

MANAGING ENTERPRISE

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INTRODUCTION

Enterprise management is a process that include management of day to day process such as customer relationship management, inventory management, accounting and human resource in order to co-ordinate different functions in effective manner as to accomplish common goal (Toms, Wilson and Wright, 2019). The main role of enterprise management is to successfully accomplish business objective and convert business idea into successful venture.

Business Overview

Present support include team business plan in order to pitch potential investor as well as senior manager. In this regard business idea that has been undertaken is launch of a doughnut shop in United Kingdom provinces (Apostolopoulos and et. al., 2018). The shop will be launched under the name of Donut Worry. In this organisation will offer freshly and healthy baked doughnuts that are made up of organic ingredients and are sugar and gluten free. Three main variants that will going to be served by organisation is Romanian (Papanashi), Greek (Loukoumades) and American recipes. As the product is made up of gluten and calorie free ingredients this will offer numerous benefits for individuals who are suffering from diabetes. With the help of this business idea organisation will going to serve customers of UK in best effective manner while ensuring their health and Wellness. This organisation target groups of those individual who look forward to try something unique and art and towards health consciousness.

Feasibility analysis

Present idea is related to launching of a doughnut shop that provides sugar and gluten free healthy items to customers. After evaluation of consumers within market and extensive analysis and evaluation perfect location for shop has been selected which is in London EC1 R. In this relation research has been conducted on London that includes price range of products that are mainly offered by business that are already established in the market place. By this it has been identified that product that has been offered by business are quite high that states that goods and services that are offered are not economical and can further not be able to afforded by middle and lower class individuals (Higgins and et. al., 2019). Further it has been identified that student groups also could not be able to afford the high price products. Thus, with the help of launching this doughnut shop with affordable price range consideration of all groups of customers has been undertaken in order to cover large segment of population in UK.

In addition with it is important that business idea that has been undertaken is properly tested before its real execution with the Marketplace. With the help of this testing positive and profitable outcomes can be gained, this test can be undertaken with the help of macro and micro environmental analysis of idea that can be undertaken by organisation by taking use of different types of models.

PESTLE ANALYSIS

<i>Variable</i>	<i>Construct</i>
<i>Political</i>	• This has been identified that stable as well as democratic political conditions within UK Kingdom provinces effectively offer support to the growth of business venture. • European, local and national government provide aid to the development of business venture by providing numerous forms of exemptions and grants that include grants such as Seed Enterprise Investment Scheme (SEIS), Apprenticeship Grant, Gigabit Broadband Voucher Scheme, EUREKA Eurostars, R&D Tax Credits etc. (<i>List of small business grants in the UK</i>, 2019). • Further it has been evaluated that incident of terrorism as well as war between International countries may negatively impact on the business venture.
<i>Economical</i>	• It has been identified that in UK customers have price sensitive nature that effectively provide opportunities to the upcoming business venture. • Situation of Brexit acts as a threat element for the demand of goods and services in UK that simultaneously impact on the growth of business venture. • Due to the high customer disposable income of individual within UK effectively benefits business venture and can effectively able to increase their revenue and profit margin level.

<i>Social</i>	• It has been identified that in the year 2019 estimated number of 4.7 million people get affected by diabetes (<i>Number of people with diabetes reaches 4.7 million, 2019</i>). • Further it has been evaluated that one third of the living population Within UK is affected by obesity (<i>Obesity: Disease or just plain greed? The number of obese Britons has doubled in 25 years, 2019</i>). • Individuals within this location are mainly tended toward health consciousness owing to the statistics of obese and diabetes stricken segment. • It has been further evaluated that due to the increase in trend of Internet shopping act as a threat for the business growth.
<i>Technological</i>	• The increase in online shopping Trend makes people to shift the preferences from motorcycle and bricks stores to online purchasing (Pearce and et. al., 2019). • Constant increase and rise in trend of e-commerce is acts as threat for long term sustainability of Donut Worry as company will go to operate physically in their initial 5 years.
<i>Legal</i>	• It has been identified that in order to operate functions within governmental rules and regulation organisation is required to adhere all the laws and legislations that include employment law, health and safety law and Securities Law in best effective manner as to further ensure long-term sustainability. • Organisation that conducts their operation within food and beverage sector is required to adopt and follow all the guidelines in best effective manner as to further offer security to individual and sustain long term sustainability in Marketplace.
<i>Environmental</i>	• Due to the increase in pressure on organisation as to use renewable resources in order to conduct their manufacturing process may lead to significant increase in the cost of production.

	• By making investment in corporate social responsibility activity business organisation can effectively able to increase their market standard, share rates and Goodwill within Marketplace, along with gaining support from government as well as customers.
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BUSINESS CANVAS MODEL

<i>Key partners</i> • Local entities • Coffee producers • Sales persons	<i>Key activities</i> • Provision of doughnuts and other food & beverages • Promotional activities • Dedicated and fresh cooking • Customised products as per the needs and wants of customers	<i>Value proposition</i> • Easily accessible and high quality customer services • Healthy and fresh food and beverages • Variety of options and tastes to choose from
<i>Customer relationship</i> • High quality customer services • Innovative and unique flavours • Healthy and freshly prepared food and beverages • Gluten free and sugar free items • Quick service	<i>Key resources</i> • Human resources • Patent • Advertisement firms	<i>Revenue stream</i> • 85% of total income-generated from doughnuts sales. • 15% - generated from beverage sales (coffees and drinks)
<i>Distribution channel</i>	<i>Cost structure</i>	<i>Customer segment</i>

• Through website of company • Social media • Flyers and banners • Mini vans for advertisements with brand stickers • Word of mouth	• Initial investment would be around £300,000.	• Health conscious customer segment • People stricken by diabetes and obese
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VALUE PROPOSITION

Problems

According to the research that has been conducted on the market place of UK, it has been identified that large segment of population within this locations get affected by the problem of obesity and Diabetes that further impact upon the choice of decision that they undertake. By keeping it consideration of this, the product that has been launched by Donut Worry include sugar and gluten free ingredients with the help of which individuals can consume delicious eatables while ensuring their health.

Target Market

It has been identified that target market for upcoming venture of doughnut are mainly health conscious and large number of population get stick with issues related to diabetes and obesity.

Solution

In order to overcome this formative solution has been proposed by Donut Worry in order to effectively serve customers. For this company going to offer products that include sugar and gluten free elements. With the help of this product company ensure proper health of customers and can fulfil their craving by offering exotic range of doughnuts with delicious taste.

Risk Management

RISK	CONTIGENCY PLAN	MITIGATION PLAN
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BREXIT	It is one of the major risks that prevails within UK provinces and further surely affect business operation in numerous ways. Thus, in order to overcome this it is essential for organisation to undertake low key strategy on their initial stage as to attract large base of customers irrespective of the fluctuation that are caused by their disposable income (Fischer and Nijkamp, 2019).	In order to eliminate this organisation is required to have focused on inflating the scale of operations in order to ensure that activities to not get affected by large magnitude of factors such as Brexit.
Financial risk	Is also one of the major risks that may be encountered by Business venture in their upcoming initial stage. Thus, in order to overcome this situation it is essential for organisation to bring low budget equipments as to prepare their food with the help of this organisation can able to control the overall cost of Donut Worry.	As to overcome this situation Donut Worry is required to attract large number of investors by presenting their business ideas in front of them in best effective manner. This will ensure effective financial aid from them that may significantly impact on growth of business.
Customer in-attractiveness	In order to reduce this organisation are required to provide additional benefits vouchers and discounts to customers. With the help of this company can effectively able to attract large base of customers towards product and services of Donut Worry.	In order to eliminate this company are required to undertake regular feedback from their customers from their services and products that are offered by Business venture. For this organisation can make the customers fill the feedback form with the help of which company can further able to evaluate the Expectations of

		customers towards product and services of company and can further provide them services according to their need.
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Range of employment skills in the completion of a group project

There are different types of employment skills with the help of which completion of group project can be done in best effective manner. Some of the skills include planning and organising, communication, problem solving, teamwork, self management and Technology. With the help of all these employment skills accomplishment of project can be ensured to be done within perfect time manner along with positive outcomes (Usai and et. al., 2018). All these skills effectively aid to accomplish project in best effective manner while ensuring positive outcomes. Thus, it is essential for an individual to have proper considerations of all the skills as to manage group project in well defined manner and can further able to overcome issues and situations as to ensure best effective outcomes.

CONCLUSION

As per the above-mentioned report it has been concluded that, managing enterprise include management of daily basis activities of Organisation in best effective manner as to fulfil common goal. In addition with it has been evaluated that Idea formation must be undertaken by analysing factors and elements that prevail in external environment as to ensure success. Present report included pestle analysis with the help of which business organisation can effectively able to ensure feasibility of their Idea and can further undertake strategies to overcome issues in best effective manner. Further business Canvas model and risk management is been undertaken in this report with the help of which organisation can effectively able to conduct their operations by undertaking various elements that may impact on their business. By considering this organisation can further able to ensure high profitability and productivity along with long term sustainability in Marketplace.

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