



Module code: **BMSW4006**

Module: **Managing Enterprise in the 21st Century**

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Assignment title: **Managing Enterprise in the 21st Century**

EXECUTIVE SUMMARY (Bubu Marius Calin Mucioniu)



Tastyous

Tastyous represents *a new generation of fast-food and delivery restaurants* that are serving tasty and nutritious food which is cooked daily and ready to eat in our locations or delivered right at the customers door.

Our **business concept** is offering our customers a healthy alternative to conventional fast food, in our restaurant or through our delivery services. The main points of the concept are:

- Tasty and healthy fast food.
- Food menu that is optimized with the help of a nutritionist.
- The food is prepared by our team of skilled chefs.
- Everything is fresh and cooked daily.
- Meal can be ordered for the entire day and calculated to meet specific dietary requirements.
- Customer service at the highest level – for us clients are like family, we do not see them just as a source of revenue.
- Positive impact on the environment: green packaging and recycling, reducing food waste, delivery using electric vehicles only, offsetting the carbon footprint of the company through a voluntary contribution.

Our **main objective** is to offer a better alternative to the choices available on the market today. This means better food quality, having a positive impact on reducing things such as obesity or metabolic diseases, without damaging the environment. We believe that economic growth, at the core of every company, is still possible through an ethical and “green” sustainable business model.

Our **target market** consists of those individuals who value and invest in their health and free time, especially those aged between 25-45 years old whose busy lifestyles sometimes prevent them from achieving the goal of a healthy nutrition throughout the day.

Our customers are looking for fresh and tasty food – alternatives to ready meals from the supermarket or foods found in other fast-food restaurants, which can sometimes be prepared

weeks before being sold, often containing low quality ingredients or unhealthy food additives, a lot of sugar, salt and saturated fats, etc. They also tend to be very busy, which means they do not have the time to worry about buying the ingredients, preparing the meals, and cleaning afterwards, nor spending time going to a restaurant (time consuming, higher costs).

To reach to new customers and increase our sales, we will be using certain marketing strategies, such as being active and relevant on the social media platforms, collaborating with influencers to help us reach to as many people as possible, offering discounts and bonuses to customers referring us to others, offering free samples to new customers, making sure we are visible offline as well, building a loyalty and rewards program etc.

Some of the **growth opportunities** we identified:

- There is a high demand on the market for healthier fast food options.
- Food delivery services have been growing in the past years, especially due to the Covid-19 pandemic restrictions, as a lot of people switched to working from home.
- Reaching out to companies and managers who are interested in their employees' health and wellbeing, offering them better food catering alternatives.
- It can be a great alternative for seniors, who are living alone.
- Collaborating with gyms and fitness instructors to promote our business.
- It is a scalable business model, and in the future we are thinking to look into franchising options and expanding to other major cities.

The main *purpose of this business plan* is to lay the foundation of our company's vision, mission and strategy, ensuring we outline our main objectives.

Table of contents

EXECUTIVE SUMMARY	2
BUSINESS DESCRIPTION AND HISTORY	5
BUSINESS STRUCTURE	9
PRODUCT OR SERVICE DESCRIPTION	11
MARKET ANALYSIS AND TRENDS.....	13
OPERATIONS	19
TECHNOLOGY PLAN.....	21
MANAGEMENT AND ORGANIZATION	22
SOCIAL RESPONSIBILITY AND SUSTAINABILITY	23
DEVELOPMENT, MILESTONES AND EXIT PLAN.....	24
FINANCIAL DATA.....	25
APPENDIX.....	29
REFERENCES	30
ANNEX 1 – PRESENTATION MANAGING ENTERPRISE IN THE 21 ST CENTURY	31

BUSINESS DESCRIPTION AND HISTORY (Bubu Marius Calin Mucioniu)

We have all heard the expression “Time is money”, but this has become more and more a reality today, in which people need to manage their time as efficiently as possible. Thus, in recent years, the concept of fast food has developed more and more, as people try to spend as little time as possible in terms of buying and preparing food. However, this modern lifestyle has also brought some problems regarding long-term health of the consumers such as obesity or diabetes. Nowadays more people are looking for healthy alternatives, to lead a healthier lifestyle, but also with the benefits of fast food. Observing these current trends, we can say that people are now looking for food that is convenient, healthy, but also environmentally sustainable.

Analysing the existing offers on the market, as well as these emerging needs of the consumers, we launch TASTYOUS – a new concept of fast-food restaurant and delivery. Through this we are introducing our customers to a better alternative to conventional restaurants that are on the market today.

TASTYOUS – a new concept of fast food

The new business will be named ‘Tastuous’ and will be a *simple partnership* company, managed by 5 partners, 5 people passionate about health and food, trying to make a positive impact on the wellbeing of our customers. All five of us will have our own responsibilities, divided equally between us, enabling us to meet our goals and run the business as successfully as possible.

Our *company’s mission* is to offer our clients tasty and delicious food, daily cooked, ready to eat in our locations or to be delivered swiftly right at their door or office.

Our restaurant will be opened daily, ready to welcome those looking for a healthy alternative to conventional fast-food. We will also be offering subscription-based delivery services from Monday to Saturday, providing a complete menu covering all the meals of the day. The clients must place their order the day before, through an app or directly by calling us and will receive it in the next morning, at a previously agreed time.

DAILY FOOD MENU DELIVERY WITH SUBSCRIPTION-BASED OPTION

What we are offering our customers:

- Healthy, fresh, nutritious, and delicious food, cooked daily for them.
- The option to order meals (3 courses and 2 snacks) that covers their needs for an entire day, ensuring they can achieve their individual dietary goals even on the busiest day.
- Our food is prepared by our chef using products that are naturally abundant in the current season.
- A nutritionist supervises the recipes in our kitchen, calculating and optimizing it constantly, making sure it is well balanced and meets all the nutritional requirements.
- No headaches when it comes to placing the order. Our clients will be able to choose what is the best option for them to place the order: on our website, using our mobile app or via telephone.
- The guarantee that us together with them contribute to a better, greener world. We strive to use green packaging and recycling options for it, our menu includes as many seasonal produces, locally sourced, trying to minimize as much as possible the food waste – which is another modern problem seen in today's modern way of living. Also, for delivery, we only use electric vehicles or scooters.

There will be a *variety of food menu options* to choose from:

- Balanced (based on the Mediterranean diet principles)
- Active (for those who need some extra proteins)
- Vegan (plant-based diet, dairy and gluten free)
- Fish and veggies (for those looking for alternatives to poultry and red meat)

What will our clients receive when they order food for the entire day:

- 5 meals (Breakfast, Lunch, Dinner and 2 healthy snacks)
- Based on their daily caloric needs, there will be 4 options: 1200 kcal, 1600 kcal, 2000 kcal, 2400 kcal.

What does the client have to do?

- Place the order, for 1 day or an entire week, the day before he would like to receive his first order (until 2 pm), letting us know where and at what time he would like to have us deliver it to him (between 6 am to 10 am)
- He can personalize his order according to his specific needs by choosing the type of diet and with how many calories he would like his meals prepared. If he is not sure what the best option is for him, our colleagues will offer him all the necessary support

in this regard (taking in considerations his body mass index, activity level or whether he has any dietary restrictions, like gluten intolerance for example)

- Give us his feedback, in real time, so that we are able to make sure we offer the highest quality service possible, in all the aspects (food, delivery, customer service etc.)

RESTAURANT

The food served in our restaurant will follow the same 4 principles as the delivered food: it is convenient, fast, healthy and tasty.

Our restaurant will be opened daily, between 8 am to 8 pm from Monday to Saturday, and between 10 am to 6 pm on Sunday. The location will be easily accessible for customers, especially those who are in a hurry, and do not want to travel too far or spend too much time looking for a parking spot etc.

Besides the regular food cooked according to our daily menu, which follows the same principles and options like the subscription-based service, in our restaurant our clients will also find:

- A fresh salad station where they can customize their own salad, choosing between a variety of ingredients that are fresh and healthy.
- Fresh juices and smoothies
- Coffee (with regular / plant-based milk) as well as other beverages (matcha latte, turmeric latte)
- A variety of lemonades (honey, ginger, elderberry, forest fruit etc.) and tea or iced tea (black, green, fruits, herbal etc.)

Who do we work with?

To be able to meet our goals and offer the best experiences to our customers, our employees and collaborators must share the same vision and mission with us.

Our business will have the following departments, that will be managed by the 5 partners:

- Customer service and call centre
- Food preparation and restaurant staff
- Logistics and supply chain
- Marketing and Financial
- Packaging and delivery

In order to work with the best specialists, we will also have to outsource certain services, such as a Nutritionist consultancy, IT (website and app developers, search engine optimization

specialists), Accountancy, collaborating with Marketing specialists (Social Media Strategists, Influencers)

Where do we see Tastyous in the future?

There is a significant growth potential for this type of business, as customers nowadays are concerned about maintaining a healthy lifestyle while preferring to spend more money in this matter. They are also leading busy lives opting to have more time and energy to spend with their families and loved ones or allocate more attention to their hobbies.

We can also observe the changes that took place in the work environment after the debut of the Covid-19 pandemic, where the work and study routines have shifted at home have almost entirely replaced the classic office or university setup. As the restaurant's locations were closed during the restrictions imposed by the pandemic situation, and customers were spending more time at home with some experts estimating that the number of delivery and takeaway orders have increased exponentially during this time. (Deloitte study: delivery and takeout orders increased by 14% since the COVID-19 outbreak, driving restaurants to rethink their physical footprints, 2021).

Taking all the above into consideration, we will be able to expand the business in the next couple of months, covering a larger area for delivery and opening several other locations in the next years. This can also be obtained through franchising our business and expanding to other major cities.

As we are a young and dynamic team we are extremely confident in our ability to grow and expand the business. We consider this concept to be not only beneficial for our customers and all other parties involved in it, but at the same time it is a business that can provide meaningful career opportunities, have a positive impact in the community and be an example for others to follow.

BUSINESS STRUCTURE (Ana-Maria Iurco)

Our business legal structure determines how we will do business in the future. It is vital to get it right. I have done a research and I have seen the common types of legal structure. Based on this I decided which one may be right for our business.

The most common business structures for start-ups and small businesses are:

- Sole trader
- Partnership
- Private limited company

Each one has different implications for the way you run your business and pay tax.

Sole trader businesses are usually small, and easy to set up. As a sole trader, you own and get to make all the decisions about your business, and you can keep all the profits. You must register for Self-Assessment with HMRC and fill in a tax return each year. Record-keeping and accounting are relatively uncomplicated. As a sole trader you are personally responsible for the business's debts. A sole trader structure is attractive for individuals who provide a specialist service, for example, businesses like plumbers, hairdressers, consultants and contractors. It is a rapid and simple way to start-up.

Partnership. There are three types of partnerships:

1. **Simple partnerships** - you and your partner, or partners, are responsible for the business. You share the profits and each partner pays tax on their share. In this type of partnership, all partners are liable for any business debts that arise and bills for things you buy, such as stock or equipment. When you set up a simple partnership you must choose a name, register with HMRC and choose a nominated partner. Nominated partner is responsible for managing tax returns and keeping business records.
2. **Limited partnerships** - are between at least one general partner and a limited partner. In this type of partnership, the general and limited partners have different responsibilities for any debts. All partners must pay tax on their share of the profits. This structure has higher reporting requirements than simple partnership. When you set it up you must choose a

name, register with Companies House, have a registered address, known as your principal place of business, and appoint general and limited partners.

3. **Limited liability partnerships** - LLP is between two or more members. Each member pays tax on their share of the profits but is not liable for the debts. A limited liability partnership also has more detailed reporting requirements than a simple partnership. When you set up an LLP, you must choose a name, register with Companies House, have a registered address, appoint at least two designated members and give an agreement that says how the LLP will run.

Private Limited Company must have at least one director. The company is legally separate from the people who run it, and it can be limited by shares or guarantee. It can keep any profits it makes, after paying tax. When you set it up you must choose a name, register with Companies House, have an address for the company, appoint at least one director, have at least one shareholder, in addition to memorandum and articles of association.

Each legal structure has its advantages and drawbacks. I was thinking and researched thoroughly about all of them and find the one which fits for our business the most. This is Simple Partnership.

Firstly, partnership because there are 5 people in our group, including me. I have chosen the simple partnership because I thought this is the best for us. We are beginners, none of us had or has experience in business, therefore we should choose the easiest option for us, for the moment. Also, I think it is a great idea to work together but still each of us will have their responsibilities and will pay the same amount for taxes. In my opinion for the future, it will bring just success and we will not have any misunderstandings.

PRODUCT OR SERVICE DESCRIPTION (Ana-Maria Iurco)

In our business we will provide product and service for our customers. Our shop is based on healthy food. How we all already know most of us love fast food. Because it is fast, tasty and very convenient for a lot of people. I have made a research, and this is what I found:

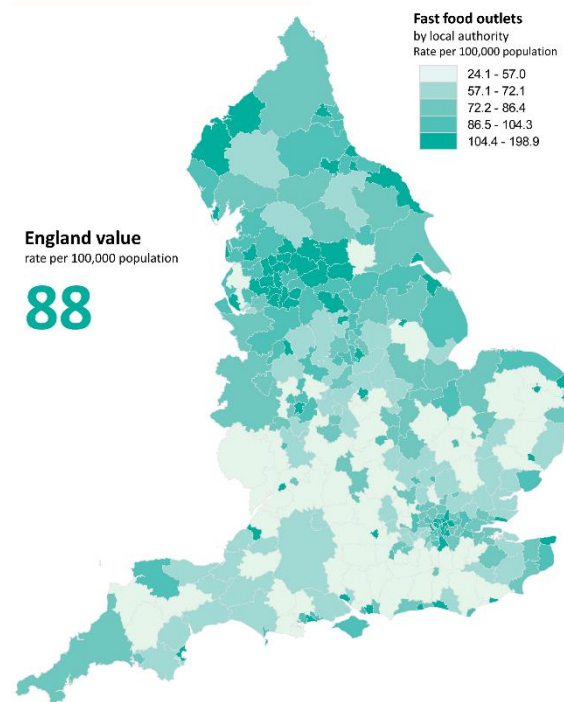
‘A fifth of adults and children eat takeaway meals at home once a week or more and 75% of people reported eating out or buying takeaway food in 2014 (compared to 68% in 2010)’

(Alison Tedstone, Obesity and the environment – the impact of fast food, 2016).

Also, she says: ‘Not all fast food is unhealthy, but it can be high in calories, saturated fat and salt, plus low in fibre, fruit and vegetables – a recipe for trouble as we battle high levels of obesity in both children and adults.’

So, if we’re going to reduce obesity – a leading cause of ill health and premature death – we can’t ignore the environments that impact on the food choices we make.’

Therefore, we decided to open our mini restaurant, which will be based on a healthy but in the same time tasty and fast food. I know this is not going to be easy, but we have the ideas in our heads, and I think it is going to be supported by many people. How we already seen obesity is one of the most dangerous disease in our century. Here I have a image about the density of fast food outlets in England:



We will ask for help of a nutritionist who is going to help us to build the healthy meals. The calories and sugars will be counted. Also, we will not carry just about the food but also about drinks. How we know sodas, which are so popular across people contains a lot of sugars and unhealthy ingredients. We will provide for our customers just healthy drinks made from natural ingredients, such as lemonade, iced teas or matcha coffee.

Matcha, like coffee contains caffeine, but instead of coffee it is much healthier and gives more energy. Matcha is a green tea but besides that it has much more benefits, for example:

- It is the queen of antioxidants- One cup of matcha has as many antioxidants as 10 cups of brewed green tea and far more than coffee.
- It gives you a clean caffeine hit- a matcha hit provides 34mg of caffeine, which is the same as a cup of brewed coffee and half the amount of an espresso.
- It also boosts the metabolism and burns fat.
- It banishes bad breath.

Here also I have written some healthy alternatives to unhealthy food & snacks:

- ✓ Chocolate- Dark chocolate
- ✓ Chips- Sweet potato Wedges or Kale chips
- ✓ Ice cream- frozen yogurt
- ✓ Burgers- chicken burgers made from cereal bread or: We will make our burgers leaner and greener. For a heart-healthy burger, we will easily use a lean meat (turkey, chicken, salmon) or a veggie patty and do away with any cheese. To cut the carbs, we will swap out the buns for lettuce, portobellos, or sweet potato rounds.
- ✓ Crisps-Popcorn

- ✓ Sweets- dried fruits
- ✓ Cake- Banana bread
- ✓ Milkshakes- Smoothies
- ✓ Soda-Fruity sparkling water
- ✓ We will make pizza without the dough. You can still enjoy all the saucy and cheesy goodness of pizza without the carbs. Our Pizza-Stuffed Zucchini and Portobello Pizzas will be delicious low-carb options that give you way more nutrients than regular pizzas. It will be full of veggies and is about 400 calories per serving.
- ✓ Baked Chicken Wings instead of Fried Chicken Wings.

And many other dishes that can replace the junk food. We really hope that with the time we will replace all the fast-food restaurants and encourage the people to eat healthier.

In our restaurant we will have take-away meals but also, we will have some tables, for the customers which will want to eat in. Also, we will focus on the environment. All our packages and take away cutleries will be biodegradable. We will reduce the plastic in our stores and minimise waste. Also, we will try to replace the plastic bottles with the glass bottles.

MARKET ANALYSIS AND TRENDS (Cosmina Bengus)

A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

Our business plan is about a restaurant and the name of it is 'Tastyous', we are going to sell healthy food because there are a lot of unhealthy restaurants and fast food on the streets.

The age group for the product we aimed at is from two years old babies to the oldest people.

We will sell just healthy products for children and the elderly as well. We will have meals, take-away and the delivery is free.

The market

- Our customers will be individuals and businesses.
- Now I am going to describe our typical customer. For example, John is 20 years old, and he is always coming to eat at our restaurant, he has blonde hair, blue eyes, weighs 197 pounds and is 5 foot 11 inches tall. He lives in Southgate with his wife and works in an office all day. He loves to learn how to cook healthy food and he is very interesting about it. He recommended us to at least one friend and was very happy with his purchase so would buy from our restaurant again.

- We will build our customer base by promoting our business on social media, asking for opinions, and maintaining excellent customer support and services.
- I think many customers will choose to buy from us because we are different from our competitors. For example, our offers are attractive, the food is fresh, we are having free delivery, and good customer service.

Marketing plan

Business opportunities in the market

The importance of sustainability management has increased considerably in different sectors like IT industry, hospitality, industry, consumer goods, and retail industry. Customers in developed countries have also become conscious about the importance of improving sustainability performances and therefore, they choose brands that try to achieve growth by adopting sustainable ways. Therefore, the large companies, especially the multinational corporations, always prefer availing consulting services for resolving sustainability issues and making the customers aware of their CSR activities (Yang and Basile, 2019).

Considering these facts, it can be said that the consultancy firm the opportunity to run business successfully in both domestic and international market.

The Marketing Department is interested with finding out the needs and wants of potential customers and promoting the company's products or services.

The main functional activities carried out by the marketing department are:

- **Advertising**

We are a group of five and we would like to advertise our business by:

- Social Media Marketing is a platform that will help us a lot to make our business known through Instagram, Facebook, and our website page. For example, we will create an Instagram account, and everyone can follow us there to see what we have on the menu and what are the offers of the day, also when they are eating at our restaurant, they can add location tag and we will reach more customers. We will have our website and they can order from there because we are going to do take away with free delivery, and when someone is tired or very busy, can order very simple and will get the order at their house.
- Email marketing is an effective way to reach clients. The company can send mass mails to people and business organization to make them aware of its services that can help the clients to resolve their sustainability challenges (Lies, 2019).

- Radio. For example, if we advertise our business on radio, there will be a lot of people listening every day, and they can tell their family about it.
- **Market Research**
Market Research is the process of determining the viability of a new service or product through research conducted directly with potential customers. Market research helps a company to discover the target market and get opinions and feedback from customers about their interest in the product or service. We will do this through surveys, product testing, and focus groups. It can be done also by, phone research, face-to-face interviews, and online market research. For example, a telephone operator can collect information or organize focus groups, and this method is easy and very good at collecting information from our customers.
- **Promotion**
We will have daily offers and every day will be different. We will do 'Buy one and get one free', but every day different meal or different juices. I think this is going to be a good idea because people always like to try something new. This can also help our business to reach more customers and to be known by our offers.
- **Selling Products**
Me and the other partners from my group need to make sure that we are selling the products at the correct pricing. We will talk to our accountant, and we will also try to have products for everyone, not to be too expensive and no one can buy something from our restaurant. The prices will be very well thought out so that everyone can come to eat at us. There will be offers every time for the client to be happy, to feel good and to come again.

Marketing Strategy

A marketing strategy is a business's game plan for reaching prospective consumers and turning them into customers of their products or services.

Social Media	I chose this marketing strategy because is very helpful and nowadays everyone is using social media, and this can help us	£ 4.000 per month
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	to promote our business easily.	
Email Marketing	I also chose email marketing strategy because we can reach a global audience, it is easy to share for everyone and there is going to be low costs.	£ 1.500 per month
Total Cost:		£ 5.500 per month £ 66,000 per year

Competitor Analysis

Name of the business	Product/Service	Price	Strengths	Weaknesses
Own Business	Dry products Fresh fruits Natural Juices Salads Fruits Salads	From £ 3.00 - £ 15.00	1. Good customer service. 2. Fresh food. 3. Free Delivery. 4. Take-Away. 5. Offers 6. Good reviews.	1. More difficult to promote. 2. Small menu. 3. Limited seating
Detox Kitchen	Fish Fruits Salads	From £ 6.00 - £ 25.00	1. Take-Away. 2. Nice location.	1. Not free delivery. 2. Small menu.

	Meat Vegetables		3. Good customer service.	3. Wait a few hours to get your order.
The Key to Food	Chicken Rice and vegetables	From £ 5.00 - £ 27.00	1. Special Offers. 2. Fresh food. 3. Good products.	1. Higher price. 2. Bad reviews. 3. Staff without experience. 4. Not take-away.

Swot Analysis

STRENGTHS	WEAKNESSES
- Great value products - Loyal customers - Close to the customer - Situated in a nice location - Product Quality - Good ambience - Good feedback from consumers - Friendly staff - Nice design	- No company application - More difficult to promote - Lack of quantitative goals - Small menu - Financial risks

OPPORTUNITIES	THREATS
- Grow customer loyalty - Attract new customer through special offers - Grow on social media - Demand for home delivery services	- Rising fixed costs - Home delivery competitors - Competitors providing more "value add" - Poor ratings on review website - Competitors located nearby

Unique Selling Point (USP):

Unique Selling Point

"Eat healthy for a healthy life"

Me and my group chose this USP because it sounds nice, and I think that we will attract the customers to come and eat at our restaurant and they will always remember that if you eat healthy you are going to have a healthy life. When they will hear "Eat healthy for a healthy life", their mind will go straight away to think about our business and, they will tell their friends and family about it.

Trends

- Personalization

In these days you need to personalize your marketing. For example, personalized content, products, email, personalize your Instagram account for business.

- Social Messaging Apps

Social media is very important and very useful. The reasons to use Social Messaging Apps are:

- Deliver information
- Regain Potential Customers
- Boost Sales
- Cultivate Contact

- Visual Search

For example, some customers are more likely to search online and to see where they would like to go out for eat, and they will also look for the online review from our customers.

- Social Media Stories

For example, Snapchat, Instagram, Facebook, they came out with 'My Story', and you can add the restaurant where you are eating.

The benefits of Social Media Stories are:

- Opportunity to reach younger audiences.
- Add location tags.
- Increased traffic to your web page
- Website Security
For example, when a visitor is going on your site for the first time, they will think about your security, and the more important thing is when they are making a payment online, they must be safe. If they do not feel safe, they will not hang out around, and you will lose some customers.
- Listen to your customers - To run a business and to have a successful restaurant, we always must listen our customers and their needs.

OPERATIONS (Ioana Stefania Ursu)

The marketing mix is using to handle the market plan. The marketing mix contains 7Ps, like Product, Price, Place, Promotion, Process, People, and Physical evidence (Jain, 2013). Along with this, the product is an important marketing mix element to gain a new customer. Here, this new business will need to produce good quality healthy food naturally. As well as, packaging of the products is also needed to attract customers. Apart from this, pricing will be also important to gain a customer base. If this new company produce high pricing product then consumers did not purchase products from Savor Organics, therefore customer's friendly pricing will be beneficial for the upcoming business. Moreover, according to places, the new business will be available online and offline in both places, therefore, consumers will purchase needed products online and offline when they want. In these aspects, consumers need to co-operate with the company also for the growth of the new company.

Moreover, this new company promotes its company on social sites. This is because in recent times peoples are using social media regular basis. Then the promotion in social media will be more beneficial for the upcoming company. Along with this, the new company will create their brand image and also will increase their brand images through social media. Besides

this, new companies need to process good and healthy quality food and think of some new methods of packaging and delivering online and offline both products. Moreover, to get more consumers company will need to provide friendly service. As per the new company, they will need clean and safe outlets and will create a good logo for their company, which are the physical evidence for the new business.

5. Operational Strategies

Some of the major operations that are to be taken into consideration by the business of Savor Organics within the UK are as follows:

Handling E-commerce channels: As the mission and vision of the company is to focus on delivering healthy food products online, there is a need for the business to set up an online retailing channel such as their own E-commerce website (Tolstoy *et al.*, 2020). An E-commerce website will allow the online ordering of products and tracking of goods to the customers, which will resolve the limitation of the health-conscious customer feeling stressed to find healthy food products at physical retail outlets.

Managing customer complaints and feedback: In order to maintain transparency in business, Savor organics require undertaking and resolving customer feedback regularly. The particular business operation will increase in brand recognition among customers and suppliers so that the rise in satisfaction level in terms of effective product delivery and resolving any sort of customers' queries or feedback shall increase the scope of business profitability (Picken, 2017).

Managing revenue, machines, and stakeholders with business: Some of the other operations that are to be undertaken by the company throughout its business lifecycle within the UK are managing return on investments, tracking the increase in profit through measuring customer traffic, equipping and deploying highly developed machines to produce, package, and in-house deliveries within the production unit (Hampel *et al.*, 2020). The organisation also has to focus on managing suppliers' interests since they are the crucial players within the business that assure the availability of healthy food products in almost every season of the year.

TECHNOLOGY PLAN (Ioana Stefania Ursu)

Integrating E-commerce channel with CRM platform: With the help of this technological development, the company can suitably track customer relations. They can attain effective reviews upon the delivered products, which will allow the business to integrate improvement within business deliverables (Kampani and Jhamb, 2020).

Use of AI through chatbots for resolving customer feedback: The use of chatbots will allow the company to timely resolve customer feedback, which can be escalated to higher management so that there are least negative experiences for the business in the long run within the UK (Kurachi et al., 2018).

Use of cloud computing platform for storing customers' preferences and supplier data, business statistics, a record of market research: With time, the customer base and numbers of suppliers within the business shall increase during the maturity stage of the product lifecycle. Therefore, maintaining a record of customers' preferences and suppliers attributes recorded so far can be done with the help of cloud-based software to make the

overall process leaner and dedicated to achieving a greater extent of satisfaction from the business (Simeone *et al.*, 2021).

MANAGEMENT AND ORGANIZATION (Elena Sinziana Spulber)

SOCIAL RESPONSIBILITY AND SUSTAINABILITY (Elena Sinziana Spulber)

DEVELOPMENT, MILESTONES AND EXIT PLAN (Ana-Maria Iurco)

Our first and the most important development milestone is to open as many restaurants as we can. Because this will help the society to eat much healthier and be healthier. This way we will reduce the obesity and many other diseases that can be caused by junk food. Such as high risk of obesity, depression, digestive issues, heart disease and stroke, type 2 diabetes, cancer, and early death.

‘There are various junk food diseases lurking behind that lip-smacking pizza or a gorgeously presented grilled sandwich. Not many are aware, but junk foods can trigger serious non-communicable diseases that are often life-threatening.’ (nikita@docmode.com, Jan 24, 2020).

How is said in this statement there are various diseased that can be hide behind a slice of pizza or a burger which is made of unhealthy ingredients. Therefore, it is so important for businesses like ours to expand and not just in UK. But in many other countries around the world the same. Because, this problem is not met just in United Kingdom, but in many other countries abroad.

Our business has many chances for exit plans and development because food is essential. Especially healthy food. It is for all age categories, for any gender or nationality. This is why we have so many plans and hopes for the service and product we provide. We want to reduce all the shops with junk food to the minimum and encourage our society for a healthy lifestyle. And this is not just about the food, but we will try to encourage many lifestyle goals for a healthy living, such as:

- Get adequate rest daily (a minimum of 7-8 hours of sleep daily)
- Get regular physical activity (Between 30 and 60 minutes every day)
- Eat more plant-based foods (Aim for at least 5 (up to 9 is recommended) servings of fruits and vegetables daily)
- Eat more whole-grain breads and cereals.
- Choose healthy fats.
- Achieve/Maintain a healthy weight.
- Be free of dependence on tobacco, illicit drugs, or alcohol.
- Maintain a cheerful, hopeful outlook on life (Choose to see the good side of life. Be happy. Laugh a lot.)
- Spend quality time with family or friends daily.
- Take time daily for spiritual renewal.

FINANCIAL DATA (Cosmina Bengus)

Finance is defined as the management of money and includes activities like investing, borrowing, lending, budgeting, saving, and forecasting.

The main functional activities carried out by the finance department are:

- **Raising finance**
We will apply for bank Loans and grants to raise extra finance.
- **Preparing Budgets**
- **Preparing Final Accounts**

Budget formation

Activities	Estimated Cost
Service Designing	£10000

Business promotion	£35000
Development of office	£20000
Implementation of digital marketing techniques	£30000
Recruitment and selection	£20000
Employee Training	£15000
CSR activities	£50000
TOTAL	£180,000

Personal Survival Budget

<u>Section</u>		<u>Monthly Cost (£)</u>
<u>A</u> Estimated Costs	Rent	
	Council Tax	£120.00
	Gas, electricity, and oil	£250.00
	Water rates	£80.00
	All personal and property insurances	£300.00
	Clothing	£100.00
	Food and housekeeping	£350.00
	Telephone	£50.00
	TV license	£40.00

	Subscriptions (clubs, magazines)	£0.00
	Grocery shopping	£100.00
	Car tax, insurance, service, and maintenance	£0.00
	Credit card	£100.00
	National Insurance	£50.00
	Other	£100.00
<u>B</u>	Total Costs (£)	£1,640.00
<u>C</u> Estimated income	Income from family/partner	£700.00
	Part time job	£1,200.00
	Working tax credit	£200.00
	Child benefits	£0.00
	Other benefits	£0.00
	Other	£0.00
<u>D</u>	Total Income (£)	£2,100.00

Sales Assumptions

Sales

Month	Salads	Juices	Meals	Others	Total sales value (£) per month	Average sales value per day*
1	£1,000.00	£1,600.00	£3,000.00	£3,000.00	£8,600.00	£286.67
2	£1,500.00	£1,200.00	£4,500.00	£2,200.00	£9,400.00	£313.33

3	£1,200.00	£2,000.00	£4,600.00	£1,700.00	£9,500.00	<i>£316.67</i>
4	£1,100.00	£2,505.00	£4,400.00	£3,200.00	£11,205.00	<i>£373.50</i>
5	£3,000.00	£1,200.00	£3,700.00	£6,000.00	£13,900.00	<i>£463.33</i>
6	£1,800.00	£2,000.00	£3,900.00	£5,900.00	£13,600.00	<i>£453.33</i>
7	£3,500.00	£2,400.00	£4,000.00	£2,000.00	£11,900.00	<i>£396.67</i>
8	£4,100.00	£2,200.00	£4,100.00	£2,200.00	£12,600.00	<i>£420.00</i>
9	£5,000.00	£1,100.00	£3,600.00	£4,000.00	£13,700.00	<i>£456.67</i>
10	£4,500.00	£1,990.00	£2,499.00	£3,200.00	£12,189.00	<i>£406.30</i>
11	£2,200.00	£1,200.00	£3,000.00	£2,800.00	£9,200.00	<i>£306.67</i>
12	£6,000.00	£3,000.00	£2,200.00	£3,300.00	£14,500.00	<i>£483.33</i>

Costs of sales

Month	Salads	Juices	Meals	Others	Total cost of sales (£) per month	Average cost of sales per day*
1	£900.00	£1,000.00	£3,000.00	£1,000.00	£5,900.00	<i>£196.67</i>
2	£1,000.00	£1,200.00	£2,500.00	£1,200.00	£5,900.00	<i>£196.67</i>

3	£1,200.00	£1,400.00	£2,000.00	£1,000.00	£5,600.00	<i>£186.67</i>
					0	
4	£1,000.00	£1,000.00	£1,900.00	£600.00	£4,500.00	<i>£150.00</i>
					0	
5	£800.00	£1,200.00	£4,000.00	£800.00	£6,800.00	<i>£226.67</i>
					0	
6	£900.00	£1,500.00	£3,000.00	£800.00	£6,200.00	<i>£206.67</i>
					0	
7	£1,300.00	£1,600.00	£2,500.00	£900.00	£6,300.00	<i>£210.00</i>
					0	
8	£1,200.00	£1,200.00	£2,800.00	£700.00	£5,900.00	<i>£196.67</i>
					0	
9	£1,000.00	£1,000.00	£3,100.00	£1,000.00	£6,100.00	<i>£203.33</i>
					0	
10	£900.00	£2,000.00	£2,000.00	£600.00	£5,500.00	<i>£183.33</i>
					0	
11	£900.00	£1,800.00	£1,000.00	£900.00	£4,600.00	<i>£153.33</i>
					0	
12	£1,000.00	£1,900.00	£1,600.00	£900.00	£5,400.00	<i>£180.00</i>
					0	

APPENDIX

LOGO:



Tastyous

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Annex 1 – Presentation Managing Enterprise in the 21st Century



Managing Enterprise in the 21st Century

- Student's name:
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Today's Agenda

- Introduction
- Aim and objectives
- Company's mission and vision
- Legal requirements
- Organisational structure
- Marketing
- Finance
- Operations
- Human resources
- SWOT Analysis
- Pestle

Introduction

- **TASTYOUS**
 - *a new generation of fast-food and delivery restaurant*
 - tasty and nutritious food, daily cooked
 - ready to eat in our locations or distributed right at the customer's door.
- **5 PARTNERS:**
 - passionate about health and food
 - positive impact on the client's wellbeing and the environment
 - bringing a new concept in the fast-food industry

Aim and Objectives

- The aim of the business is to offer customers **a better alternative** to the choices available on the market today
- The objectives are:
 - **To set up** our website, app and open the location
 - To become **visible** on both the online and offline market
 - To launch **marketing campaigns** – make ourselves known to the public
 - **To expand** our delivery area and customer network
 - **To have a scalable** business model

Company Mission and Vision

- Our *mission* - the food we serve to our customers will always be **convenient**, **fast**, **healthy** and **tasty**.
- Our fast-food *business concept* :
- Our nutritionist looks closely at the recipes we use, making sure they are nutritious
- Everything is **fresh**, cooked daily by our chef
- **Subscription** based option with meals for the entire day or served in our locations.
- Customer service at the highest level.
- Negative impact on the environment.

Legal Requirements

- **Business structure: Simple Partnership**
- Because we are 5 people in this group.
 - Easiest and most suitable for us.
- Working together but each of us will have their responsibilities and we will pay out taxes separately.
- It will avoid any misunderstanding or conflict which can occur for future

Choosing a
legal
business
structure



Organisational structure



In a food shop are working many people in different positions. The kitchen has its separate employees and in the shop are different ones. Here I have some essential roles which will be in our food store for the first time.

- **The manager**-A manager is kept in charge of recruiting, supervising, and training his fellow staff members.
- **Executive chef**-As the head chef of the food store, he is in control of all the kitchen affairs. He is responsible for hiring and training the people working in the kitchen.
- **Line cook** - They assist the executive chef and ensure that all the prep work has been done at each station before the kitchen opens.
- **Servers**-As the front-of-the-house people, servers are representatives of your customer service.
- **Financial Manager**-The financial manager job is to inspect and analyze all the finances of the restaurant.
- **Marketing manager** - He will deal with the marketing strategies.

Product and Service Description

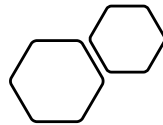


- We will provide product and service. Our shop will be based on healthy food.
- Based on 'A fifth of adults and children eat takeaway meals at home once a week or more and 75% of people reported eating out or buying takeaway food in 2014 (compared to 68% in 2010)' (Alison Tedstone, Obesity and the environment- the impact of fast food, 2016).
- Therefore, we decided to open our mini restaurant which will be based on a healthy but at the same time tasty and fast food.
- Help of a nutritionist.
- Healthy drinks.

Product description

- Chocolate Dark chocolate
- Chips- Sweet potato Wedges or Kale chips
- Ice cream frozen yogurt
- Burgers- chicken burgers made from cereal bread
- CrispsPopcorn
- Sweets- dried fruits
- Cake- Banana bread
- MilkshakesSmoothies
- Soda-Fruity sparkling water
- We will make pizza without the dough. You can still enjoy all the saucy and cheesy without the carbs. We will have Stuffed Zucchini and Portobello Pizzas will be delicious and options that give you way more nutrients than regular pizzas. It is full of veggies and is about 400 calories per serving.
- Baked Chicken Wings instead of Fried Chicken Wings

Marketing



- A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

Marketing Cont...

- The main functional activities carried out by the marketing department are:
 - **Advertising** (Social Media, Instagram, Facebook, Radio, and our website page)
 - **Market Research**

For example, a telephone operator can collect information or organize focus groups, and this method is easy and very good at collecting information from our customers.

- **Promotion**

We will have daily offers and every day will be different. We will do "buy one and get one free".

- **Selling Products**

Me and my partners from my group need to make sure that we are selling the products at the correct pricing.

Marketing Cont...

Marketing Strategy

Social Media	I chose this marketing strategy because is very helpful and nowadays everyone is using social media, and this can help us to promote our business easily.	4.000 per month
Email Marketing	I also chose email marketing strategy because we can reach a global audience, it is easy to share for everyone and there is going to be low costs.	1.500 per month
Total Cost		5.500 per month 66,000 per year

Finance

- Finance is defined as the management of money and includes activities like investing, borrowing, lending, budgeting, saving, and forecasting.
- The main functional activities carried out by the finance department are:
 - Raising Finance
 - Preparing Budgets
 - Preparing Final Accounts



Finance Cont...

Budget formation

Activities	Estimated Costs
Service Designing	10.000
Business promotion	35.000
Development of office	20.000
Implementation of digital marketing techniques	30.000
Recruitment and selection	20.000
Employee Training	15.000
Total	130.000

Finance Cont...

Sales

Month	Salads	Juices	Meals	Others	Total sales value (£) per month	Average sales value per day*
1	£1,000.00	£1,600.00	£3,000.00	£3,000.00	£8,600.00	£286.67
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12	£6,000.00	£3,000.00	£2,200.00	£3,300.00	£14,500.00	£483.33

Finance Cont...

Costs of sales

Month	Salads	Juices	Meals	Others	Total cost of sales (£) per month	Average cost of sales per day*
1	£900.00	£1,000.00	£3,000.00	£1,000.00	£5,900.00	£196.67
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3	£1,200.00	£1,400.00	£2,000.00	£1,000.00	£5,600.00	£186.67
4	£1,000.00	£1,000.00	£1,900.00	£600.00	£4,500.00	£150.00
5	£800.00	£1,200.00	£4,000.00	£800.00	£6,800.00	£226.67
6	£900.00	£1,500.00	£3,000.00	£800.00	£6,200.00	£206.67
7	£1,300.00	£1,600.00	£2,500.00	£900.00	£6,300.00	£210.00
8	£1,200.00	£1,200.00	£2,800.00	£700.00	£5,900.00	£196.67
9	£1,000.00	£1,000.00	£3,100.00	£1,000.00	£6,100.00	£203.33
10	£900.00	£2,000.00	£2,000.00	£600.00	£5,500.00	£183.33
11	£900.00	£1,800.00	£1,000.00	£900.00	£4,600.00	£153.33
12	£1,000.00	£1,900.00	£1,600.00	£900.00	£5,400.00	£180.00

Operations

Some of the major operations that are to be taken by the business Tastyous within the UK are as follows:

- As the mission and vision of the company is to focus on delivering healthy food products online
- Integrating E-commerce channel with CRM platform. With the help of this technological development the company can suitably track customer relations.
- With time the customer base and numbers of suppliers within the business shall increase during the maturity stage of the product lifecycle.

Operations Cont...

- The use of chatbots will allow the company to timely resolve customer feedback .
- The twenty first century managers, around the world experienced mixed emotions .

Operations Cont...

- Their previous experience did not prepare them to face the challenges posed by a very large number of advances in information technology, including the emergence and growing power of the Internet. But a large part of them introduced a combination of these terms:
- * Globalization
- * Advanced technology .
- * Network association, in which key results and productive assets are rational

Human Resources

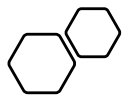
- People who **share** the same **vision** and **mission** with us.

5 main departments :

- Customer service and call centre
- Food preparation and restaurant staff
- Logistics and supply chain
- Marketing and Financial
- Packaging and delivery

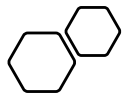
Services externalization:

- Nutritionist
- IT
- Accountancy
- Marketing



SWOT Analysis

STRENGTHS	WEAKNESSES
- Great value products - Loyal customers - Close to the customers - Friendly staff - Good feedback from customers	- No company app - More difficult to promote - Lack of quantitative goals - Small menu - Financial risks
OPPORTUNITIES	THREATS
- Grow customers loyalty - Attract new customers through special offers - Grow on social media - Demand for home delivery services	- Rising fixed costs - Home delivery competitors - Competitors is located nearby - Competitors providing more "value add"



PESTLE Analysis

Political factor	• The UK food retailers are obliged to follow the regulations in conjunction with the General Food Regulations 2004 that set the rules about the transportation, distribution, quality, hygiene, maintenance, advertising and selling of food and its substances. • Labor, accounting and internal marketing laws must be followed.
Economic Factor	• Understand consumer taste and preferences • Most of income will be from our selling food in store • Must focus on customers' needs and feedbacks
Social Factor	• Lifestyle factors of the consumers may affect our products • We must adapt and introduce more ideas • Demographic influences, such as Age and generation groups, • Sex, gender or sexual orientation • Nationality • Race • Educational level
Technological Factors	• We will use the finest and safest technology • We will have constant changes in the technology as well as opportunity, as well as threat
Legal Factor	• We will follow health and safety standards • How food should be transported, stored and prepared.
Environmental Factor	• Must operate in an area where healthy lifestyle and healthy eating is promoted and welcomed.

Conclusion

- Conventional fast-food restaurants are being replaced, as the **market demands** are continuously changing.
- We meet the needs of our customers, who want more than a fast and tasty meal, but also one that is **healthy**.
- In **our vision** about fast food and food delivery, we pay special attention to aspects such as the **quality of the products** offered, good level of **customer service**, but also the protection of the **environment**.

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