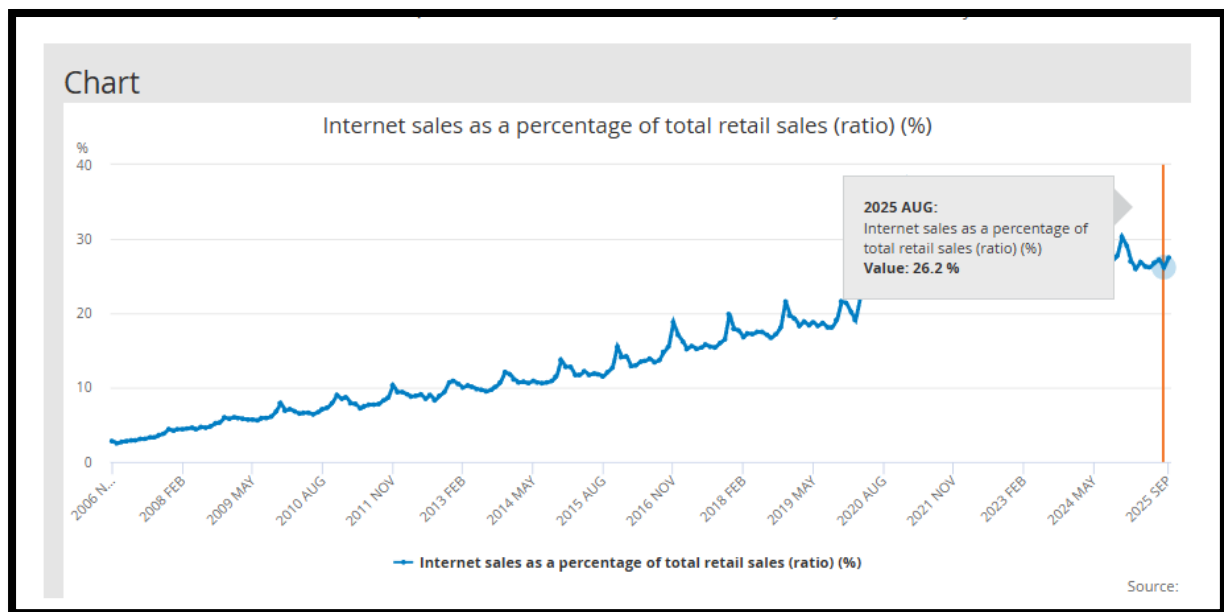


Figure 2: E-commerce trend

(Source: ONS, 2025)

Technological- About 26% of the retail food sales are initiated by the online channels or e-commerce platforms (ONS, 2025). This signifies the growing importance of adopting online trends and implementing digital technologies to offer customers convenience and facilities. Moreover, other innovative cutting-edge technologies such as Artificial Intelligence, data analytics, and chatbots are equally important to incorporate by GreenBite for a better customer experience.

Legal- In the UK, the key legislation that is strictly followed by businesses is the Food Safety Act 1990, Food Hygiene (Scotland) Regulations 2006, GDPR (General Data Protection Regulation) and others (legislation, 2025; GDPR, 2025). GreenBite needs to comply with all these regulations to avoid unnecessary fines and any kind

of legal complications. Non-compliance with the legal legislation can disrupt the proposed business and present significant challenges like loss of public image, trust, hampered brand image, and more stress in re-establishing the brand position. Consequently, GreenBite will employ a legal professional to closely monitor the maintenance of all necessary legal rules to avoid such negative consequences.

Environmental- The growing sustainability concerns may affect the business operations of GreenBite. It will maintain sustainable measures in its packaging, ethical sourcing and involving the local community to achieve sustainability standards. Besides that, the environmental factors are considered to be the core aspects of this new startup. Moreover, it may face problems in adhering to the UK Sustainability Act, and it has the risk of destroying its established reputation and brand image. However, the positive side of it is that, with proper close monitoring and applying strategic initiatives, the startup can get popular and achieve customer trust, which is essential for getting a competitive edge in the evolving market.

Explanation of the marketing strategies

The key Marketing focus of GreenBite will be on the utilisation of the digital channels to create community engagement.

STP

The STP model stands for segmentation, targeting and positioning (Nursetyo and Dwiridotjahjono, 2025). Segmentation is dividing the broad customer market into smaller segments. For this proposed business, psychographic and demographic segment will be used. Based on occupation, busy professionals and in Psychographic, people who are conscious about their health will be the key target consumers. GreenBite will position itself as a premium, convenient, as well as nutritious food solution for addressing the needs of modern people.

4P marketing mix

Product- GreenBite will offer healthy plant-based food items and will set its advertisement content targeting health-conscious people. It will source food ingredients from local suppliers to ensure getting fresh food products. Moreover, foods will be offered on a subscription basis, weekly or monthly, as per customer choices.

Price- The pricing strategy will be value value-based premium model. People who can perceive the value of the offerings by GreenBite due to its unique focus on local sourcing and health food meal options weekly will be potential customers. Special discounts will be offered to the customers who are loyal, use discount codes shared through online posts.

Place- The proposed business will have its physical location initially in England. It will take orders online and offline. After that, it will proceed with collaborating with the local restaurants and hotels.

Promotion-Initially, it will focus on the development of its online website and the mobile application so that its customers can order food easily without much hassle. All the product and service-related information will be shared through email marketing, social media marketing and traditional forms of approaches. A mobile application that will work in a region or locality, then after the establishment of several physical restaurants, it will proceed to operate globally (Chernev, 2025). GreenBite will use social media channels such as Instagram, TikTok, and Facebook to present its high-quality advertisement content. The type of content will be high-

quality visuals, videos on behind the scenes, the advantages of plant-based food and customer reviews. It will also collaborate with influencers like food vloggers, nutritionists, and fitness influencers to share information and gain popularity. Moreover, through influencers, it will also share discount codes to generate better profitability. Both search Engine Optimisation and Paid advertising will be another area of focus for this proposed business. Word-of-mouth marketing will also be encouraged by this startup through the application of the referral programs.

Financial analysis

The total funding required for the launch of GreenBite is approximately 1,14,075.75 Pound sterling. This is the minimum cost for covering the startup expenses and managing the initial business operations. The source of monetary resources will be from personal savings and a Small Business Administration (SBA) Loan. The money raised from the loan can cover the cost of initial equipment and operational expenses. Moreover, the personal assets of the founders will be the primary source of money for the launch of the product line of this startup. A balanced approach of debt financing and equity from the founder can help GreenBite to get initial stability (PATEL, 2025). The founders can get large shares of the business's profitability because of that, as there are no investors that can take the money of profits.

Areas of costs	Expenses (GBP)
Commercial Kitchen Lease and Renovation	30,000
Kitchen Equipment	45,000
Initial Inventory and Packaging	10,000
Marketing and Website Development	20,000
Mobile application development	10,000
Legal and Licensing Fees	5000
Staff cost	15,000 (per head)*8
Miscellaneous	2,000

Table 1: Budget

(Source: Created by the learner)

From the above table, it has been mentioned clearly that the startup cost in the initial month can go approximately 2,00,000 GBP (It may vary depending on the number of staff allocated).

Conclusion

In conclusion, the startup business idea of GreenBite has good potential for success. Several favourable external factors can be turned into opportunities through strategic direction and close monitoring of activities. However, the source of funding will be the Small Business Administration (SBA) and founder equity, and the initial cost of opening this business should be approximately 2,00,000 GBP.

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