



University of Wales Trinity Saint David – London Campus

Business Plan: Food Delivery Company

Business Title: Delivery-In a Flash

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Moodle Code: BMSW4006

Cover Letter

Mihaita Marius David
Chief Executive Officer of
“Delivery-In a Flash”
(Private Limited Company)
(Address
.....
.....)

01/05/2022
HSBC Bank
(Address.....
.....
.....)

COVER LETTER

Dear Sir/Madam,

My name is Mihaita Marius David, and I am Chief Executive Officer of “Delivery-In a Flash” (Private Limited Company), based in London, United Kingdom.

I am writing to you, regarding the request of our company for a business loan in amount of £522,000. This amount will be used to improve and upgrade our company by:

- Marketing campaign for exploration of new opportunities for our business.
- Logistic campaign for advertise our company to highest volume of clients.
- Investing in hybrid cars for maximum discounting of the harmful emissions.
- Investing in training of employees and opening of new branches.

“Delivery- in a Flash” is a small company, established in 2019 in London, UK. Our business is delivering of fresh cooked food from wide range of local restaurants, pubs, cafes, and shops to different range of clients in Central London and surrounding areas. Our aim is to convert our small company in a global company and to make it a preferable brand across the world. We are offering super-fast and Eco-Friendly services. The online food delivery is a fast-growing sector, and we see great opportunities to realize our ideas.

For more details, about our business, please find attached our business plan below.

If you need more information, or want to discuss some details, please do not hesitate to contact me on email:, or Mobile number:

Looking forward to hearing from you shortly.

Yours faithfully,

(Signature)

Mihaita Marius David

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1.0. INTRODUCTION

This report is based on a business plan for a small food delivery company with ambitious to become a global company.

The business plan for delivery service companies is essential for success. This is an instrument, which helps every business to make important decisions as well as helps navigate difficult decisions. Good planning in advance reduces expenses, create a better experience for customers, and gives more chance for success.

In this report we are going to explain in detail our business, from the time it was created as idea, what we did until now, and how we see the future of our company. The business plan includes an introduction part, representing the business description and history, the business structure of our company, our aim, objectives, as well as mission, and vision. In this part also are included the legal requirements, which are necessarily for our business and keep our company legal in UK.

Also, in this report are included all details of our marketing analysis, finance data, operations, human resources, and administration in our company. Some tools and theories as SWOT analysis and PESTLE analysis also are included and could be found below in the Appendixes.

1.1. BUSINESS DESCRIPTION AND HISTORY

“Food is a necessary component to life. People can live without Renoir, Mozart, Gaudi, Beckett, but they cannot live without food.” Citation: (Grant Achatz, 2018)

Online hot food delivery is a growing market sector and became a very popular and useful service, not only in UK, but everywhere across the world. Unlimited internet access, quick access to smartphones, easy e-banking systems, improved food-service logistics, are some of the factors making the online food delivery market growth.

The on-demand food delivery business was created many years ago, but was on boom in 2020, because of the COVID-19 situation. People was in fear to go out of their homes, so they started to order food online. For many people that was the answer of their needs and a way to accept the new challenges.

(Panchal, 2020)

We are a group of five highly motivated friends, which hugged these new challenges and decided to open a small business for delivering of a fresh cooked food from local pubs and restaurants to private and corporate clients in Central London and surrounding areas. We named our company “*Delivery- in a Flash*”, as one of our main goals is to do super-fast delivery service to our customers. Our services dedicate to customer satisfaction with promptness, speed, and accuracy.

Delivery- in a Flash is a standard and registered home and office food Delivery Company, based in London, United Kingdom. Our business was established in 2019 in London, as a Private Limited Company. In our business we are relying on great partnerships, constantly increasing numbers of customer agreements and super-fast delivery. We are always ready to make some extra mile to deliver fresh cooked food to our clients from their preferred brand. Our delivery drivers are well trained and ready to deal in any situations. For our company is very important to have great relationship with our partners and our customers. One of our main goals is to be Eco- friendly- always with care to

the Nature and the people. We are using electric and hybrid cars for our services to reduce the harmful emissions and keep London's air clear.

1.2. AIM AND OBJECTIVES

Aim: Become a global company with high volume of happy customers

Food delivery business industry is a business that will continue to increase for a long time, and we are well positioned to involve into this giant market. Our ambitions and main aim are to transform our small business to a global, and to make it a preferred brand in food delivery services across the world.

Objectives:

- To increase capacity of customers.

We are working very hard to increase the capacity of our customers. Our marketing and demographic analysis help us for better understanding the dynamics of the market and customers as well as to create new relationships with potential partners and to foresee the evolution of the company.

- To introduce new innovations in delivery service.

We are always looking for new opportunities and innovations in delivery service and introduce them in our business, wherever is possible. Using of innovative tools, resources or technologies is essential to maintain a business growth. Introducing new innovations in delivery service provide entrepreneurs with extraordinary opportunities to develop and enhance the business.

- To invest in qualified staff and new technologies.

Investing in our employees is an important part of creating an engaged workforce. We are planning to invest in training and education of our staff. We believe that when a staff member has been properly trained or has received regular refreshers to maintain their skills, this will reflect positively to the quality of their work.

Investing in new technologies will keep us up to date with the new challenges of the time we live. The technologies are everywhere around us and we can use them appropriately to develop our business. The business website, business app, smart devices, etc. are necessary and compulsory instruments, which help our business to run smoothly and efficiently.

- To be Eco- friendly- With care to the Nature and the people.

The operations of our business are based in Central London, so we placed strong emphasis on reducing harmful emissions to minimum. For our delivery services we use electric and hybrid cars, and constantly optimizing delivery time- building as an eco-friendly company. Collaboration between the departments of the organisation is essential to achieving these goals and the development of the company.

1.3. LEGAL REQUIREMENTS

Delivery- in a Flash is registered as a Private limited company, limited by shares between all partners. The legal requirements for this type of business are:

- Register to HMRC.

All businesses in United Kingdom should be registered with HMRC for corporation tax. They must report a corporation tax return each year. The registration includes type of the business, rules for this type of business, place of work, etc.

- Businesses' Employment Law Obligations.

Every business, who employs staff must provide all its employees with a written statement of the main terms of their employment. This should include: a description of their role, the amount of pay, working hours, holiday entitlement, and sick pay entitlement..

- Health and Safety Legal Obligations.

Health and safety at the workplace are very important. There are some rules that every employer must follow. It is their responsibility to ensure that its employees do not contribute any injuries. A straight-forward policy, used to train and instruct our staff, helps to protect our employees from injury as well as protects our business from any damage to its reputation, which can be result from some personal injury claims.

- Fire Safety.

Our business has premises and we have employed staff, so we need to consider fire safety and the obligations imposed by the Regulatory Reform (Fire Safety) Order 2005. According to this legislation requires we must have installed and maintained fire protection system or minimum fire extinguishers to be available on the premises. Also, we should have created effective evacuation procedure. Everyone who has access to the workplaces (office, garage, etc.), shares the responsibilities for fire safety.

- Insurance Legal Obligations.

Our business has employees, so it is a legal requirement to have employer's liability insurance. Employers' liability insurance protects our business against the cost of any legal action and compensation claims that an employee may make if they have some injury or illness while at work.

- Data Protection Compliance.

From May 2018 is into force The General Data Protection Regulations (GDPR). That impose strict legal obligations and compliance requirements on all businesses, which collect any sort of personal data. The GDPR Regulations give considerably more rights to the owner of the data, but also significantly bigger fines and penalties for businesses, collecting and using that data. It is necessary for all businesses that they have an online presence to update their existing websites' privacy policies to cover the GDPR.

- Website Legal Obligations.

Every business website must include a range of key information to be legally compliant:

- Business Information, which included Company name and business identity; Registered office address and place of registration; Contact details (telephone number, email address, etc.).

- Privacy Information- The Data Protection Act (GDPR and the 2018 Act) requires explaining information to the visitors of the website. This includes what kind of personal information the business collects and what the business does with that information.

- Cookie Disclosure- It is a legal requirement to notify every visitor to our website for the cookies, which it uses.

- Sales to Consumers- This includes details of the services offered, delivery arrangements and charges, the supplier's details and the consumer's cancellation rights.

- Open a business bank account.

Our company is registered as a limited company, so it is legally required to have a separate business bank account. The limited company is a separate legal object with its own legal obligations and finances. The profits of the company are retained and could be paid to shareholders as dividends. The business bank account is opened in the name of our

business. There are strict rules on how the money could be taken out of the business bank account, which gives more protection for our business.
(Stephen, 2018)

1.4. MISSION AND VISION

Vision: Delivery- in a Flash to become a preferred brand in delivery services.

Since our company was established in 2019, we are working very hard to make our business most preferable among the clients in Central London and surrounding areas. In the last three years we developed our business and accumulated excellent experience. We have created good partnerships and great relationships with private and corporate customers. In next five years we are planning to expand our business and to make our company a preferred brand in delivery services across the United Kingdom. Once that goal is achieved, we are planning to continue expand our business in Europe (in 10 years) and across the world (in 15 years).

Mission: Delivery- in a Flash to be recognized and respected as one of the best delivery companies in UK, Europe and across the world.

Our team constantly works to establishment on a great food delivery services business that will meet the needs of all our regular customers as well as the potential customers. Our further goals are to build our own food delivery network in United Kingdom, Europe and across the World by providing the most professional, fast, dependable, and technologically advanced delivery service.

1.5. BUSINESS STRUCTURE

To manage day-to-day operations of our business we have created the following business structure in our company.

- Chief Executive Officer (CEO).

This is the highest-ranking executive in our company. The CEO is responsible for the whole success of the business and making top-level managerial decisions. The CEO also is responsible for managing the development and performance of long-term strategies. The Chief Executive Officer reports directly to the shareholders of the company.

(Corporate Finance Institute)

- Chief Marketing Officer (CMO).

The main function of a CMO is to help the company increase its profits by creating a marketing plan that gives the company a competitive advantage.

(Corporate Finance Institute)

- Chief Financial Officer (CFO).

The CFO is responsible for managing the financial department of the company. The CFO's duties include tracking cash flow and financial planning as well as analysing the company's financial strengths and weaknesses and recommending restorative actions. (Norris,2020)

- Chief Management Officer.

The Chief Management Officer is an executive professional, who manages and organizing all administrative tasks in our company. The duties include daily managing teams, training new employees, designing hiring and training processes, creating benefits packages and plans.

- Chief Transport Officer (CTO).

Chief Transport Officer is the head of our Transport Unit. The CTO manages all transport operations by planning, coordinating, and delivering relevant services. Responsibilities of the CTO including management of driver's staff, ensures inventory control and supervises physical annual checks of vehicles and equipment.

Our company is managed by group of five partners by share. Every one of us have their role in the business and is responsible for their department as at the same time we help each other wherever is possible. We are planning to expand our business in future, so this business structure could be expanded as well.

2.0. MARKETING

The food delivery industry in the UK can be described as follows: industry operators facilitate food delivery by managing online food ordering and delivery platforms. These platforms connect users with food outlets and delivery drivers. Operators earn revenue by taking a share of the total transaction. (IBISWorld, 2021).

2.1. SERVICE DESCRIPTION

Delivery- In a Flash provides quick and high-quality food delivery. We deliver from a wide range of restaurants, pubs, cafes and shops in the Central London and surrounding areas. Many customers trust us because we have three years of expertise in the food delivery industry.

The following services are provided by our company:

- Fast delivery within an hour
- We offer 24/7 delivery
- Food is delivered hot, fresh, and marketable, with no defects and leaks
- Every sixth delivery is free for our clients

2.2. MARKET PLANNING

Fast food delivery is one of the most popular and rapidly expanding delivery services in the United Kingdom. Revenue in this region increased by 35% yearly from 2016 to 2021. Consumers who do not have time are increasingly using online food ordering and fast delivery. The COVID pandemic had a significant impact on the growth of this sector. Restaurants lost income during the lockdown, and in order to avoid going bankrupt, they began to utilise the services of food delivery firms, gaining access to a larger customer base.

The food delivery services market size has the potential to grow by USD 215.56 bn during 2020-2024, and the market's growth momentum will accelerate during the forecast period. The food delivery services market is expected to grow at a Compound Annual Growth Rate (CAGR) of 12.27% during 2019-2024. (CAGR) is a business-specific term, a ratio that shows a constant rate of return over a period of time. (Technavio, 2020)

The expansion of collaborations between restaurants and food delivery service providers is one of the key drivers of the food delivery service market's growth.

2.3. TARGET MARKET

Consumers' numbers are growing in all age groups; however, the approach of these age groups to the choice and order of home delivery differs.

The ease of ordering is a critical aspect in business growth. Different age groups experience this in different ways. Having the ability to order delivery from a variety of sources will give you the most appeal for everyone. Websites and phone conversations are more popular among the elder generation. Using various applications on their smartphones is more convenient for young people. Our company's objective is to give services to people of all ages.

The convenience, energy, and time savings are the key reasons for the delivery service's growth.

2.4. MARKET ANALYSIS

Delivery in Flash operates in the food delivery market in central London and surrounding areas. We collaborate with restaurants, cafes, and bars that don't have their own delivery or takeaway service. Our organisation works with numerous sorts of cuisines to expand the spectrum of meals we deliver: European, Asian, Indian, and etc.

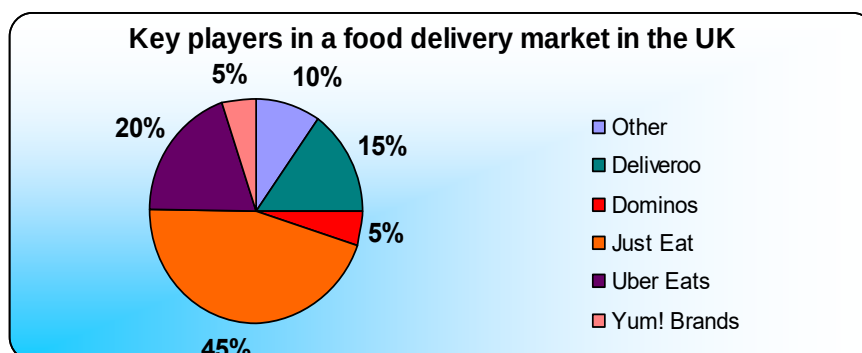
We also don't have a minimum order requirement; we serve both little and large purchases.

Therefore, we must compete with large food delivery companies like *Deliveroo* and *Just Eat*, *Uber Eats*. However, they usually work with major, well-known restaurants that have standard menus. We specialise in working with small businesses. We focus a specific emphasis on collaborating with night catering enterprises to ensure that our service is available 24 hours a day, seven days a week.

2.5. MARKET RESEARCH

2.5.1 Market Competitors

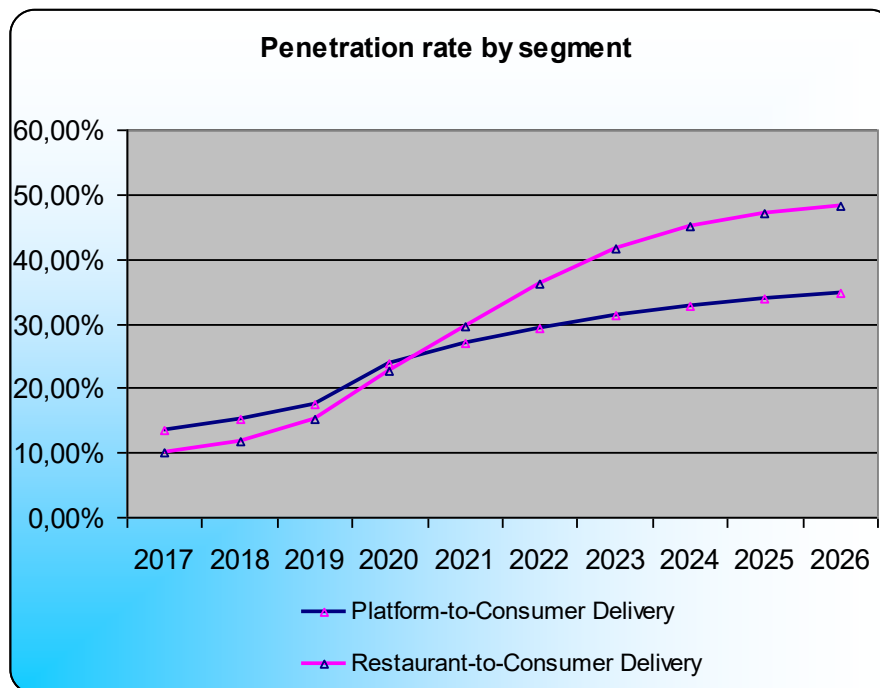
Referring to the data from the Statista (Global Consumer Survey Statista), the market distribution among the key players in this field is shown here.



The company *Delivery – in a Flash* is among the group Other (10 %).

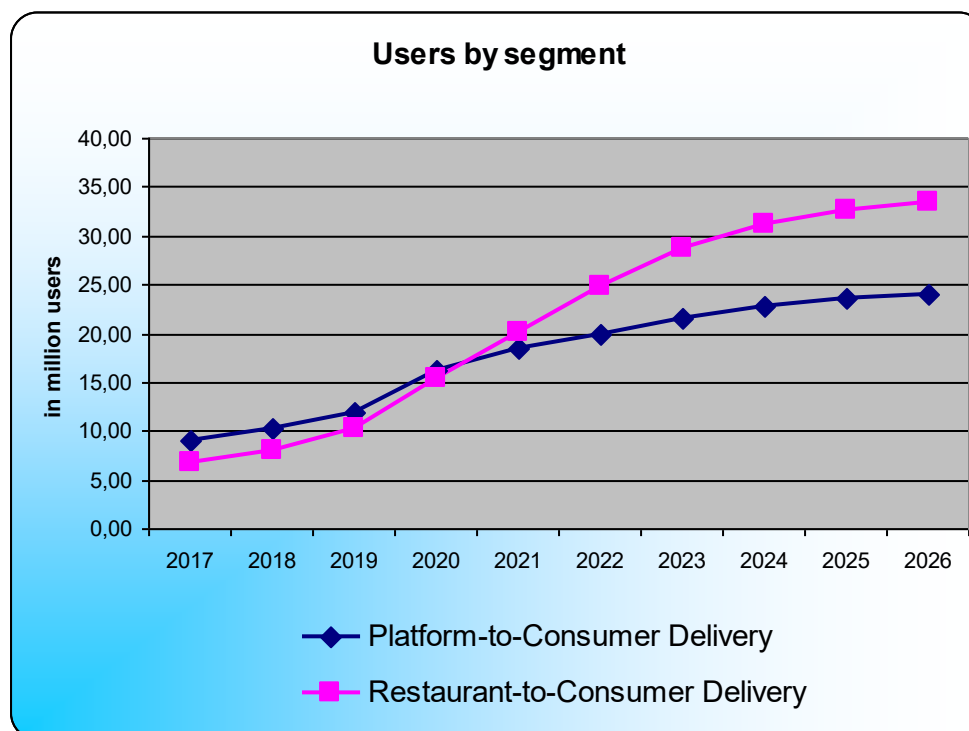
2.5.2. Market Segments

Take a look at the business's penetration rate. A penetration rate is used in research to illustrate the percentage of active clients in a certain market for each year. Present two types of delivery: platform-to-consumer and restaurant-to-consumer.



In both segments there is an increase. But by 2026, growth in the Restaurant-to-Consumer Delivery segment dominates.

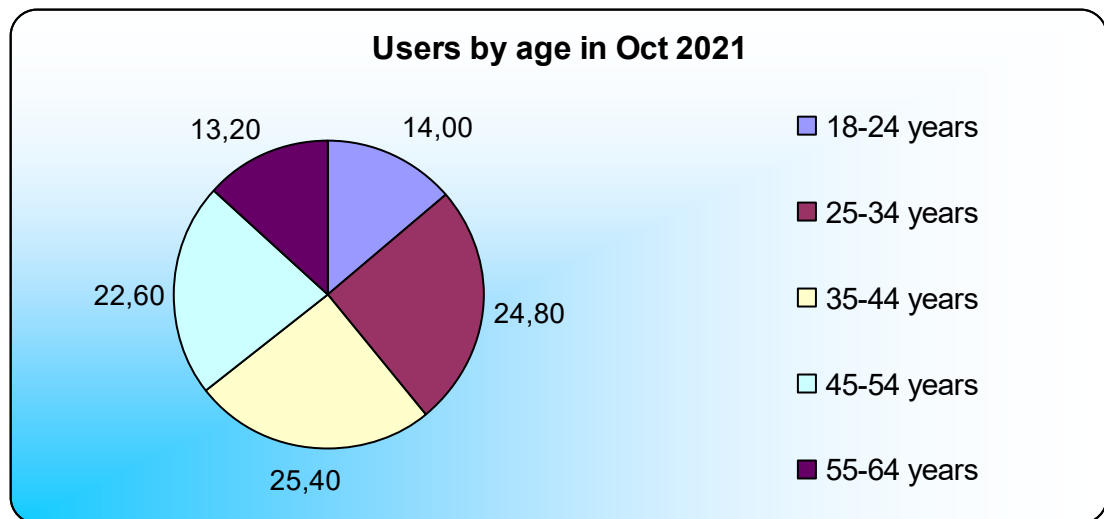
The chart below shows the increase in active consumers in the millions for each year.



In both segments there is an increase. But by 2026, growth in the Restaurant-to-Consumer Delivery segment dominates.

2.5.3. Marketing Needs

To study marketing needs, various studies of the demographic sector are conducted. The key role in market research is played by the distribution of market consumers by age category.



As we can see, the most popular food service is for people aged 35 to 44. The smallest number of users is 13.2% among the generation aged 55 and older. (Statista, n.d.)

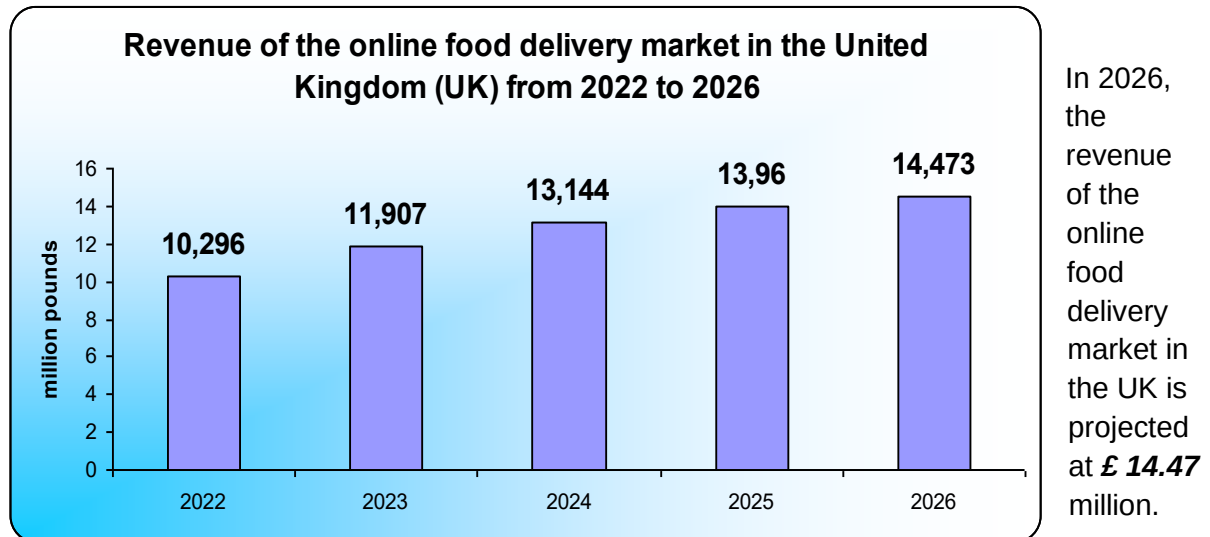
2.6. SALES TARGET AND OBJECTIVES

Our team has two types of sales objectives: basic and detailed. The major ones are targeted at generating earnings, while the minor ones are focused on enhancing parts of the actual selling process. (Howshar S., 2019).

- Increase in monthly income compared to the previous year by 10%.
- Reduce monthly customer outflow to less than 1%.
- An annual increase of 10% in the number of deliveries.
- Each month, increasing the number of potential partners by 5%.
- Reduction of annual costs by 5%.
- Reduce the time it takes to complete an order to 40 minutes.
- Improve logistics and reduce delivery routes.
- Increase the company's rating by 20% per year, based on customer feedback.

2.7. SALES FORECASTS

The revenue of the online food delivery market in the UK is growing every year. The table below shows income forecasts for next 5 years.



The following is also predicted:

- By 2024, the number of people who use food delivery services in Europe is predicted to reach 96.9 million.
- 34% of consumers aged 18–24 use online services for food delivery to get food from restaurants that don't provide their own delivery services.
- Forecast number of online food delivery users in the UK 11 million

2.8. MARKETING STRATEGY

The marketing strategy of Delivery-In-A-Flash is made up of numerous steps.

Online ordering is available on **our website**. Customers can place orders for delivery straight on our website. The website contains an easy-to-use menu and widgets that can be ordered.

We are working on creating a **mobile application**. Customers can download this application to their smartphones. In the future, this will improve the speed and quality of service.

Round-the-clock telephone lines are available to customers who do not have access to the Internet or prefer live communication.

Social Media Marketing: We use our social media profiles to promote our food delivery service. On our Facebook page, there is an option to place an order online.

Search engine marketing, including local SEO and Google advertising based on location. When customers search for terms such as "food taken out", "food delivery near me", etc., then our company is available in the recommended list. (Voicu L.-A., 2021).

Advertising in partner restaurants: flyers, QR-codes, posters, and much more, which inform customers about our delivery service.

We use **SMS marketing** to send information about our promotions, discounts or new partners to our customers' phone numbers.

3.0. FINANCE

The following are really essential in the financial analysis of our company:

- The delivery projection is cautious and predicts a modest increase in deliveries every year, based on the number of new clients.
- Based on economic seasonality, revenues peak in some months (such as the Christmas season) and fall in others (such as the summer months).
- According to the research, the company's first few years will be spent primarily on advertising in order to build a brand.
- An improvement in profitability is predicted during the following four years.

3.1 FINANCIAL DATA - START-UP TOTAL REQUIREMENTS

To start a food delivery business, I started with a £ 522,000 loan. The following is how the money was distributed:

Legal	7000
Advertising/Marketing	20000
Consultating	6000
HQ location	20000
Equipment	15000
Hybrid cars	300000
Office Inventory	15000
Cash reserve	50000
Expenses	25000
Insurances	40000
Miscellaneous	24000
Start-up total requirments	522000

- **Workspace:** Our headquarters, from where we operate, is in London, where costs are expensive, but we have the advantage of being close to our consumers.
- **Technology expenses:** Just like any other small business, we require a computer, telephone lines, internet connectivity, printers, scanners, and other similar equipment.
- **Business licence and insurance:** The requirement for liability insurance as well as commercial auto insurance ensures that our company is suitably protected.

- **Marketing materials and a website:** To gather clients from nearby eateries as well as customers who would receive meal delivery, we will need to advertise the firm with marketing materials and a website.
- **Vehicles and tools specific to delivery:** More than half of the borrowed funds will be utilised to purchase the vehicles and tools required for distribution, as well as pay the salaries of their delivery crews and other employees.

3.2. CASH FLOW STATEMENT

This is a financial report that keeps track of all the numerous cash flow activities that take place in our company.

Cash flow statements keep track of the money that is brought in and the money that is spent over a period of time. This report is essential to determine whether or not our company generates enough cash to pay its debts. It also provides information on the fund's general revenue-generating operations, investments and activities.

This statement is good for investors because it allows them to judge whether or not your company is a viable investment opportunity. Salaries, tax revenues, accounts receivable, accounts payable and cash receipts are operational activities.

Activities related to financing include dividend payments, debt repayment, debt issuance, cash infusions from investors and share repurchases.

	2019	2020	2021	2022
Total Revenue	586000	817600	1109600	1460000
Operation expenses	579000	581400	583650	586010
Gross profit	7000	236200	525950	873990
Overheads				
Salaries	465000	465000	465000	465000
Rent	20000	20000	20000	20000
Advertising	5000	5000	5000	5000
Bank & Legal fees	2000	2900	3500	4560
Bank Loan	60000	60000	60000	60000
Insurances	25000	26000	27150	27950
Depreciation	2000	2500	3000	3500
Total Overhead	579000	581400	583650	586010
Income before taxes	7000	236200	525950	873990
Taxes	1400	47240	105190	174798
Loss/Profit	5600	188960	420760	699192

3.3. Profit and Loss Statements & Financial Forecast

To estimate the gross profit we calculated the total sales revenue as well as the total sales cost.



For the purpose of calculating net profit, we have included all general and administrative expenses:

Salaries and pay, as well as any benefits such as pension contributions or bonuses.

Payments to consultants, contract workers and independent suppliers.

Communication costs, such as phone bills and internet service charges.

Rent and storage fees, as well as any maintenance or cleaning costs.

Energy and utility charges.

Insurance premiums.

Bank charges, interest and loan repayments.

Office expenses, such as stationery and office supplies, as well as equipment rental.

Professional costs, such as legal, accounting and other services.

Travel expenses, petrol and car compensation, and vehicle maintenance.

VAT and payroll taxes.

Council fees.

We can estimate net profit by subtracting the cost of all overhead from gross profit, and we can use this information to make predictions about the company's financial future.

As can be seen from the chart above, our company has grown beyond our initial expectations. We can predict that in the coming years the company will expand reaching its goal much earlier.

3.4. BALANCE SHEET

The balance sheet below shows the total value of our company's assets and liabilities, as well as an assessment of the liquidity of our assets and our ability to pay our debts, as well as the coverage of our liabilities.

In the balance sheet, we have included an asset (cash available, equipment value, inventory value and so on) as well as a liability (includes accounts payable, credit card balances, bank loans, etc.). "Equity" is calculated by summing all assets and liabilities and then subtracting liabilities from assets.

Delivery-In Flash Balance sheet Tuesday, 31.03.2020				Delivery-In Flash Balance sheet Friday, 31.03.2023					
Assets	Amount		Liabilities	Amount	Assets	Amount		Liabilities	Amount
Current Assets			Current Liabilities		Current Assets			Current Liabilities	
Vehicles	30000		Payables	20000	Vehicles	200000		Payables	35000
Net revenue	5600		Wages	465000	Net revenue	699192		Wages	465000
Office inventory	15000		Taxes	13000	Office inventory	10000		Taxes	174798
Cash	24000				Cash	34000			
Investment			Overcome		Investment			Overcome	
APP	3500		Bank loan	60000	APP	15500		Bank loan	60000
Website	3500				Website	12000			
Advertising	20000		Owners shares		Advertising	35000		Owners shares	
Intangible			Net revenue	5600	Intangible			Net revenue	699192
Cash reserve	50000				Cash reserve	100000			
Miscellaneous	24000				Miscellaneous	54000			
Total	445600		Total	563600	Total	1159692		Total	1433990

3.5. INCOME STATEMENT

The profit and loss statement summarizes the expenses, income and net loss or profit incurred by our company over a period of time.

Our company tracks revenue statements on a quarterly basis to gain a better understanding of the many financial transactions that take place.

The following are the main components of the income statement:

Revenue from operations, financial information relating to the sale of services.

Delivery income, both net and gross, includes the total amount of delivery revenue and any remaining revenue (less costs)

Primary costs include general and administrative costs, depreciation and delivery costs

Secondary expenses are loss of capital, loss of assets, interest on debt and interest on loan.

3.6. BREAK-EVEN POINT ANALYSIS

In our company, an analysis of the break-even point involves calculating the financial expenses of deliveries in relation to the unit delivery price in order to establish the point at which we will reach the break-even point financially. In other words, it identifies the time at which we will get sufficient funds to meet all of our expenses.

Analysis of the break-even point is essential when making decisions about new delivery routes, because it can be used to forecast how many deliveries, we will need in order to cover costs while taking into account market relationships. It is also valuable when setting a fair and efficient delivery price.

3.7. FINANCIAL PLANNING AND ACCOUNTING

Compiling reports for users outside our organization is the responsibility of financial accounting. The annual reports of shareholders and potential investors usually contain financial statements. The main purpose of these reports is to explain to investors and shareholders how the company manages its assets.

The accounting officer will analyze, together with the shareholders and the marketing managers, the financial situation, the cash flow statement and the budgets based on the financial statements and other relevant information, presenting it as a general financial strategy of the organization. "Financial issues are closely linked to procurement, production and marketing issues," write Guthmann and Dougall.

The accounts keep track of the many costs associated with labor, overheads and a comprehensive delivery management system.

Cost accounting helps management make decisions, plan for the future, and reduce costs. Allows cost reduction and cost control.

4.0 OPERATIONS

4.1. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Customer relationship management, or CRM, is used to manage our firm's interactions with present and prospective customers. CRM helps us boost profitability and client loyalty, both of which are critical to the survival and success of our organisation. The use of technology to coordinate and synchronise their activities, such as technical assistance, sales, and marketing, all make these activities more efficient. The ability to handle customer relationships effectively is vital to the success of our organisation. Our capacity to get a competitive advantage through CRM is influenced by a variety of factors, including communication, marketing, customer information collection, social networking, and mobile technology.

There are numerous benefits to utilising CRM, with the ability to track client data being one of the most important for our company. Because of this, we are able to develop focused and successful marketing campaigns, as well as accurate sales reports, which in turn allows us to increase client retention while also recruiting new consumers.



Source: https://lh6.googleusercontent.com/mkKOBGfoMVGk0Rwx_emSZpZHpq-RqIPZitU-8k8VAnd-flf9lqYq4sVTarMkDySVDIVrstn0Urg1AJbvDJnunb8zbqeuoHaRWipRFY55tQHIBFT0wO-DvQbyimaSTriv0P_EPE-q

The components of the operating system of our company, in which we have integrated customer relationship management are the following:

Website/App – Customers can place orders, make payments, and provide feedback here.

Customer & Order Management – Keep track of all incoming orders.

Business Insights – Combines data and analyses it to find optimal solutions to increase the company's productivity

Stock/Inventory Management – Orders should be analysed to determine the best delivery routes.

Food Delivery Management – Send final orders to drivers.

Customer Feedback & Support – Company provides customer service and assistance to them. Online Promotion – Part of marketing is promoting the company

Daily/Monthly revenue reports – Part of the Finance Department, helps in the financial analysis of the company.

5.0. Human Resource and Administration

Human resources is the collection of labor resources that our organization employs in the course of its operations.

In human resource management, we adopt a strategic approach to the possibilities of attracting and retaining qualified employees, as well as their education and development, as well as to lead, use and encourage them.

In essence, human resources can be described as the driving force behind the company's innovation, involvement and coordination.

Good activity requires that human resources management create an environment of cooperation that promotes the development of interpersonal and interprofessional relationships. Because the particularities of human resources, as well as their complexity, present unique challenges for managers at all organizational levels, human resource management is an important aspect of management, the quality and efficiency of how it is defined is essential to the success of our company.

Collaboration with employee organizations, database maintenance, and employment contracts are just a few examples of the value-based managerial support provided by HR professionals. In accordance with the GDPR legislation, the Human Resources Department of our company performs a competent supervision and analysis of its own workforce, but also of the possible ones.

The recruitment and selection operation is a vital component of operational human resources management. To begin the process of filling a vacancy, it is necessary to develop an expected set of responsibilities that condense the essential obligations and skills into a reasonable amount of activities. Using the methods of objective determination, such as organized interviews and focused tests, the most qualified person is selected.

Employee supervisors who are subject to disciplinary or capacity concerns receive immediate assistance from human resources in the case of individual work. Meanwhile, human resources are concerned with educating employees to acquire new skills for their jobs, as well as identifying the most competent employees to serve as team leaders, desk controllers and other roles within the organization.

In the management of the company, the CEO, who is selected for an unlimited period of time, is responsible, and his actions are guided by the mandate given by the other shareholders, who in some situations have the right of veto.

The rights granted by the shareholders are those which result in the duties incumbent on the director, and these powers are expressly mentioned in the articles of association of the company or in the decisions taken by the shareholders' meeting. When a mandate is issued, the will of the mandate is manifested not only by the appointment of the agent and the

establishment of his area of action, but also by the dismissal of the agent. The administrator has the authority to revoke his appointment as agent.

6.0. TOOLS AND THEORIES

6.1. SWOT ANALYSIS

SWOT analysis is a tool that we used to determine what our organisation does well right now. This investigation looks at both internal and external elements, that is, what is going on inside and outside our company. The SWOT analysis helps in the development of a successful future plan. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

<i>Strengths</i> We are available at all times of the day and night (24 hours a day, seven days a week) Own website and ordering call-service available Our logistics services cover a larger area in Central London and surroundings areas. A strong team with qualified personnel. Client loyalty. A discount program is available to regular clients.	<i>Weaknesses</i> Our financial resources are limited. We currently do not have a smartphones app. We are a small business company. We're a brand-new company with no history. Our customer base is small. We exclusively work with a few partnerships.
<i>Opportunities</i> An introduction of innovative services. New routes are being developed. Delivery times will be cut. Increasing the number of clients. We use modern electric vehicles. Attracting new investors and partnerships.	<i>Threats</i> Competition from large companies. Variability of product trends. Economic crisis. Rising electricity prices. Natural disasters. Internal conflicts between owners.

6.2. PESTLE ANALYSIS

PESTLE analysis is a marketing tool used to analyse and monitor macro-environmental factors that affect an organization, company, or industry. The following is a study of the impact of political, economic, social, technological, environmental, and legal environmental factors on a food delivery company.

6.2.1. POLITICAL

The procedures for giving visas to EU citizens have become more stringent since the **Brexit** vote. As a result, the workforce has decreased. Much of the workforce was forced to leave Britain after Brexit. Quite often, food delivery services are looking for labour among students. Most companies have faced a human resources crisis as new employees do not join the company quickly and wages are not high enough.

Government policy of the UK states that food delivery companies must pay at least the minimum wage set by the government.

Tax policy nowadays is that the corporate tax rate for companies is 19%. The government promises to lower this rate, which will attract more investors.

6.2.2. ECONOMIC

Economic stability has a positive effect on small business development. The estimated nominal GDP of the country in 2019 was 2.744 trillion US dollars, which puts the UK's economy at the 6th position globally. Per capita of the country in 2019 was 41030 US dollars, it's the world's 20th highest per capita.(Shaw,2020).

The diverse economy of the United Kingdom is one of the reasons for its growth and stability. Its market is so diverse that all businesses have an equal chance at growth and success. The market is in demand, even though this adds value to customers' lives.

According to BBC News (2022) UK **inflation** has risen to 7% - the highest rate it has been for 30 years. Inflation is a measure of the rate at which prices rise over time. It is created by the Office for National Statistics in the United Kingdom (ONS). Hundreds of commonplace items, referred to as a "basket of goods," are collected for study. The Office for National Statistics (ONS) publishes monthly inflation statistics that shows how much these prices have grown from the same day the previous year. Inflation increased by 7% in the year to March, up from 6.2 percent in February. As a result, prices are rising at their quickest rate in 30 years.

Economic growth after the pandemic has had a positive impact. The global lockdowns in 2020 and 2021 imposed great strain on the treasury and destroyed a wide range of businesses. As a result, in 2020, the Bank of England pushed an additional £100 billion into the economy. The economy has begun to recover faster than projected, as demonstrated by rising household savings.

6.2.3. SOCIAL

Lifestyle has a positive impact in food delivery industry. Healthy eating is currently gaining popularity. As a result, more catering enterprises can be connected to the delivery service.

Pandemic COVID-19 has a significant impact on food consumption and shopping habits. More individuals are ordering groceries online. As a result, the popularity of online food delivery services has grown. With lockdown restrictions remaining in place and consumers' preferences evolving toward convenience and speed of delivery, it's safe to expect that the growth of online food delivery services will continue faster and faster. (Pavlou Y. and Georgiou N., 2022).

Demographic influence Population has positive impact. The population of the United Kingdom is expected to reach 74 million people by the end of 2039, according to the Office of National Statistics. It's because the birth rate is currently higher than the mortality rate. The labour market and healthcare system would be first in line as a result. However, it would provide chances for businesses to fulfil the needs of a larger number of people. The United Kingdom is, as we all know, the world's largest consumer market.

6.2.4. TECHNOLOGICAL

Smartphone innovations have resulted in a 21% increase in the 16-24 age group using food delivery services. Customers will find online ordering comfortable and fast thanks to advancements in the development of specialised applications for smartphones.

Automation continues to revolutionize food service and delivery. Modern technologies such as robots, drones and cooking automation are beginning to be used in this area.

In the online economy, data **digitalization** has made a breakthrough. People that use online services for personal, social, or business purposes benefit from the UK's strong Internet connection. Businesses can also use digital marketing and social media to find new clients.

6.2.5. LEGAL

Consumers have **rights** and expectations, and deliveries should be handled with care and professionalism. This is covered by the Consumer Rights Act of 2015, which also applies to takeaways. The Consumer Rights Act 2015 states that goods ought to be:

- Fit for purpose
- As described
- Satisfactory quality
- Services ought to be carried out with due skill and care ([The Grumpy Git](#), 2020).

Health and safety are factors in our company. Food delivery companies must follow the Hygiene and Allergy Guidelines and we are doing it. When accepting an order, food delivery firms are required to advise clients about allergens. To keep food safe, it is critical that it is properly packed and transported. Food should be transported in airtight containers at the correct temperature to safeguard it from hazardous microorganisms, foreign objects, and cross-contamination. Hazard analysis and critical control points are used in our company.

The company *Delivery – In a Flash* complies with the following **Employment laws**: Employment Act of 1996. This law protects the rights of employees to sick leave, minimum wage, leave, maternity leave.

The Equality Act 2010, which protects people from discrimination based on their race, gender, skin colour or any other difference.

6.2.6. ENVIRONMENTAL

For food delivery, we only use hybrid models that reduce emissions. They reduce life-cycle greenhouse gas emissions (e.g., CO₂) by 15–30% compared to the equivalent non-hybrid model. In electric mode, hybrid cars show a significant reduction in CO₂ emissions; figures show a reduction of about 40% compared to a small petrol car (output: 130 g CO₂/km). (Thomas P., 2015).

To reduce plastic waste, our company offers cutlery as a delivery option. Many customers refuse to eat with plastic forks and spoons. You can also choose the package in which the food will be delivered. Plastic containers and packaging made from vegetable raw materials are also available. Although plastic packaging is 100% recyclable, we offer vegetable packaging that decomposes in four weeks.

CONCLUSION

Food delivery is a rising market sector, with variables such as unrestricted internet access, quick access to smartphones, lightweight e-banking systems, and enhanced logistics of meal services all contributing to the expansion of the online food delivery business.

Since the COVID-19 epidemic has caused an increase in demand for on-demand food delivery in 2020, our company, which began operations in 2019, has seen tremendous growth.

Customer satisfaction with regard to promptness, speed, and accuracy, in conjunction with short delivery routes, in conjunction with outstanding management, has contributed to our success.

Yet another aspect that has contributed to the growth of the company is the fact that we are committed to the expansion of the business without compromising the environment, people's lives, or infrastructure, and that we have done so on the basis of a well-structured and planned plan. Market and demographic studies have assisted us in better understanding the dynamics of the market and potential customers, establishing new customer relationships, and anticipating the future development of the company.

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Transforming Education; Transforming Lives

06/05/2022



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Outline

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Introduction

Delivery - In a Flash is a small delivery company, dedicated to customer satisfaction with promptness, speed and accuracy.

Founded in London in 2019, based in the UK, it offers services in Central London and surrounding areas. Founded by a group of 5 friends, it aims to become a global company.

One of the company's ambitions is to be an eco-friendly company, using hybrid or electric vehicles for delivery and having a good management of delivery times.

Business Description and History

Online hot food delivery is a growing market sector and became a very popular and useful service.

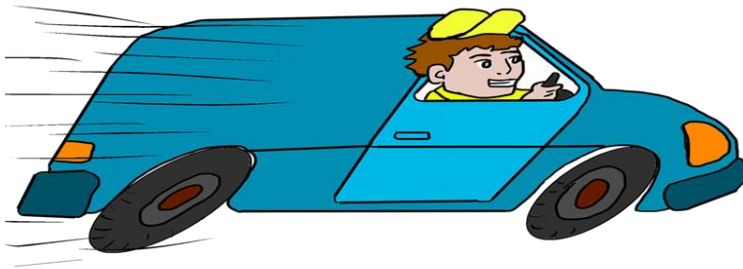
Our group of five friends, decided to open a small business to fill that niche.



- Super-fast delivery of fresh cooked food
- Extra mile
- Eco- friendly

- Established in 2019 in London, UK
- Private Limited Company
- Customer agreements

Aim and Objectives



Aim:

Become a global company with high volume of happy customers

Objectives:

- To increase capacity of customers
- To introduce new innovations in delivery service
- To invest in qualified staff and new technologies
- To be Eco- friendly

Legal Requirements

- Register to HMRC
- Businesses' Employment Law Obligations
- Health and Safety Legal Obligations
- Fire Safety
- Insurance Legal Obligations
- Data Protection Compliance
- Website Legal Obligations
- Open a business bank account



Mission and Vision

Vision

Delivery- in a Flash to become a preferred brand in delivery services.

In 5 years

In United Kingdom

In 10 years

In Europe

In 15 years

In the World



Mission

Delivery- in a Flash to be recognized and respected as one of the best delivery companies in UK, Europe and across the world.

Service Description

The company provides quick and high-quality food delivery. We deliver from a wide range of restaurants, pubs, cafes and shops in the Central London and surrounding areas. Many customers trust us because we have three years of expertise in the food delivery industry.



The following services are provided by our company:

- Fast delivery within an hour
- We offer 24/7 delivery
- Food is delivered hot, fresh, and marketable, with no defects and leaks
- Every sixth delivery is free for our clients



Marketing Analysis and Trends

Global market grows
will **ACCELERATE** at a
CAGR of over

12%

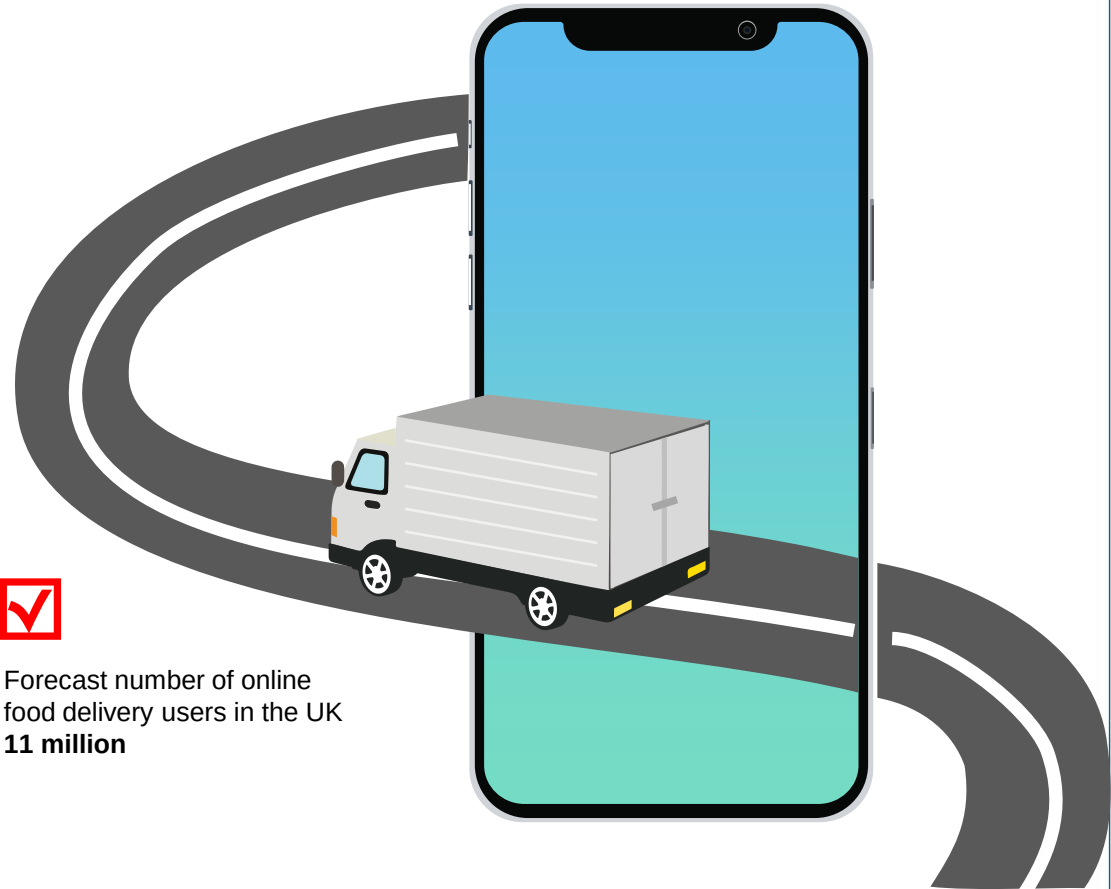


2019

2024

Incremental global
grows (\$B)

215.56



By 2024, the number of people who use food delivery services in Europe is predicted to reach **96.9 million**.



34% of consumers aged 18–24 use online services for food delivery to get food from restaurants that don't provide their own delivery services.



Forecast number of online food delivery users in the UK
11 million

SWOT Analysis

Strengths

- We are available at all times of the day and night (24 hours a day, seven days a week)
- Own website and ordering call-service available
- Our logistics services cover a larger area in Central London and surroundings areas.
- A strong team with qualified personnel.
- Client loyalty.
- A discount program is available to regular clients.

S

Weaknesses

- Our financial resources are limited.
- We currently do not have a smartphones app.
- We are a small business company.
- We're a brand-new company with no history.
- Our customer base is small.
- We exclusively work with a few partnerships.

W

Opportunities

- An introduction of innovative services.
- New routes are being developed.
- Delivery times will be cut.
- Increasing the number of clients.
- We use modern hybrid vehicles.
- Attracting new investors and partnerships.

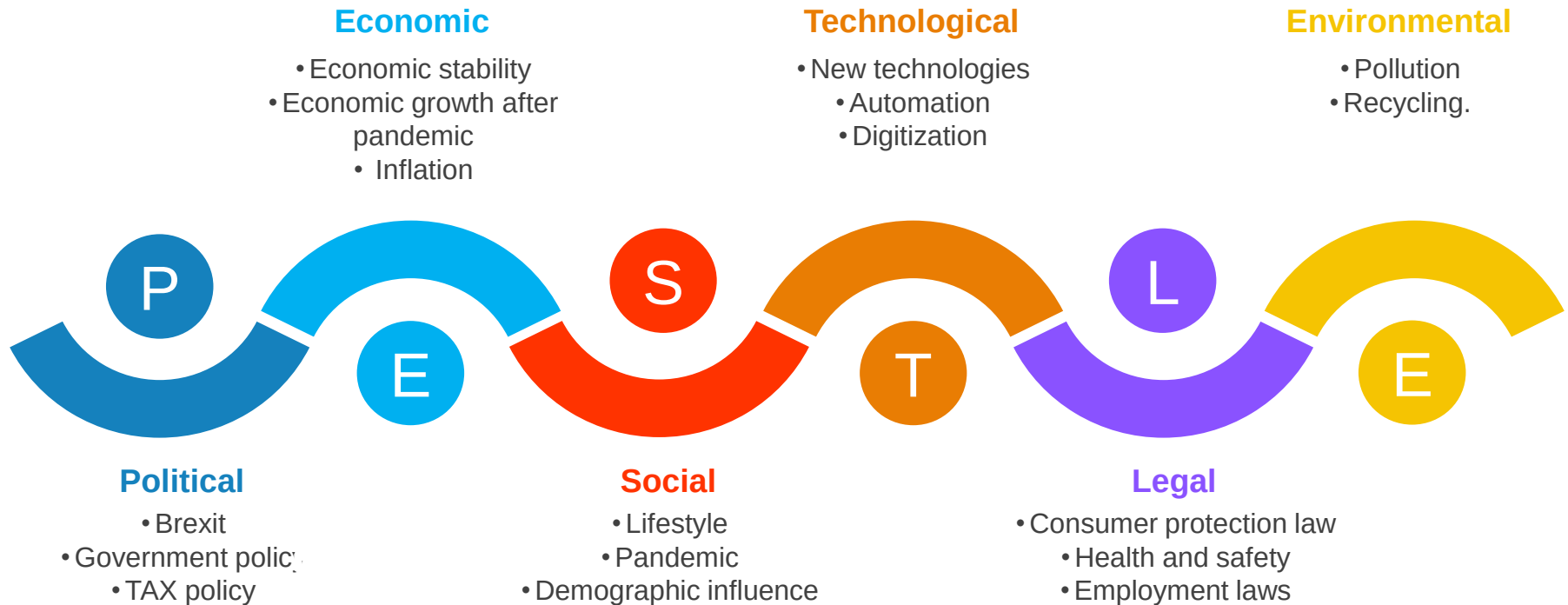
O

Threats

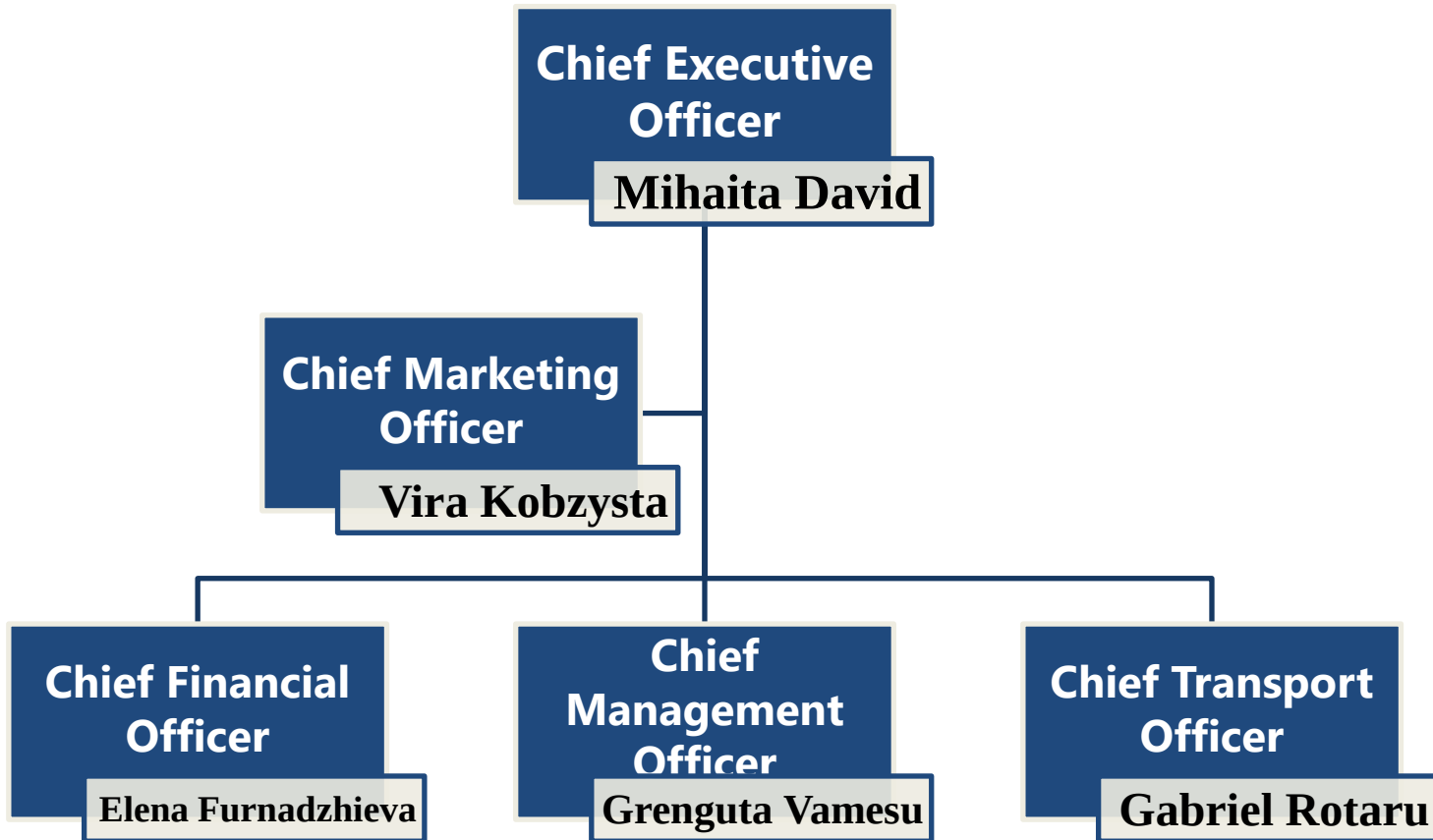
- Competition from large companies.
- Variability of product trends.
- Economic crisis.
- Rising electricity prices.
- Natural disasters.
- Internal conflicts between owners.

T

PESTLE Analysis



Business Structure



Technology Plan



Assessing the potential customers



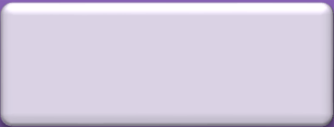
Identify and Prioritize Technology Requirements



Financial analysis of the budget, and recruitment of new investors

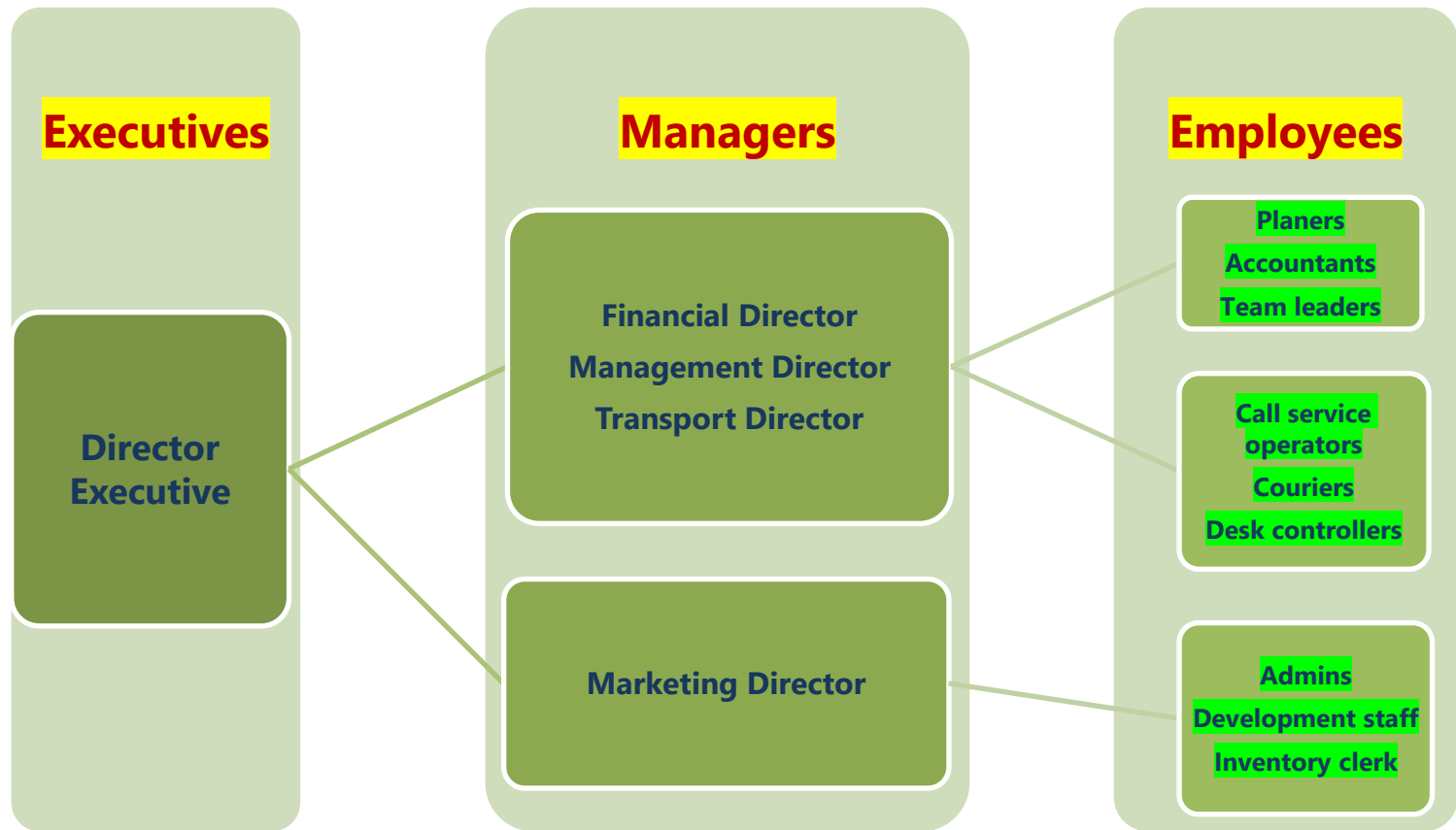


Analysis and implementation of eco-friendly technologies



Searching for and introducing new available technologies

Management and Organization



Social Responsibility And Sustainability:

- Delivery In A Flash stands up everything around deposit , from nature to customers and employers.
- We suport local business with logistic plans and fast delivery of his product at cheap price, we ofer all our local business ecologic label printers, envelope and box.
- We ofer people leaving around deposits workshop for training to work with us.
- We ofer our employers free transport with electric bus.
- Delivery In A Flash planned to change all fleet in electric vehicles to 2025.
- In the future we want to donate part of the profit to charities.

Development , Milestone And Exit Plan

- **Development:**

The strategy of the market development will be to make food delivery more easy to be accessible to all age groups , less stressful and innovate update with new technology.

- **Milestone:**

We set out to hold 50 percent from the market until the end of the year and 100 percent in next 3 years.

We want to keep satisfied our employers and partner business because only together and united we can reach the goal

- **Exit Plan:**

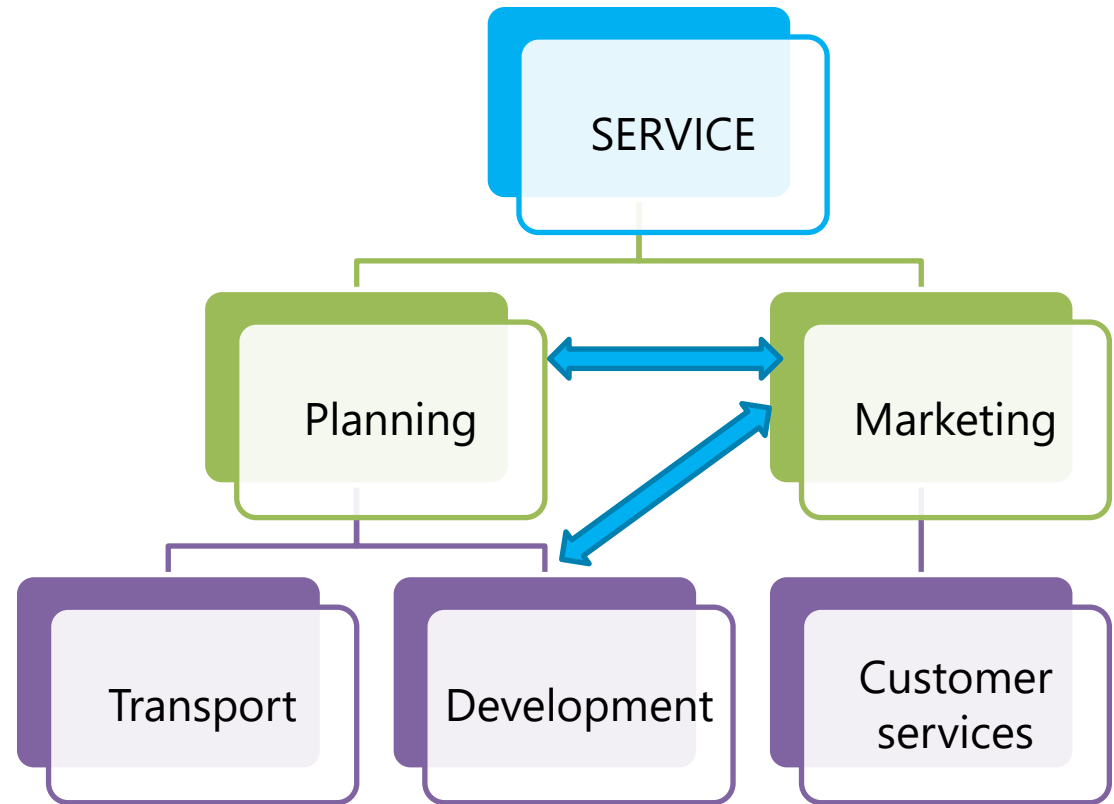
We are beginning to expand beyond the UK, and if the UK food delivery industry declines, we will focus on covering foreign markets for lost investment.

Operations



Source: https://lh6.googleusercontent.com/mkKOBGfoMVGkORvx_emSZpZHqp-RqIPZitU-8k8VAnd-ff9lqYq4sVTarMKDySVDIVrtn0Urg1AJbvDJnunb8zbgeuoHaRWipREY55tQHiBFT0wO-DvObyimaSTriv0P_EPE-q

- The online food ordering system creates a better customer relationship by providing a customer relationship management (CRM) system.
- The order management system also simplifies the entire ordering process, from ordering to delivery.



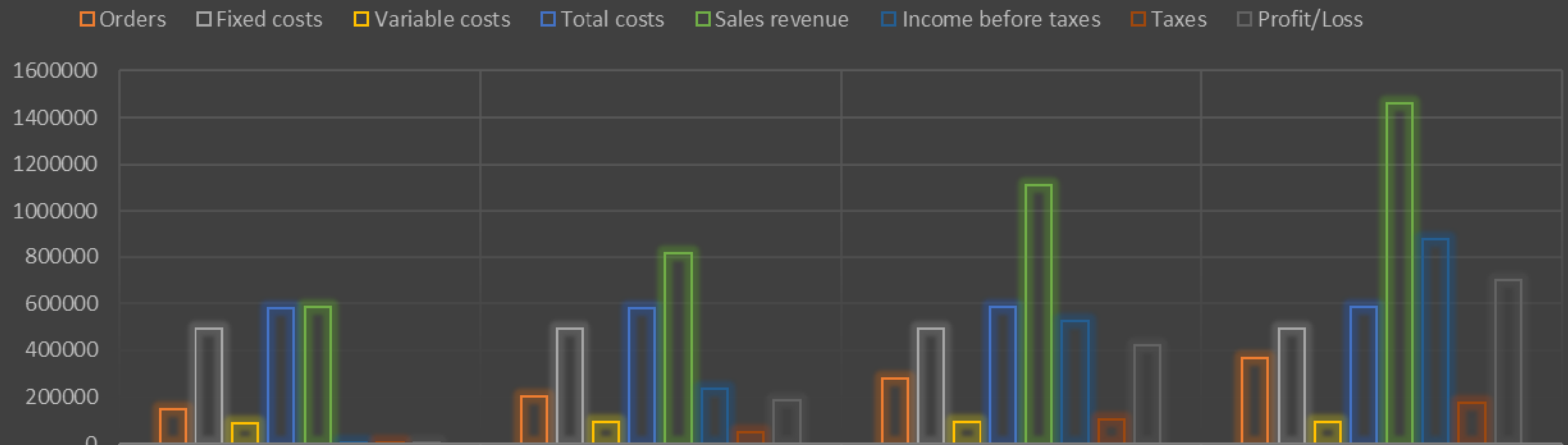
Financial Data

Start-up total requirements

Legal	7000
Advertising/Marketing	20000
Consultating	6000
HQ location	20000
Equipment	15000
Hybrid cars	300000
Office Inventory	15000
Cash reserve	50000
Expenses	25000
Insurances	40000
Miscellaneous	24000
Start-up total requirments	522000

Profit and Loss Account

Profit and Loss Account



	2019	2020	2021	2022
Orders	146500	204400	277400	365000
Fixed costs	490000	490000	490000	490000
Variable costs	89000	91400	93650	96010
Total costs	579000	581400	583650	586010
Sales revenue	586000	817600	1109600	1460000
Income before taxes	7000	236200	525950	873990
Taxes	1400	47240	105190	174798
Profit/Loss	5600	188960	420760	699192

Cash Flow Statement

	2019	2020	2021	2022
Total Revenue	586000	817600	1109600	1460000
Operation expenses	579000	581400	583650	586010
Gross profit	7000	236200	525950	873990
Overheads				
Salaries	465000	465000	465000	465000
Rent	20000	20000	20000	20000
Advertising	5000	5000	5000	5000
Bank & Legal fees	2000	2900	3500	4560
Bank Loan	60000	60000	60000	60000
Insurances	25000	26000	27150	27950
Depreciation	2000	2500	3000	3500
Total Overhead	579000	581400	583650	586010
Income before taxes	7000	236200	525950	873990
Taxes	1400	47240	105190	174798
Loss/Profit	5600	188960	420760	699192

Balance Sheet

Delivery-In Flash Balance sheet Tuesday, 31.03.2020				
Assets	Amount		Liabilities	Amount
Current Assets			Current Liabilities	
Vehicles	300000		Payables	20000
Net revenue	5600		Wages	465000
Office inventory	15000		Taxes	13000
Cash	24000			
Investment			Overcome	
APP	3500		Bank loan	60000
Website	3500			
Advertising	20000		Owners shares	
Intangible			Net revenue	5600
Cash reserve	50000			
Miscellaneous	24000			
Total	445600		Total	563600

Balance Sheet

Delivery-In Flash Balance sheet Friday, 31.03.2023				
Assets	Amount		Liabilities	Amount
Current Assets			Current Liabilities	
Vehicles	200000		Payables	35000
Net revenue	699192		Wages	465000
Office inventory	10000		Taxes	174798
Cash	34000			
Investment			Overcome	
APP	15500		Bank loan	60000
Website	12000			
Advertising	35000		Owners shares	
Intangible			Net revenue	699192
Cash reserve	100000			
Miscellaneous	54000			
Total	1159692		Total	1433990

Conclusion



Source: <https://mercuryerrands.files.wordpress.com/2016/03/fast-delivery.png>

- Our company is eco-friendly and is very involved in social responsibility campaigns!
- The online and telephone ordering system creates an environment for efficiency and steady revenue growth, providing a complete sales channel for our partners!
- The efficiency of the company's marketing and management has generated a rapid development of the company!

Delivery – In a Flash

We're faster than The Flash!

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Thank you!

Any Questions?