

Strategic Management (LCMB7003)

Strategic Analysis of (Delicious)



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Submission Date: 03-01-2024

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Introduction

In the pursuit of sustained success as well as responsible business practices, this report outlines a strategic roadmap for a company, making the groundwork for a visionary future. The report covers important components of strategic management, beginning with the establishment of a compelling vision, mission, as well as objectives. Then, an in-depth environmental audit is performed, both internally as well as externally, to assess the firm's ecological footprint and determine areas for sustainable improvement. Following this, a thorough assessment of strategic options is undertaken, with the aim of selecting the best-fit strategy to attain a sustainable competitive advantage. The report then discusses the intricacies of implementing and executing the chosen strategy, emphasizing the significance of alignment with organizational goals. Lastly, various monitoring tools are explored to track and evaluate the ongoing success of the strategy, considering that the firm remains agile as well as responsive in a dynamic business environment.

Delicious Background

Company Overview:

Delicious is a British gourmet burger chain founded in 2016. The firm's first restaurant opened in London, as well as it has since expanded to over 6 locations across the UK. Delicious is known for its high-quality ingredients, innovative menu items, as well as stylish restaurant interiors (Byron, 2023).

Number of Employees

Delicious employs approximately 500 individuals across its 6 locations.

Company Age

Delicious was founded in 2016, making it 7 years old as of 2023.

Financial Situation

Delicious is reportedly profitable as well as has been diversifying rapidly in recent years.

Operating Markets

Delicious runs only in the United Kingdom. The firm has restaurants in major cities across the nation, involving London, Manchester, Birmingham, as well as Edinburgh (Byron, 2023).

Delicious Menu

Main

Beef Burgers

Hand Breaded Chicken

Salads

Slides

House Recipe Sauces

Ice Creams & Desserts

Drinks

Shakes

Beer & Cider

Draught Beer

Wines

Prosecco

Cocktails

Spirits

Fresh & Fizzy

Soft Drinks

Hot Drinks



Source: (Byron, 2023).

Delicious Mission and Objectives

Vision:

Delicious envisions becoming a leading as well as beloved burger brand, synonymous with exceptional quality, innovation, and a pledge to developing memorable dining experiences. Delicious aim to be recognized not only for their delicious burgers but also for their commitment to sustainability, community engagement, and the well-being of their customers (Walker, 2021).

Mission:

Delicious mission is to craft as well as serve the finest quality burgers, using premium ingredients sourced accountably. Delicious are pledged to delivering a welcoming as well as enjoyable environment for their customers, where they could savor not just a meal but a culinary experience. Delicious aspire to constantly innovate their menu, maintain greater standards of service, and encourage a positive influence on the communities they serve (Walker, 2021).

Objectives:

- **Culinary Excellence:** Delicious objective is to maintain the greatest standards of culinary excellence, constantly innovating and diversifying the menu with new as well as exciting burger creations, while staying true to the core values of fresh, high-quality ingredients (Mostafa, 2019).
- **Exceptional Customer Experience:** To develop a constantly exceptional customer experience, considering warm hospitality, attentive service, as well as a welcoming environment in every Delicious restaurant.
- **Community Engagement:** To encourage a sense of community as well as belonging, involving with local communities via partnerships, events, as well as charitable initiatives (Mostafa, 2019).
- **Sustainable Practices:** To decrease or manage environmental impact by adopting sustainable practices in sourcing ingredients, decreasing waste, and encouraging responsible energy consumption.
- **Continuous Expansion:** To strategically diversify the Delicious footprint across the United Kingdom, reaching new consumers as well as strengthening the brand's presence in the gourmet burger segment.
- **Employee Satisfaction:** To develop a positive as well as rewarding work environment, encouraging employee growth, development, and involvement, considering a committed and passionate team that drives the brand's success (Mostafa, 2019).
- **Financial Stability:** To maintain financial stability as well as profitability, considering the long-term sustainability of the business and assisting its ambitious growth aspirations.
- **Brand Recognition:** To enhance brand recognition as well as loyalty, constantly providing exceptional experiences that strengthen Delicious as the premier gourmet burger destination in the United Kingdom (Mostafa, 2019).

Macro-Environment Analysis

Macro-environment analysis, also known as external environment analysis, is a strategic management tool that analyses the broader factors that could influence a firm's operations as well as performance. It includes determining and evaluating the potential opportunities as well as threats that arise from the external environment, involving political, economic, social, technological, legal, and environmental (PESTLE) factors (Bailey et al., 2018).

PESTEL Analysis

Factors	Positive	Negative
Political	• Stable political environment in the UK offers a favorable backdrop for business operations (Frederick & Parappagoudar, 2021). • Government regulations on food safety as well as labeling make sure quality standards and consumer protection. • Government initiatives to encourage healthy eating might align with Delicious concentration on fresh, high-quality ingredients (Frederick & Parappagoudar, 2021).	• Potential Regulatory Changes: The introduction of new regulations or stricter implementation of existing regulations, like those related to food safety, labeling, or labor standards, might enhance Delicious costs as well as operational complexity (Slorach et al., 2019).
Economic	• Expanding Food Delivery Market: The increasing popularity of food	• Economic Downturns: Economic downturns or recessions might

	delivery services, like Deliveroo and Uber Eats, might deliver Delicious with an additional sales channel as well as diversify its customer base.	lead to decreased customer spending, mainly in the hospitality sector, influencing Delicious sales as well as profitability (Slorach et al., 2019).
Social	• Growing Trend towards Healthy Eating: The rising trend towards healthier eating connects with Delicious emphasis on using fresh, high-quality ingredients and delivering menu options with lower calorie counts or plant-based options (Frederick & Parappagoudar, 2021).	• Sustainability Concerns: Public scrutiny of Delicious sustainability practices might damage its image if perceived as unsustainable or not adequately transparent (Malak-Rawlikowska et al., 2019).
Technological	• Advancements in Food Preparation Technologies: Technological advancements in food preparation, like sous vide cooking as well as precision fermentation, might increase Delicious capability to develop innovative as well as high-quality menu items (Malak-Rawlikowska et al., 2019).	• Overreliance on Technology: Over-dependence on technology might make Delicious vulnerable to disruptions or malfunctions, possibly influencing customer satisfaction as well as brand reputation Malak-Rawlikowska et al., 2019).

Legal	• Compliance with Labor Laws: Adherence to labor laws as well as fair employment practices makes sure a positive work environment, attracts as well as retains top talent, and secures Delicious reputation as an ethical employer.	• Product Liability Lawsuits: Potential product liability lawsuits arising from foodborne illnesses or allergen reactions might damage Delicious image as well as incur crucial financial expenses (Lee et al., 2020).
Environmental	• Environmental Certification and Recognition: Gaining environmental certifications or recognition for sustainable practices might improve Delicious public image as well as attract environmentally conscious customers (Slorach et al., 2019).	• Public Scrutiny of Environmental Practices: Public scrutiny of Delicious environmental practices, mainly those including sourcing, waste management, or carbon emissions, might expose the restaurant to negative publicity as well as damage its reputation (Slorach et al., 2019).

Micro-Environment Analysis

Micro-environment analysis refers to the assessment of factors as well as elements that directly influence a particular organization within its immediate business environment. The micro-environment is generally examined employing various frameworks with one of the most common being the Porter's Five Forces model (Hill et al., 2017).

Industry Life Cycle

The industry life cycle is a framework that illustrates the stages of growth as well as decline that industries typically experience over time. It is generally represented as an S-shaped curve, with four distinct stages: introduction stage, growth stage, maturity stage, and decline stage (Lynch, 2022).

Introduction Stage (2016):

Delicious entered the competitive fast-food industry in 2016, and during this introductory stage, the firm concentrated on establishing its brand identity, developing a loyal customer base, as well as refining its menu offerings.

Growth Stage (2021-2023):

As Delicious achieved recognition as well as popularity, it entered the growth stage of the industry life cycle. The restaurant experienced fast expansion, opening new restaurants across the UK.

Maturity Stage (2016-Present)

Currently, Delicious operates in the mature stage of the industry life cycle. The fast-food market is featured by slow growth, enhanced competition, and a concentration on differentiation.

Future Outlook:

As Delicious navigates the mature stage of the industry life cycle, it would experience challenges like maintaining customer loyalty, adapting to changing customer choices, as well as staying ahead of evolving rivalry.

Porter's Industry Five Forces Analysis

Porter's Five Forces Analysis is a framework created by Michael Porter that assists to examine the competitive forces within an industry as well as acknowledge the attractiveness as well as profitability of that industry (Wheelen et al., 2018).

Force	Description
Bargaining power of suppliers (high)	• Delicious depends on a network of suppliers for its various ingredients, involving meat, produce, as well as dairy products. These suppliers are well-organized as well as have a powerful bargaining position since they control the supply chain (Malak-Rawlikowska et al., 2019). • Delicious greater brand reputation is not sufficient to offset the bargaining power of its suppliers. • If suppliers were to increase their prices, Delicious will have complexity passing on the costs to its consumers without losing market share (Malak-Rawlikowska et al., 2019).
Bargaining power of buyers (Moderate to high)	• The fast-food industry is increasingly competitive, as well as there are several different alternatives available to customers. This gives buyers some bargaining power over Delicious. • Delicious prices are comparatively greater compared to other burger chains, which makes it more challenging for the restaurant to maintain customer loyalty (Malak-Rawlikowska et al., 2019).

Threat of new entrants (medium)	The threat of new entrants is comparatively medium for Delicious since the firm has a strong brand reputation, a loyal customer base, as well as a competitive advantage in its use of high-quality ingredients (Tajeddini et al., 2020).
Threats of substitutes (high)	- There are many substitutes for Delicious products, involving other fast-food chains, casual dining restaurants, as well as home-cooked meals. - The easy availability of fast-food as well as casual dining alternatives poses a major threat to Delicious (Tajeddini et al., 2020).
Competitive rivalry (very high)	- Delicious competes directly with other premium burger chains, such as Five Guys, Byron Burgers, and Gourmet Burger Kitchen. - The firm also experiences rivalry from mass-market fast-food chains, like McDonald's as well as Burger King (Tajeddini et al., 2020).

Internal Analysis

Internal analysis, also known as internal environment analysis or organizational analysis is the process of accessing a company's internal resources, capabilities, as well as performance to acknowledge its strengths and weaknesses (Whittington et al., 2021).

Delicious Strategic Resources and Capabilities

Strategic Resources:

- **Loyal Customer Base:** Delicious has developed a loyal customer base that values its unique offerings as well as positive customer service (Kaliappen et al., 2019).
- **Convenient Locations:** Delicious has a strategically located network of restaurants across the UK, making its products easily available to a large customer base.
- **Financial Strength:** Delicious has a strong financial foundation, delivering the resources needed for continued growth and innovation (Kaliappen et al., 2019).

Strategic Capabilities:

- **Menu Innovation:** Delicious constantly launches new as well as innovative menu items, keeping its offerings fresh and attracting to evolving customer choices (Kaliappen et al., 2019).
- **Customer Focus:** Delicious values customer satisfaction by offering exceptional service as well as responding to customer feedback.
- **Supply Chain Management:** Delicious has maintained good connections with its suppliers, considering a consistent supply of greater-quality ingredients at competitive prices (Kaliappen et al., 2019).

Value Chain Analysis

Value chain analysis is a strategic management tool that analyses the specific activities a firm performs to provide a product or service to its consumer as well as the value those activities create (Grant, 2018).

Primary Activities

Inbound Logistics	Delicious source greater-quality, ethically sourced ingredients from local suppliers to maintain freshness as well as assist sustainable practices. Also, the restaurant has implemented efficient inventory management systems to decrease waste as well as optimize storage costs (Isnaini et al., 2020).
Operations	Delicious prepares their burgers and other menu items employing time-tested recipes as well as high-quality ingredients.
Outbound logistics	Delicious utilizes digital ordering systems to streamline the ordering process and decrease error rates (Isnaini et al., 2020).
Sales and marketing	Delicious has active involvement on social media platforms to connect with consumers, share brand stories, as well as respond to feedback timely.
Service	Delicious have fast and efficient order fulfillment to decrease wait times and make sure customer satisfaction (Isnaini et al., 2020).

Secondary Activities

Procurement	Delicious has established strict quality control measures to make sure the consistency as well as safety of ingredients (Isnaini et al., 2020).
Human Resource management	Delicious invests in comprehensive training as well as development programs to increase employee skills as well as understanding.

Technology development	Delicious has developed mobile applications for consumers to place orders, track orders, as well as manage loyalty points.
Infrastructure	Delicious has invested in modern kitchen equipment as well as facilities to assist efficient operations as well as maintain food safety standards (Isnaini et al., 2020).

VRIO Analysis of Distinctive Resources and Capabilities

VRIO analysis is a strategic management tool that assists companies determine and evaluates their distinctive resources as well as capabilities. It stands for Valuable, Rare, Inimitable, and Organized (Lynch, 2018).

Valuable:

Brand Reputation (Valuable): Delicious has a strong brand reputation developed on the quality of its ingredients as well as unique dining experience, participating to customer loyalty (Rancord, 2020).

Rare:

Unique Dining Ambiance (Rare): The development of a distinctive dining ambiance is a rare resource in the fast-food sector, participating to a unique customer experience.

Inimitable:

Recipe Formulation (Inimitable): The unique recipes as well as preparation approaches used by Delicious might be challenging for rivals to imitate precisely (Rancord, 2020).

Organized (Capability to Exploit the Resource):

Innovation and Menu Adaptation (Organized): The capability to innovate as well as adapt the menu to changing consumer preferences is a ability that enables Delicious to exploit market opportunities (Rancord, 2020).

Resource/capability	Valuable (v)	Rare (R)	Inimitable (I)	Organized (o)
Brand reputation	V	R	-	O
Unique dinning ambiance	V	R	-	O
Recipe formation	V	R	I	-
Innovation and menu adaption	V	-	-	O

SWOT Analysis

SWOT analysis is a strategic planning tool employed to determine a firm's internal strengths and weaknesses as well as external opportunities and threats (Lynch, 2018).

Strengths • Strong brand reputation. • Loyal customer base. • Convenient locations across the United Kingdom. • Pledge to fresh, high-quality ingredients. • Modern and stylish Delicious restaurants (Smallbusiness, 2018).	Weaknesses • Comparatively high prices. • Limited menu options. • Dependency on dine-in sales. • Dependency on consumer preferences (Smallbusiness, 2018).
Opportunities	Threats

• Diversify into new markets. • Build innovative recipes. • Expand delivery as well as takeaway options. • Target new customer segments (Smallbusiness, 2018).	• Enhanced rivalry from other burger chains. • Changing customer preferences. • Economic downturns. • Health and dietary trends (Smallbusiness, 2018).
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Strategies to Sustain Competitive Advantage

Michael Porter's generic strategies are three different approaches that businesses could take to achieve a competitive advantage: cost leadership, differentiation, as well as focus (Johnson et al., 2017).

1. Cost Leadership:

Delicious could focus on becoming the lowest provider offer in the fast-food industry. This would involve incorporating varieties of cost-cutting measures, such as negotiating lower prices with suppliers (Varadarajan, 2020).

Advantages:

1. **Competitive Pricing:** Being the lowest-cost provider in the fast-food industry enables Delicious to provider lower prices to consumers. This could attract price-sensitive consumers as well as possibly enhance market share.
2. **Increased Profit Margins:** With lower production costs, Delicious could maintain healthy profit margins even while delivering lower prices. This financial benefit could

be reinvested in the business or used to weather economic downturns (Varadarajan, 2020).

Disadvantages:

- **Quality Perception:** Cost-cutting measures could lead to compromises in product quality. This might negatively influence customer perceptions, potentially leading to a decline in customer loyalty (Varadarajan, 2020).
- **Innovation Challenges:** A concentration on cost reduction might hinder investment in research as well as development or innovation. This could make it challenging for Delicious to keep up with changing customer choices and industry trends (Varadarajan, 2020).

2. Differentiation:

Delicious could focus on differentiating itself from its competitors by providing unique and high-quality food. This might involve creating new and innovative menu items, employing fresh, natural ingredients, and delivering a superior customer experience (ABBASALIYEVA & DENIZ, 2023).

Advantages:

1. **Brand Loyalty:** Providing unique and high-quality food could develop a strong emotional relationship with consumers. This loyalty could result in repeat business as well as positive word-of-mouth marketing.
2. **Reduced Price Sensitivity:** When a brand effectively differentiates itself, consumers might become less price-sensitive. This means that even if Delicious's prices are greater than rivals, consumers are willing to pay for the added value as well as experience (ABBASALIYEVA & DENIZ, 2023).

Disadvantages:

- **Higher Costs:** Differentiating via high-quality ingredients as well as unique experiences generally comes with greater production and operational costs. This could influence profit margins, making it difficult to compete on price.
- **Mimicry by rivals:** Successful differentiation strategies might be imitated by rivals, eroding the uniqueness of Delicious's offerings. Continuous innovation as well as staying ahead in terms of creativity becomes important to maintain a competitive edge (ABBASALIYEVA & DENIZ, 2023).

3. Focus:

Delicious has the opportunity to narrow its concentration and cater purposely to a distinct market segment, like health-conscious individuals or busy professionals. By honing in on the unique requirements and preferences of this chosen demographic, the restaurant could tailor its menu offerings, marketing tactics, as well as overall customer experience to precisely connect with the needs of its target market (Tacconelli, 2023).

Advantages:

- **Customized Offerings:** By targeting a specific market segment, like health-conscious individuals or busy professionals, Delicious could create menu items that align with the unique preferences and dietary requirements of that particular demographic. This personalization would increase customer satisfaction (Tacconelli, 2023).
- **Effective Marketing:** Customizing marketing tactics to a particular market segment enables for more precise as well as targeted communication. This could result in greater involvement as well as resonance with the selected audience, leading to enhanced brand awareness as well as loyalty (Tacconelli, 2023).

Disadvantages:

1. **Limited Customer Base:** Concentrating on a particular market segment might limit the overall customer base. If customer preferences change or if the selected demographic is small, Delicious might experience challenges in attracting a broader audience.
- **Vulnerability to Market Changes:** Transitions in the economic or cultural landscape could influence the chosen market segment. For instance, shifts in health trends or work patterns might influence the demand for health-conscious or on-the-go dining, influencing Delicious's sales (Tacconelli, 2023).

Best Fit strategy:

The best fit strategy for Delicious is **Differentiation**. This means that they could aspire to be different from their rivals by delivering a unique as well as high-quality product. They could do this by employing fresh, high-quality ingredients, cooking their burgers to order, and providing a wide variety of toppings and sauces (Rancord, 2023). Delicious also could have a strong concentration on customer service as well as developing a positive dining experience. As per the view of ABBASALIYEVA and DENIZ (2023), differentiation strategy includes developing a unique as well as valuable product or service that is not easily replicated by rivals. This could be gained via innovation, brand building, as well as a concentration on customer service.

1. The Delicious Selling Point: Farm-Fresh Flavor Meets Yorkshire Grit

Delicious doesn't just sell burgers, they sell an experience. Their primary selling point is the uncompromising pledge to quality as well as provenance. They stand out from the crowd by making their burgers with beef from their own Longhorn cattle, raised right in Yorkshire on a

grass-fed diet. This converts to succulent, flavorful patties that burst with the rich taste of Yorkshire land, a far cry from the bland offerings of chain restaurants (ABBASALIYEVA & DENIZ, 2023).

2. The Delicious Attraction: Unleashing Your Inner Yorkshire Hero

Beyond the outstanding meat, Delicious attraction lies in its festivity of all things Yorkshire. They don't just use local ingredients; they collaborate with local producers to source the freshest, most vibrant produce – think tangy Yorkshire cheeses, crisp salad greens, as well as juicy tomatoes. The buns, baked daily, are sturdy enough to tackle the mighty Rumpus but melt in customer's mouth with each bite (ABBASALIYEVA & DENIZ, 2023).

3. What Makes Delicious Unique: Where Longhorns Meet Local Love

Several things set Delicious Burger apart from the rivals:

- **The Longhorn Advantage:** Their own Longhorn cattle are a point of huge pride. The particular breed delivers naturally marbled, lean meat, resulting in patties that are both juicy as well as flavorful.
- **Local Love:** From farm-fresh produce to artisan buns, Delicious celebrates Yorkshire's bounty. This pledge to local sourcing not only makes sure freshness but also assists the region's farmers as well as producers (Rancord, 2023).
- **Bold and Unpretentious:** Delicious isn't afraid to get messy. Their concentration is on big flavors as well as enjoyment, a refreshing contrast to the sterile, standardized offerings of chain restaurants.
- **A Taste of Yorkshire:** Every bite of a Delicious burger is a taste of the region's spirit. It's the robust beef, the vibrant produce, and it's Yorkshire on a bun (Rancord, 2023).

Growth Strategies

Ansoff Metrix

The Ansoff Matrix, created by Igor Ansoff, is a strategic planning tool that assists businesses considers their growth tactics (Grant, 2018).

1. **Market penetration:** The restaurant could motivate existing customers to visit Delicious more frequently by launching new menu items, delivering loyalty programs, as well as running promotional campaigns (Lubis et al., 2019).
2. **Product development:** Delicious could provide customization options for burgers, enabling consumers to personalize their orders on the basis of dietary preferences or flavor preferences. For instance, enable consumers to choose from a variety of protein options, like beef, chicken, turkey, lamb, or a plant-based patty.
3. **Market development:** Delicious could determine as well as target new customer segments, like families, health-conscious customers, or international travelers, to diversify the market reach.
4. **Diversification:** Delicious could consider acquiring businesses that complement Delicious offerings, like local farms, beverage firms, or dessert specialists (Lubis et al., 2019).

Best fit strategy:

1). Business Strategy for Delicious:

Given the analysis of the Ansoff Matrix, the recommended strategy for Delicious would be market development. This involves targeting new customer segments such as families, health-conscious consumers, or international travellers to expand the market reach. This strategy connects with the nature of the restaurant industry, leveraging existing products while exploring untapped markets for sustainable growth (Lubis et al., 2019).

As a restaurant, Delicious is possibly to deliver a service by offering a variety of food options to customers.

2). Challenges and Mitigation:

- **Rivalry:** The restaurant industry is increasingly competitive. To resolve this, Delicious could concentrate on differentiating itself via unique menu offerings, exceptional customer service, as well as a pleasant dining experience (Lubis et al., 2019).
- **Changing Consumer Preferences:** The challenge of changing customer choices could be mitigated by frequently updating the menu to connect with current trends, performing customer surveys, as well as staying attentive to feedback.
- **Operational Challenges:** Scaling up to cater to new customer segments might pose operational challenges. Establishing efficient processes, investing in staff training, as well as utilizing technology for order as well as inventory management can help address these issues (Lubis et al., 2019).

3). Opportunities and Exploration:

- **Online Presence:** Discover the opportunity of improving the online presence via a user-friendly website, online ordering, as well as active involvement on social media platforms (Kraus et al., 2020).
- **Collaborations:** Partnered with local farms, beverage firms, or dessert specialists to diversify the menu offerings as well as develop unique partnership that attracts a diverse customer base.
- **Health-Conscious Trends:** Capitalize on the growing trend of health-conscious customers by delivering a variety of nutritious as well as customizable options (Kraus et al., 2020).

4). Assessing Success/Failure:

- **Metrics:** Define key performance indicators (KPIs) like revenue growth, customer satisfaction scores, as well as market share.
- **Feedback Mechanism:** Establish a robust feedback mechanism via customer reviews, surveys, as well as social media to measure customer sentiments.
- **Financial Analysis:** Frequently examine financial statements to track profitability as well as return on investment (Tawse & Tabesh, 2021).

5). Action on Evaluation:

- **Success:** Delicious should reinforce successful tactics, consider further market expansion, as well as discover additional opportunities.
- **Failure:** Delicious performs a thorough analysis to determine the root causes. Alter the tactic; consider menu revamps, marketing campaigns, or operational improvements on the basis of lessons learned. In extreme cases, reevaluate the entire business model (Tawse & Tabesh, 2021).

Green Strategy and CSR

In the realm of fast food, where sustainability and social responsibility generally take a backseat to speed as well as convenience, Delicious could stand out as a beacon of environmental consciousness as well as ethical practices (AlSuwaidi et al., 2021). Encouraging a holistic approach to sustainability, Delicious has woven eco-friendly practices into every aspect of its operations, from sourcing ingredients to waste management, establishing a new standard for accountable dining (Fogel, 2016).

Delicious green strategy could lie in a pledge to sustainable sourcing. The firm could value collaborations with local farms as well as suppliers that use eco-friendly practices, considering

that its ingredients are not only fresh and flavorful but also produced in a way that minimizes environmental impact. The commitment to sustainability could extend to the firm's packaging choices. Delicious has replaced traditional plastic as well as polystyrene containers with recyclable, compostable, or biodegradable alternatives, significantly decreasing its waste footprint (AlSuwaidi et al., 2021).

In addition to sourcing as well as packaging, Delicious could establish comprehensive waste reduction as well as recycling programs all through its restaurants. Food waste could be minimized via careful inventory management as well as portion control, while non-food waste is diverted from landfills via partnerships with recycling as well as composting facilities. These efforts not only conserve resources but also illustrate the firm's commitment to environmental stewardship (Kraus et al., 2020).

Delicious commitment to sustainability could extend beyond its restaurants to encompass its energy consumption. The restaurant could replaced traditional lighting fixtures with energy-efficient LED bulbs as well as upgraded its HVAC systems to decrease energy usage. These measures not only minimize the firm's carbon footprint but also participate to cost savings (Kraus et al., 2020).

Recognizing that sustainability is not just about environmental impact, Delicious could also encourage a strong sense of social responsibility. The restaurant could actively involve with local communities by setting partnerships with non-profit organizations, schools, as well as community groups. These partnerships would assist initiatives that encourage education, environmental protection, as well as social welfare, reflecting Delicious belief in giving back to the communities it serves (Kraus et al., 2020).

Best Fit Strategy:

The best-fit strategy for Delicious appears to be a "**Green Strategy**" with a strong concentration on sustainability as well as environmental consciousness. This tactic connects with Delicious' pledge to eco-friendly practices in ingredient sourcing, waste management, packaging choices, as well as energy consumption (Kraus et al., 2020). The concentration on minimizing environmental influence via sustainable practices positions Delicious as a leader in accountable dining within the fast-food industry. While elements of CSR are present, the primary strength and differentiation lie in the restaurant's holistic approach to environmental sustainability. Therefore, a Green Strategy is the most effective and beneficial strategy for Delicious (Kraus et al., 2020).

Implement and execute the strategy

Implementation and execution of differentiation strategy:

1. **Concentrate on high-quality ingredients:** Delicious could only utilize premium-grade beef, considering tenderness, juiciness, as well as a superior eating experience (Tawse & Tabesh, 2021).
2. **Increase culinary expertise and innovation:** Delicious could host events and demonstrations. For example, organize cooking demonstrations, workshops, and burger-themed events to display culinary expertise, involve customers, as well as develop brand reputation.
3. **Leverage marketing and branding to differentiate:** The restaurant should communicate Delicious' pledge to sustainable sourcing, eco-friendly practices, as well as community involvement, aligning with customer values (Tawse & Tabesh, 2021).

Implementation and execution of market development strategy:

1. **Identifying and defining new customer segments:** One promising target segment for Delicious is families with children. Families generally seek dining options that cater to

the tastes as well as nutritional requirements of their kids, making Delicious' fresh, high-quality burgers and diverse menu offerings an attractive choice (Kabeyi, 2019).

- 2. Leveraging technology for market expansion:** Localization tactics are important when diversifying into new markets with different languages as well as cultural contexts. Delicious must adapt its website content, social media presence, and as well as service interactions to the language and cultural context of individual new market. This could make sure effective communication, involvement, and cultural sensitivity (Kabeyi, 2019).

Implementation and execution of green strategy:

- 1. Empowering sustainable sourcing practices:** Recognizing sustainable seafood sourcing is another important aspect of Delicious' green strategy. By collaborating with fisheries as well as aquaculture operations that value conservation and responsible resource management, Delicious could make sure that its seafood offerings are not only delicious but also ethically sourced as well as traceable (Fuchs et al., 2020).
- 2. Minimizing waste and encouraging circularity:** By replacing traditional plastic as well as polystyrene containers with recyclable, compostable, or biodegradable options, Delicious could drastically decrease its dependence on single-use plastics and decrease landfill waste. This pledge to sustainable packaging connects with the firm's overall environmental ethos as well as sets a positive instance within the fast-food industry (Fuchs et al., 2020).

Different monitoring tools to monitor the strategy

In the competitive fast-food landscape, Delicious requires every advantage to thrive. This is where monitoring tools become important weapons in its arsenal, considering the success of its strategy (differentiation, market development, and green strategy).

1). Performance tracking tools: For monitoring the differentiation strategy, Delicious could use performance tracking tools that examines sales figures for particular menu items, promotions, as well as different customer segments to gauge the performance of differentiated offerings. With this they could track trends and identify what resonates most with consumers, informing menu modifications, pricing tactics, as well as future promotions (Morley, 2022).

2). Customer satisfaction surveys: For monitoring the differentiation strategy, Delicious could use customer feedback tools, such as mystery shopper audits. With this tool, Delicious could use a mystery shopper services to access the consistency as well as effectiveness of Delicious' differentiation tactic across different locations. They could evaluates the implementation of unique menu items, staff knowledge of differentiated offerings, as well as overall customer service, delivering insights for training improvements and considering consistent delivery of the unique value proposition (Morley, 2022).

3). Competitive Intelligence tools: For monitoring the market development strategy, Delicious could use competitive intelligence tools, such as SimilarWeb and Semrush. With this restaurant will able to monitor competitor activities, pricing tactics, as well as menu offerings in each new market. Determine potential threats as well as opportunities for Delicious to differentiate itself and achieve a competitive advantage (Morley, 2022).

4). Customer Relationship Management (CRM): In the dynamic as well as competitive realm of market development, customer relationship management (CRM) systems play a important role in gaining sustainable growth. By successfully utilizing CRM technology, Delicious could achieve a deeper knowledge of their consumers, customize their tactics accordingly, and encourage long-lasting connections that drive success (Setiawati et al., 2019).

5. Waste Stream Segregation and Recycling Data Analysis: Delicious could track the amount of waste generated by its restaurants as well as the percentage of waste that is created from landfills via recycling and composting. This data could be examined to determine areas where waste reduction efforts could be enhanced as well as to track the overall progress of the firm's waste reduction initiatives (Kraus et al., 2020).

6. Sustainable sourcing data analysis: Delicious could track the percentage of ingredients that are sourced from sustainable suppliers. This data could be examined to determine areas where the restaurant could enhance its sourcing practices as well as to track the overall progress of the restaurants sustainable sourcing initiatives (Kraus et al., 2020).

Conclusion

Delicious has outlined a robust strategy encompassing market differentiation, market development, and a green strategy, positioning itself as a leading and beloved burger brand committed to quality, innovation, and sustainability. Macro-environmental analysis via PESTEL factors outlines both positive and negative influences, emphasizing the requirement for strategic adaptability. The industry life cycle and Porter's Five Forces analysis deliver insights into the competitive landscape, indicating the significance of differentiation in the mature stage.

The VRIO analysis determines distinctive resources such as brand reputation, unique dining ambiance, and recipe formulation, contributing to sustained competitive advantage. The Ansoff Matrix recommends market development as the best fit strategy, as well as the green strategy aligns with sustainability goals.

In the ever-evolving fast-food industry, Delicious's differentiation, market development, and green strategy position it for sustained success, fulfilling consumer expectations while participating positively to environmental as well as social goals.

Recommendation

- **Expansion Strategies:** While concentrating on continuous expansion, Delicious must carefully access new markets and personalize its offerings to fulfil the unique choices of diverse customer segments. Adapting localization strategies, both in marketing as well as menu customization, is important for successful market development (Setiawati et al., 2019).
- **Robust Monitoring Systems:** Establishing robust monitoring systems, involving performance tracking tools, customer satisfaction surveys, as well as competitive intelligence tools, would deliver precious insights into the effectiveness of implemented tactics. Continuous assessment and alterations on the basis of these insights are important for staying agile in the dynamic market (Setiawati et al., 2019).
- **Comprehensive Sustainability Reporting:** To showcase its pledge to sustainability, Delicious must consider comprehensive sustainability reporting. This includes transparently sharing data on sustainable sourcing, waste reduction, as well as energy consumption, enhancing its image as an environmentally conscious brand (Emaluta & Soewarno, 2019).
- **Community Partnerships:** Strengthening community involvement via partnerships with local organizations, events, as well as charitable initiatives would further improve Delicious's positive impact. Active involvement in social responsibility initiatives connects with consumer preferences for socially conscious brands (Emaluta & Soewarno, 2019).

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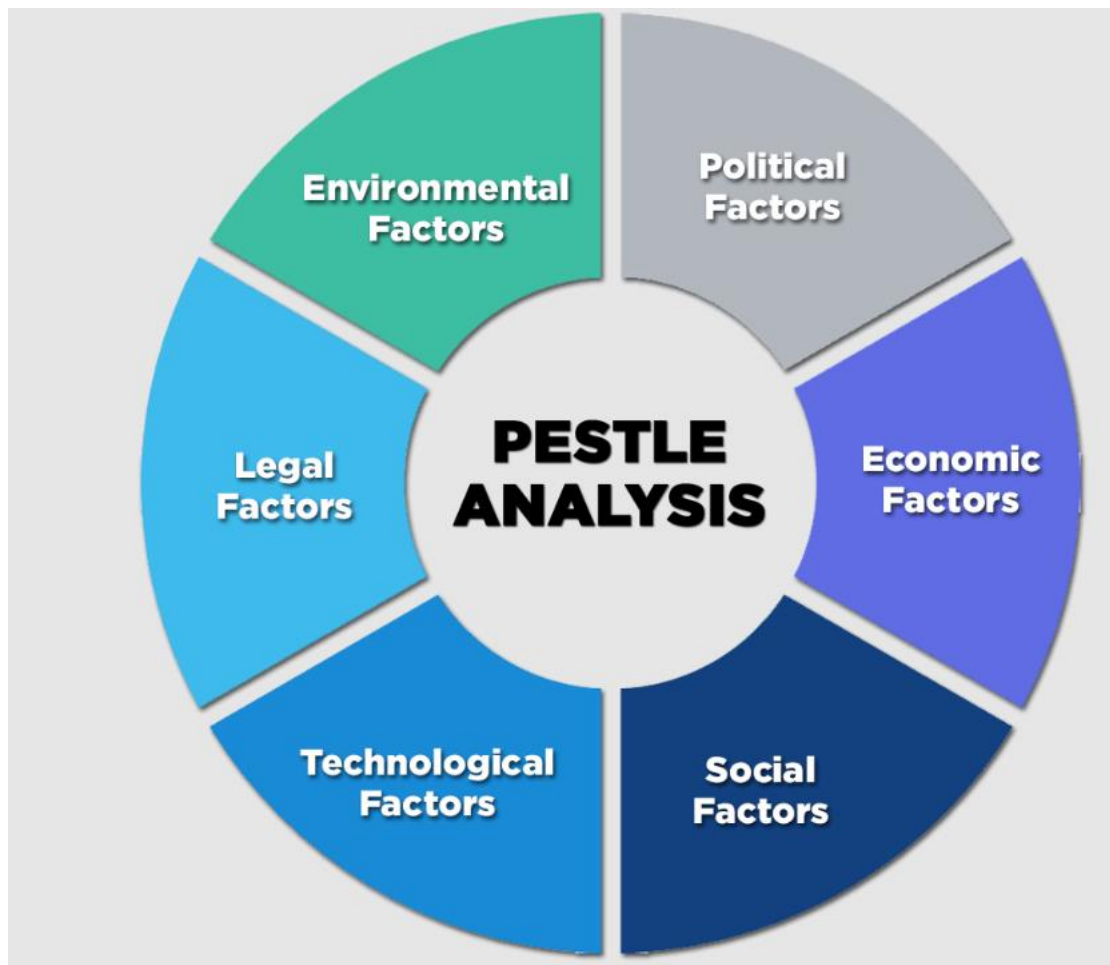
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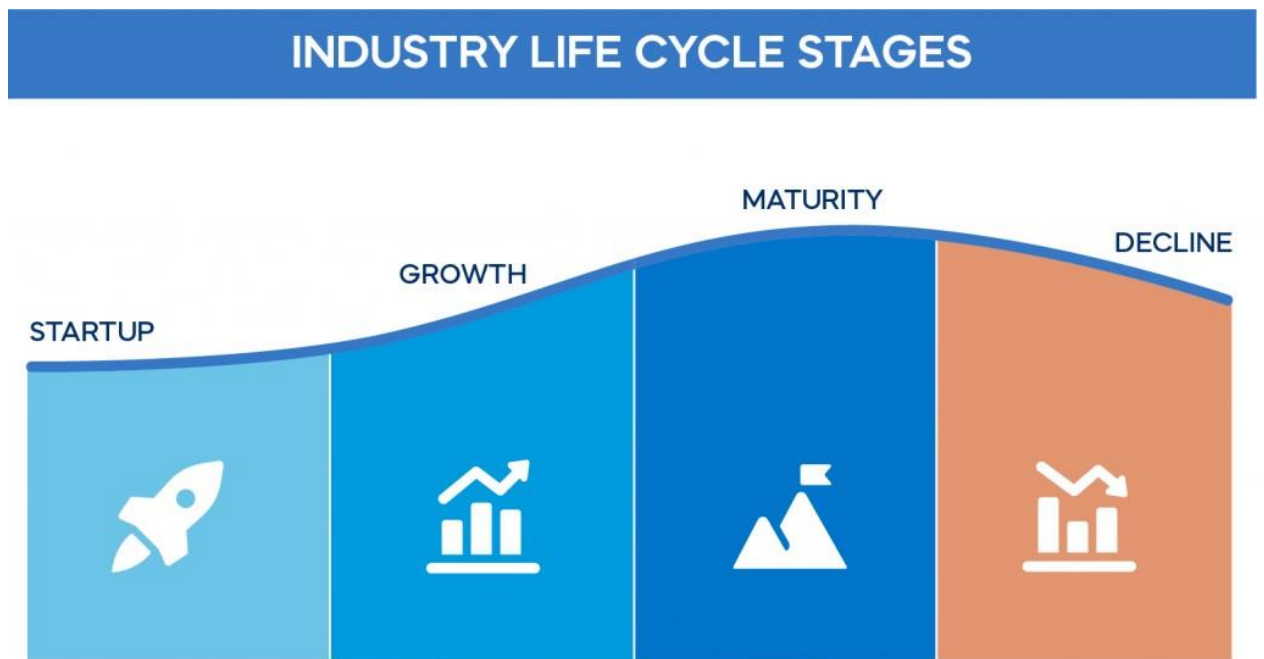
Appendix

Appendix 1:



Source: (Bailey et al., 2018).

Appendix 2:



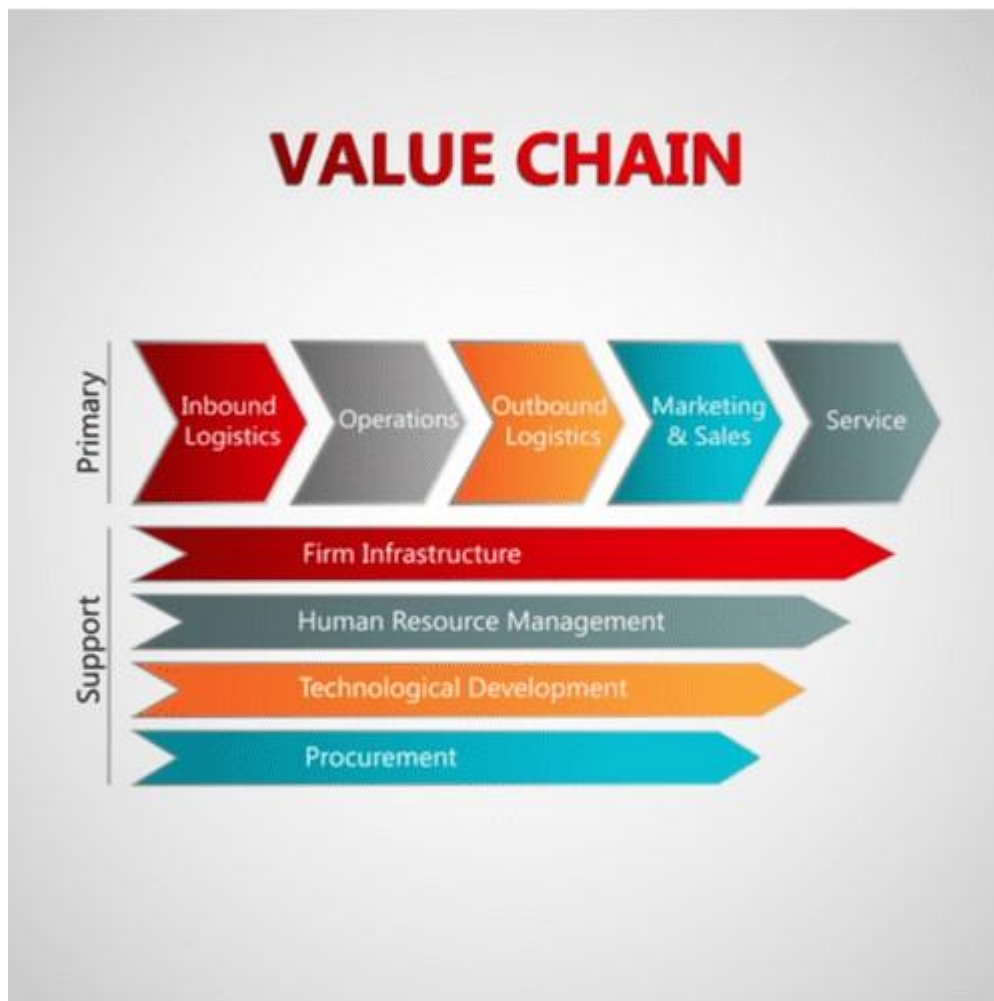
Source: (Fogel, 2016).

Appendix 3:



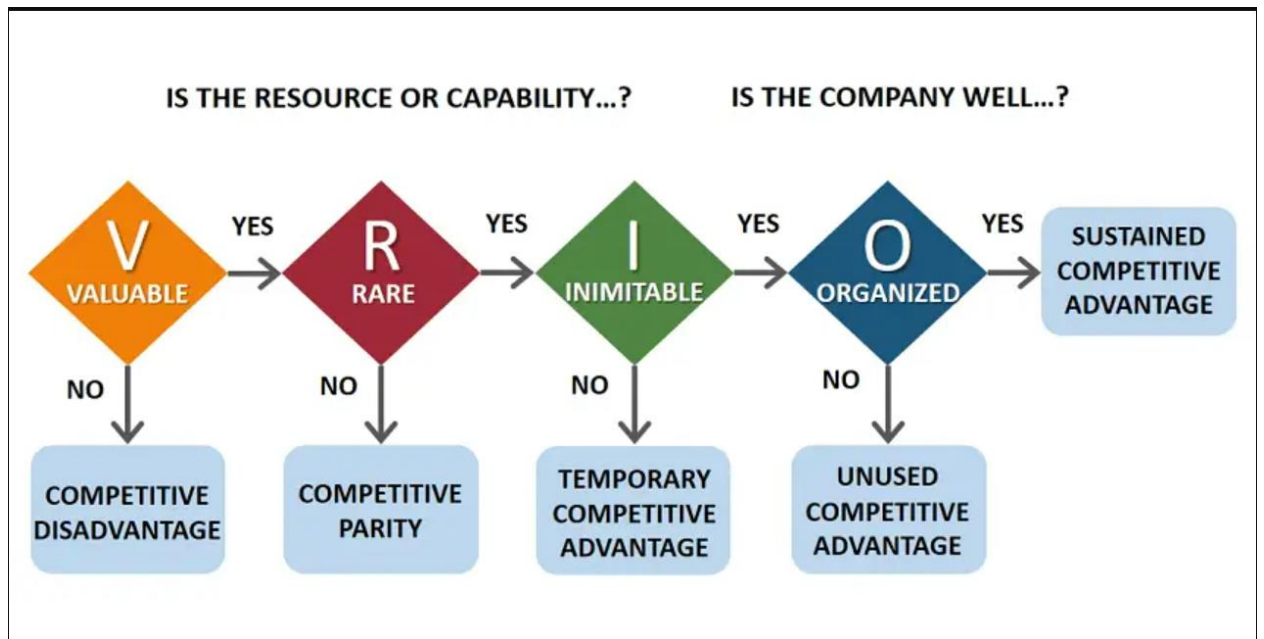
Source: (Fogel, 2016).

Appendix 4:



Source: (Fuchs et al., 2020).

Appendix 5:



Source: (Hill et al., 2017).