LCMB7003 Strategic Management

LEVEL 7 ASSESSMENT

Delicious

“FOOD THAT MAKES YOU SMILE”

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Vision, mission and objectives for the company

Vision

Delicious aims to redefine the experience of fast food in the UK by offering affordable, high-quality, and innovative dining options that delight customers' taste buds. This business also envisions becoming a go-to destination for responsible, delicious, and freshly sourced fast food setting new standards in the sector while fostering sustainability and community in every bite (Mas Vich, 2023). Under the target approach, Delicious will plan to find universities and their students. The primary purpose of this is to increase the turnover of the company by 10%. To do so, the company will aim to tailor the tiffin services and meet culinary needs that will not only fulfil the taste requirement of the students but also fit their busy lifestyles seamlessly.

Mission

At Delicious, the mission is to provide a distinctive experience of culinary that exceeds the expectations of the customers through:

Exceptional quality-locally sourced ingredients

In the UK there has been an increasing emphasis on supporting sustainable sourcing and local produce. Delicious intent to partner with local suppliers and farms across Kent, Yorkshire, and Cornwall regions owned for their high-quality produce. For instance, sourcing fresh vegetables from London, New Covent Garden Market, known for its freshness and variety can ensure the ingredient's taste and quality.

Innovation in menu diversity

The diverse culture of the UK landscape offers culinary preferences and rich tapestry. Delicious plans to implement its menu to cattle to this diversity drawing inspiration from many ethnic cuisines prevent in different regions (Li, 2023). For instance, introducing traditional British fare fusion with Flavors of the Middle Eastern, inspired by thriving multicultural scenes in Manchester and London cities can resonate with consumers evolving tastes.

Customer-centric approach-service centre atmosphere

The Government of the UK's initiative towards sustainability links with the commitment to delicious eco-friendly practices. Following the renowned sustainable brand's footsteps like Pret A Manager the restaurant plant to overcome waste by adopting recyclable and compostable packaging and utilizing appliances with energy efficiency. Embracing initiatives such as the UK plastic pact to overcome waste and helping ethical sourcing through the Fairtrade certificate will be sustainability efforts' key components (Frederick and Parappagoudar, 2021).

Community engagement and support

Involving with the local community is required for the success of the brand in the UK. Delicious will activities participate in the initiatives and events of the community. For instance, collaborating with companies like Trussell Trust to donate surplus food to the banks of the food can address the security challenges of the food while fostering Goodwill within the local community (Gurung, 2021). In addition, supporting local sponsoring and charity events like the Edinburgh Festival and Notting Hill Carnival can enhance the engagement of the community and visibility of the brand.

Objectives

Expansion of the market

- To create three new locations the restaurants within the high-traffic areas of major cities of the UK such as Edinburgh, Manchester, and Birmingham within the next 18 months.
- To increase the visibility of the brand by 30% through targeted campaigns of marketing, collaboration with local influencers, and involvement with social media.

Product Innovation and differentiation

- To introduce a seasonal menu featuring locally inspired diseases to attract diverse segments of the customer like university students and staff and capitalize on the preferences of the regional.
- Local farmers and suppliers to ensure high-quality quality consistent supply and fresh ingredients (Lynch, 2022).

Enhancement of customer experience

- At that a loyalty program offering incentives like exclusive offers, personalized rewards, and discounts to derive involvement and retention of the customer.
- To organize feedback surveys of customers regularly and actively incorporate recommendations to enhance the menu and quality of service offerings (Barney and Hesterly, 2015).

Sustainability initiatives

- To overcome the usage of this single-use plastic by 50% through biodegradable packaging introduction and promoting practices of recycling within establishments.
- To source at least 70% of ingredients from sustainable and local suppliers to overcome the footprint of carbon and environmentally friendly practices (Frederick and Parappagoudar, 2021).

Community involvement

- Initiate partnerships with food banks and local charities to donate surplus food contributing positively to support the needs of the community and reduce wastage of the food.
- To conduct quarterly events like community fundraising and clean up drives to actively involve with and provide back to the local communities where Delicious is located.

Environmental audit (internal and external) for the company

Internal Audit

Internal audit includes an independent system and systematic organization of internal operations, controls, and systems evaluation to ensure risk, efficiency, and compliance management. It also aims to give insights into the company's areas, weaknesses, and strengths that require improvement (González et al. 2022). In relation to this delicious company organising an internal audit includes an examination of the internal workings of the restaurant from sourcing ingredients to administrative processes and service of the customer. It is also into the supply chain management, integration of technology, management of customer relationships, and ingredients quality effectiveness. The purpose is to find deficiencies in excellent areas that influence growth, competitiveness, and sustainability within the fast-food market of the UK.

SWOT Analysis

Strengths	**Ingredients quality sources** Delicious prides itself on sourcing fresh ingredients and locally produced food from reputable suppliers. For instance, data from the DEFRA (Department for Environment, Food & Rural Affairs) showcase increased preference of consumers for locally sourced produce in the UK. Partnering with renowned farms such as Daylesford Organic Farm and Riverford Organic Farmers ensures community support and quality (Mania and Nedumaran, 2019). **Brand reputation and loyalty of the customer** Customer testimonials and positive reviews on platforms such as Google Reviews and TripAdvisor show the base of the loyal customer (Laksono et al. 2019). The establishment's consistent quality and service of offerings have an outcome in a loyal clientele evident through referrals word of mouth and repeat visits.

Weaknesses	**Inefficiencies in the supply chain** Reports from ONS (Office for National Statistics) show issues suffered by small-scale restaurants in optimizing supply chains. Delicious faces and occasional disruptions because of reliance on local suppliers influence the availability of ingredient consistency (Dedhia, Shanmuganathan and Livis, 2021). **Integration of limited technology** Comparative analysis with larger chains shows a gap in utilizing technology for the management of the inventory and processing of the order. Competitors such as McDonald's using mobile apps for pre-ordering demonstrate the potential for advancement of the technology within the sector (Tien et al. 2020).
Opportunities	**Health-conscious consumer trends** Studies from Mintel suggest an increasing Trend in eating habits and health conscious among the consumers of the UK. Introducing options of a healthier menu and showing nutritional information link with the increasing rate of healthier alternatives to fast food (Chua et al. 2020). **Expansion into online ordering and delivery** An increase in online delivery services of the food such as Ubereats and Deliveroo shows a shifting behaviour of the consumer towards convenience. Embracing such platforms and developing ordering systems online can tap into its increasing segment of the market.
Threats	**Competitive industry landscape** Market reports from Euromonitor International show intense competition within the fast-food market of the UK. The availability of established changes such as local competitors like Burger King and KFC poses a threat to customer acquisition and market share. **Regulatory changes in sustainability practices** The Government of the UK concentrates on promoting sustainable practices and overcoming waste of the plastic in the food sector. Strict regulations on single-use plastic might need significant adjustments and raise operational

	costs in the management of waste and packaging for delicious (Panteleiev, 2023).

VRIO Analysis

VRIO analysis examines the organization, imitability, value, and reality of the company's capabilities and resources to determine a competitive edge. Here is a deep analysis of this model tailored for Delicious within the context of the UK:

Value	**Ingredients quality sourcing** The government from the Department for DEFRA (Department for Environment, Food & Rural Affairs) underscores locally sourced ingredients' significance in the food sector of the UK. Delicious commitment to sourcing locally and freshly produced ingredients links with the preferences of the consumer for high-quality and sustainable options of the food (Frederick and Parappagoudar, 2021). Leveraging relationships with the Riverford Organic Farmers suppliers gives value by ensuring environmentally and fresh responsible sourcing contributing to the uniqueness of the brand. **Customer loyalty and reputation of the brand** The company can analyse the loyalty of the customer and the reputation of the brand through many platforms like Google Reviews and TripAdvisor to show the positive reputation of the brand which is held by the company (Laksono et al. 2019).
Rarity	**Exclusive recipes and menu offering** Comparative analysis with other UK fast food chains shows Delicious manual recipe selection uniqueness. Innovative and exclusive dishes combinations that stand out in the market develop their benefit attracting customers seeking a distinctive experience of fast food. **Relationship with local supplier** Reports from the industry's studies show reliable and strong relationship reality with the UK's fast Food Industry's local suppliers. Collaborating with the independent artisanal channel producers and Daylesford Organic Farm

	gives them access to particular high-quality ingredients setting this company apart from the competitors.
Imitability	**Supply chain efficiency** Enhancing practices of supply chain management possibly through strategic partnerships and integration of technology can develop challenges for other competitors such as Subway, Burger King, KFC, and McDonald's trying to imitate this efficiency (Tien et al.2020). **Customer service and experience** Train the workers continuously and keep a culture that always puts the customers first. This type of service might be difficult for workers and a culture concentrates on customers.
Organisation	**Operational flexibility** Delicious capability to adapt the menu to locally inspired offerings. The company's agility and willingness to respond to the preferences of the consumer and trends of the market show implemented well-organized models of the business. **Sustainability Commitment** The company's initiative in sourcing sustainable products and overcoming waste is linked with the growing environmentally conscious demand of the UK.

External Audit

An external audit includes assessing factors outside the control of an organization that can impact its profitability, growth, and operations. It concentrated on analysing the external environment to understand threads and opportunities that may influence the business. Here is a special analysis conducted for Delicious company in the UK context:

Pestel

Political factors	Analysing regulations initiating taxes, labour, and food safety laws imposed on the food sector by the UK Government such as the minimum law of wage, and regulations of food standards agencies. The regulation that will be considered by Delicious while expanding the business includes

	the Food Standards Agency, National Minimum Wage, and Value Added Tax. Assessing the impact of Brexit adoption on food export or input regulations and trade agreements considering supply chain changes and disruptions (Wheelen et al. 2018). In this context, the challenges that may be faced by Delicious include exports and imports of the food between EU and UK phase additional checks and declaration of customs leading to delays at border crossing which resulted between 2021 January and March more than 2,00,000 consignments of the food were delayed.
Economic factors	Understanding consumer spending trends on dining out considering indicators of the economy like disposal income, inflation rates, and GDP growth. Examine wage trends and rates of employment within the UK food sector which can influence staffing costs for Delicious. Under the national minimum ways, the company said the minimal early rate that employers must pay to workers (Barney and Hesterly, 2015). The rates are very dependent on age and also are updated by the government regularly. The company will also ensure the rights of the workers in relation to holiday entitlement, rest breaks, and working hours.
Social factors	According to industry reports South American, middle eastern, and East Asian cuisine has increased in recent years. Chains like Wahaca's special lines in Mexican cuisine have expanded across the UK by implementing their menu to diverse tastes. This shows catering success to multicultural needs (Gurung, 2021). In relation to this, the company can draw inspiration from the market of London Borough renowned for its diverse stalls of food offering cuisine across the world.
Technological factors	Delicious will analyse the influence of technological advancement in delivery apps of the food, preparation of food automation, and online systems of ordering along with ensuring compliance with the laws of data protection GDPR if adopting the collection of the data of the customer through an online platform.

Environmental factors	Delicious will evaluate the need for eco-friendly packaging, sourcing from sustainable suppliers, and overcoming wastage of the food linking with the UK concentrates on the conservation of the environment (Frederick and Parappagoudar, 2021). The company will also ensure climate change potential impacts on supply chain and crop yield which could impact prices and availability of ingredients.
Legal factors	The company will monitor the changes in the law of food labelling along with considering environmental regulations for example ban on single-use plastic and even consider health and safety that influence all operations. By ensuring compliance with the regulations of the competition to maintain the practices of the fair market within the fast-food sector the restaurant can capture a wider segment of the market and appeal to consumers changing tastes (Hill, Schilling and Jones, 2017).

Five Forces

Porter's 5 forces model access competitive forces impacting companies' Strategies and market. By following this model here is how it implements Delicious a small-scale restaurant of fast food in the UK planning to expand:

Threat of New Entrants	The fast-food market of the UK is highly competitive and dominated by reputable chains such as Burger King, KFC, and McDonald's. Their brand recognition and economy of scale create challenges to the new entrance (Tien et al. 2020). The main issue of Delicious would be setting startup costs, creating a brand, and access to prime locations which can be significant hurdles for the new entrance.
Suppliers bargaining power	Delicious sourcing locally which may have supplier mixtures. While supporting local communities Reliance on the particular local suppliers could also limit the power of the bargaining. The company creates strong relationships and partnerships with the organic farm suppliers so it can overcome supplier risk increasing bargaining or crisis toughly (Mania and Nedumaran, 2019).

Bargaining power of buyers	Shifting of consumer preferences towards the healthier and locally sourced option shows an opportunity for Delicious to offer effective products. Utilizing the platforms of online delivery such as Ubereats and Deliveroo may give exposure to a wider base of the customer but also increase the transparency of the price influencing the overall power of the buyer bargaining.
Substitute threat	Increment in health-conscious consumers might also lead to substitutes such as meal kits, healthier options, and home-cooked meals impacting traditional sales of fast food (Verawati et al. 2023). The fast-food convenience remains a strong comparative benefit but options of ring convenience like ready-to-cook meal kit pose a threat.
Competitive rivalry	Besides major chains smaller local it is offering niche and specialised cuisine pose competition. The distinctive identity of the brand can help the company to stand out in the competitive market (Marpaung, Pratomo and Wicaksono, 2019). For example, using the unique Identity of culinary, brand, and storytelling narrative, better options for promotion and marketing, etc.

Evaluation of strategic options available for the organization and selection of the best fit strategy

To evaluate the options of strategy for Delicious and select the strategy for the best fit for the sustainable competitive edge. Here are two frameworks that will be used such as green strategy value chain, and corporate social responsibilities.

Corporate social responsibility

Adopting a strategy of CSR includes integrating environmental and social concerns into the operations of the business. For Delicious, this might include initiatives such as supporting local communities, promoting practices of ethical sourcing, and reducing the footprint of carbon. The benefits of this include enhancing the reputation of the brand, fostering goodwill for the community, improving long-term sustainability, and attracting consumers (Frederick and Parappagoudar, 2021). Delicious can commit to overcoming the wastage of food by donating the surplus food to local charities as well as adopting the practices of sustainable packaging to overcome the influence of the environment.

- **Ethical responsibility:** Emphasizing ethical responsibility includes conducting honesty, fairness, and integrity in the business. For Delicious, this entails ensuring fair workers' treatment, transparent practices of business, and ethical sourcing. Adopting fair practices of labour also ensures an inclusive and diverse workplace, and sourcing sustainably and ethical ingredients from trusted suppliers such as Riverford Organic Farmers for the dairy, fruits, and vegetables products, Packaging Free Range and Cotswold Chicken certified by the Royal Society Cruelty to Animals prevention, and more others can also the ethical responsibility of this company.
- **Social responsibility:** This pertains to the influence the business has on society aiming to positively contribute to the communities it operates. For Delicious, this includes inclusivity promotion, addressing societal requirements, and involvement in the initiatives of the community to address social challenges like the development of the community and insecurity of food. Partnering with the local food shelters and banks to organize events of the community, and donate surplus food to increase healthy eating awareness, and programs of sponsoring education for the underprivileged youth in the operation of restaurant areas (Chua et al. 2020). For example, a partnership with "The Trussell Trust: organization can ensure food does not go to waste and also supports those in the requirement within the community. Further, partnering with the "Health London Partnership" in London can also concentrate on teaching members of the community about healthy eating importance, along with offering cooking demonstrations of nutritious featuring yet affordable meals by using the available ingredients at the restaurant.
- **Environmental responsibility:** It revolves around overcoming the environmental influence on the organization. In this context, Delicious involves the implementation of sustainable practices, conserving resources, and waste reduction. Adopting recycling programs, using eco-friendly packaging, implementing energy-efficient practices, and efficient management of the inventory will also be considered by the company. By adopting the composting organic waste initiatives, investing in renewable energy or energy-efficient appliance, and switching to recyclable packaging, the company can easily make its operations eco-friendly (Mania and Nedumaran, 2019).

Green Strategy: Implementing the green strategy includes incorporating the practices of environmentally friendly into all business aspects. This might include sourcing organic, eco-friendly packaging, minimizing consumption of energy, and locally produced ingredients. The

benefits of this can be reduced the ecological footprint, differentiate the market brand, and appeal to the environment-friendly conscious consumers. For example, Delicious can shift towards biodegradable packaging for takeout orders along with showing its commitment to actively promote such marketing campaigns initiatives and locally sourced organic products (Mania and Nedumaran, 2019).

Value chain analysis: In this part, the company will utilize the analysis of the value chain framework to find the activities where it can reduce costs and develop value. For the company, enhancing the quality of food, improving the service of customers, and optimizing the supply chain could be focal points. The benefits of this are to find operational improvement, enhance overall efficiency, and streamline process areas leading to improved quality and savings of the cost (Verawati et al. 2023). Delicious can invest in technology for the management of the supply chain ensuring reduction of waste, improving the efficiency of the services, and fresher ingredients as well.

Inbound logistics: It includes procuring and sourcing efficient ingredients while maintaining standards of quality. Delicious can optimize inbound logistics by developing partnerships with local suppliers ensuring fresh delivery on time and locally sourced ingredients to London, Manchester, and Edinburgh outlets. For instance, sourcing fresh produce from the "New Covert Garden Market" in London.

Operations: Operations refer to the processes included in serving and preparing meals while ensuring quality and consistency, Delicious can also concentrate on maintaining standardized recipes, investing in the training of workers, and streamlining operations of the kitchen to ensure consistent service and quality of food across all the locations. Using efficient equipment of cooking such as cooktop induction, and energy ovens efficient can also improve overall operations (González et al. 2022).

Outbound logistics: It includes delivering the prepared meals to effectively manage the customers. Adopting efficient partnering and delivery systems with 3rd party services of the delivery such as Uber Eats and Deliveroo can also enhance the outbound logistics ensuring reliable and prompt delivery to the customers in the different areas while overcoming the times of the delivery.

Marketing Sales: It includes the activities of attracting customers and promoting offerings of the restaurant. In this concept, the company can leverage the platforms of social media, collaborate with food bloggers or local influencers, and localized campaigns of marketing to

increase awareness of the brand in each city. For example, Trendy Shoreditch, Richmond or Greenwich family friend areas, Students in University areas, Northern Quarter-Hipster Scene, Families in Suburban Areas, and others.

Service: Service encompasses the experience of the customer involving workers' interactions and overall ambiance. Delicious can also prioritize the exceptional service of the customer by training the worker to deliver a welcoming and warm experience. Ensuring an inviting and cozy ambiance in each outlet also contributes to encouraging the loyalty of the customers and a positive experience of dining.

Firm Infrastructure: Firm infrastructure includes managerial and administrative aspects that also support the value chain. Strengthening the processes of administrative, utilizing centralized operations technology like customer management, and cloud-based software for the tracking of inventory, and adopting an efficient system of inventory management can enhance the overall infrastructure of the firm.

Best Fit Strategy

The most suitable strategy of CSR for Delicious to enhance its competitive edge can revolve around the initiatives focused on community tailored to each specific requirement of the city. For example, partnering with local charities addressing food insecurity, sponsoring educational programs for underprivileged youth in collaboration with local NGOs, and organizing events that support cultural and local artists programs. For healthy nutrition and eating promotion, conducting seminars and workshops on healthy eating for busy professionals will also be adopted by the company (Chua et al. 2020). This strategy will also helpful for Delicious to collaborate with local sustainability companies to promote green initiatives such as implementing practices of energy efficiency and overcoming the waste of food.

Implementation and execution of the Strategy

There are various strategy models that can be used to execute and implement business "Delicious". Each model offers different perspectives on the development of strategy and can complete one another in guiding the process of implementation:

Ansoff Matrix

- **Market Penetration:** For Delicious, increasing its share of the market within London includes launching loyalty programs, and targeted promotions. For instance, offering

meal or discount combos during particular days/hours or creating a system of loyalty cards rewarding the customers frequently (Kurniawan, Iswahyudin and Suciati, 2020).

- **Development of the market:** Expanding to new cities in the UK shows a "Delicious" opportunity to reach untapped markets. This expansion might include opening outlets in cities such as Manchester, and Edinburgh, leveraging the recognition and success of the brand developed in London.
- **Product development:** Introducing healthier options of menu link with the growing UK health consciousness. For example, Delicious could also innovate by offering low-calorie and plant-based items on the menu to cater to the changing needs of consumers for healthier eating (Chua et al. 2020).
- **Diversification:** Delicious to diversify into the related segments like packaged products and food and catering services within the UK market, particular approaches and strategies can be considered in the form of catering services (corporate events, social events, and online presence), packaged products of the food. For example, expanding catering services to social events such as parties, birthdays, and weddings offering particular menus and options of flexible service to cater to varying preferences and sizes of the event.

Porter Three Generic Strategy

Delicious can adopt this model within the competitive UK fast food sector:

- **Cost Leadership:** Cost leadership includes overcoming the cost of the operation to offer the products at lower prices in the sector. For Delicious, this could mean negotiating better deals with the suppliers, streamlining the efficiencies of the operations, overcoming costs without the quality compromising, and optimizing the supply chain (Marpaung, Pratomo and Wicaksono, 2019).
- **Differentiation:** This strategy concentrates on offering the unique services and products that set the brand apart from competitors. For Delicious include creating signature dishes, and innovative item of food, and emphasizing premium ingredients that distinguish it from other chains of the fast food. For example, Japanese-inspired cuisine in a communal setting of dining gives a unique experience that attracts customers looking for diverse ambiance and Flavors.
- **Focus:** Develop this strategy to serve a particular segment of the market or niche exceptionally well. Delicious might also target particular demographics such as

families, and health-conscious consumers in niche market such as specialized cuisines to cater to the unique needs (Birru, Sudarmiatin and Hermawan, 2022).

BCG Matrix

The BCG matrix also known as the Growth Share Matrix classifies the organization portfolio of the product into the core categories such as Dogs, Cash Cows, Question Marks, and Stars.

- **Stars:** It shows the high share of the market and growth of the services and products. In the Delicious context, such could be the items on the menu that are experiencing sales rapid growth. For example, the newly launched premium salads have received popularity among health-conscious consumers in many locations across London (de Brito, 2019).
- **Question marks:** Question Marks are also high growth but also the low market share of the products. Such might be new ventures and items on the menu that have received a significant share of the market. For example, by introducing a plant-based burger line the company can cater to the increasing need for vegetarian choices (Blanco-Gutiérrez, Varela-Ortega and Manners, 2020).
- **Cash Cows:** Cash cows are a high share of the market and low-growth products. Such are the developed items with a stable base of the customer. For example, the classic fries and burger combo at "Delicious" standards is the cash cow and has consistently maintained the biggest share of the market over the years.
- **Dogs:** Dogs have a low share of the market and growth products. Such might be items on the menu that have limited sales or lost their appeal (Ko, 2022). The options of dessert at "Delicious" have seen sales decline recently, particularly the variant of cake. Despite being on the menu for years, it has lost its appeal outcoming in slowing down sales and diminishing its share of the market.

Different monitoring tools to monitor the Strategy

- **Customer surveys and loyalty program Data:** To monitor the strategy, the company will collect feedback through surveys concentrating on satisfaction with the new items on the menu such as plant-based burgers and premium salads (Gurung, 2021). Analyse engagement and sign-ups in the loyalty programs introduced in the locations of London. Further, the company will also utilize the POS data to track the newly introduced items' sales performance in particular outlets across Edinburgh, Manchester, and London.

- **Financial analysis and data of the government:** Conduct a cost reduction measures detailed analysis using the data of the UK government on the food industry margins and costs for the benchmarking is the first priority of the company to monitor the strategy. Further, there are other activities are also available which will be focused on by the company by evaluating the renegotiated contracts of supplier influence on expenses. Leverage the reports from the Agency of UK Food Standards to gauge the needs of the consumer and trends of the industry in relation to particular trends of dietary impacting the behaviour of the purchasing, and preferences of consumers in relation to healthier habits of eating. In this context, as per the UK government data, the restaurant market of this country also be worth £18.3bn in 2025. The market of the UK restaurant is also forecast to see a compound CAGR (annual rate of growth) of 1% from 2022F-25F to look the recovery of the market to slow from the 2022F- 25F to -1/5% CAGR, up from the 2019-22F in -4.0% (Chua et al. 2020).
- **Competitor analysis and research of the market:** Analyse the competitor's market share data in London, Edinburgh, and Manchester using the data from market research firms and industry reports to compare the performance of Delicious in different regions. The company will plan to be involved in the studies of consumer behaviour to understand the particular cuisines or categories of food popularity within different demographics in many cities of the UK (Seagraves, 2020). For example, London might exhibit a huge demand for international cuisines because of the diverse individuals while Manchester might have the needs inclined towards traditional dishes of British. Further, the company will also explore how cuisines of Middle Eastern, Mediterranean, and Asia influence particular areas and how this influences the needs of the consumers.
- **Operational efficiency metrics:** Adopt the control measures of quality regularly and audits particular to the menu items leveraging the safety regulations and standards of UK food given by the government bodies. In this concept, the company will measure the efficiencies of the operations in the new utilization of the resource and time of the product preparation using benchmarks and internal data against the standards of the industry (de Brito, 2019). In relation to this, Delicious can impede the Critical Control Points and Hazard Analysis (HACCP) principles for the new items on the menu. Organize regular sessions of training for kitchen workers on the certifications and practices of food safety like Level 2 Food Hygiene certifications which are also recognized hugely in the food sector of the UK. Audit can also verify the chilling plant

based on the patties and burger, and correct cooking temperatures to overcome bacterial growth (Blanco-Gutiérrez, Varela-Ortega and Manners, 2020).

- **Market trend monitoring:** It utilizes the reports from the National Statistics or the Agency of the Food Standards of the UK office to track the consumer needs trends in the healthier options and preferences for locally sourced ingredients. For example, ONS data shows the increasing trend in low-calorie food, and plant-based consumption across many age groups "Delicious" could also consider more options for introduction catering to such needs (Blanco-Gutiérrez, Varela-Ortega and Manners, 2020). Furthermore, by accessing the FSA report, the company can also gauge the importance place of the consumer knowing the food origins and their needs for the locally sourced produce. If the reports of FSA show the inclination of consumers towards the need for restaurants and supporting local farmers that emphasize locally sourced ingredients, the company can also promote the items on the menu that prominently feature such locally sourced components (Lynch, 2022).

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