

Business Title: Delivery-In a Flash

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Cover Letter

Dear Mr/Ms

Attached to this letter is a plan for our business, Delivery-in A Flash. We have carefully considered the needs of our business and why it will be a good and safe investment for the future. We hope you will consider all the details explained in our business plan.

Central London is a busy place, and we are confident that our company will be successful. We wanted to have a company that would meet the needs of our customers but at the same time be eco-friendly. Our business plan shows that we have invested around £ 500,000 and in 4 years we can make a profit of around £ 1 million.

At the same time, the CO2 footprint emitted by the company is minimal, contributing to the plan to keep London as clean as possible from pollution.

Thank you for your interest and consideration in this regard. I understand that your time is valuable and if you would like to discuss more details about my business plan with us, we are always available. Thank you.

Sincerely,

Gabriel Alexandru Rotaru

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Introduction

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

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

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

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

According to research, the food delivery market is not saturated and covers only part of London. The results of night delivery market research were also considered. These facts show that the demand for food delivery services is growing rapidly and that the existing proposals do not fully satisfy it. After conducting market research and weighing all the fears and risks, the team of entrepreneurs decided to open their own business in the field of fast-food delivery, as well as related services (their delivery). With the help of PESTEL analysis, our company has identified the main external forces in the environment that shape an effective strategy and competitive landscape.

Delivery-In a Flash is a company that assumes responsibility in the development of the business without affecting the environment, people's lives, and infrastructure, developed based on a very well-structured plan and calculated with the help of environmental experts, the medical system and construction experts, a successful business only works in a clean world with healthy people.

Delivery-In a Flash aims to give a chance to all the inhabitants in the vicinity of the warehouses the chance to work in a well-established company, offering a job workshop for

the candidates to play the most suitable role in a friendly company. Any candidate is trained to be efficient and to work much easier, it also needs employees to evolve.

Our business is a limited liability company, divided between the 5 founding members. Its profits and liabilities are divided equally between them. From a tax and liability point of view, owners will have different levels of liability in the event of a misconduct or lawsuit. The company's structures are created for a fast communication between them, which together with the feedback from the clients, leads to a great efficiency of the company, with a good balance between costs and profit.

Because our operations are based in London, we place a strong emphasis on reducing downtime by optimizing store-to-customer travel, resulting in an eco-friendly company. Collaboration between the departments of the organization is essential for achieving this goal and the development of the company.

The interaction of our company between its various departments is critical, as programs and strategies must be created to grow the company, and forecasts issued using evaluated operational information are used to plan, budget and coordinate delivery processes with optimum efficiency. At the same time, market and demographic analysis help us understand the dynamics of the market and potential customers, to create new connections with customers and predict the evolution of the company.

2.0 Marketing

Our market plan is to offer customer the most cheap and fast method to deliver parcel from them to consignee. Our target market is to work with new businesses in food and parcel industry. We offer our customer access at our website, creating a free account, a friendly place for everybody, easy to use and very detailed, customer can have a slot in our van for parcel only with one click, we collect same day and delivery to consignee next day. We develop this system to make people and business live more easy, when they want to send a parcel.

Market situation is in danger because we have a lot of competitors more old on the market place, we offer to customer all what they can do, because we learn from mistakes made by them.

Market segment is low budget.

3.0 Finance

We have investment in our company 500.000 pound and 1.000.000 pound profit, we work with bank money, because in business is never good to work with our money, from the profit we give back 30 percent to the bank, with rest of money we can invest in new equipment and our fleet.

4.0 Operation

Our management organization is :

- Mihaita Ceo
- Gabriel Fleet Manager
- Ghenguta Finance Manager

-Elena Workforce Manager

-Vira Marketing Manager

5.0 Human Resource and Administration

We have human resource centre in every our depo , a place where people around our depo can find a job and to be training dependig their skill , they can give a test to find the most good position for them in a short time if accept our ofert they can start work with us . Our human resource centre bring every day 100 people , we want to invest in people around our depo to ofer them a better life , and a relax job .

Development,milestone and exit plan

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

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

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

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

6.0 Tools and Theories

Our tools is Swot Analysis and Pestle Analysis

Swot Analysis :

- Strengths: •We are available at all times of the day and night (24 hours a day, seven days a week
- Own website and ordering call-service available
- Our logistics services cover a larger area in Central London and surroundings areas.
- A strong team with qualified personnel.
- Client loyalty.
- A discount program is available to regular clients.
- Weaknesse: •Our financial resources are limited.
- We currently do not have a smartphones app.
- We are a small business company.
- We're a brand-new company with no history.
- Our customer base is small.
- We exclusively work with a few partnerships.
- Opportunities: •An introduction of innovative services.
- New routes are being developed.
- Delivery times will be cut.

- Increasing the number of clients.
- We use modern hybrid vehicles.
- Attracting new investors and partnerships.
- Threats: •Competition from large companies.
- Variability of product trends.
- Economic crisis.
- Rising electricity prices.
- Natural disasters.
- Internal conflicts between owners.

Pestle Analysis:

- Economic: •Economic stability
- Economic growth after pandemic
- Inflation
- Technological: •New technologies
- Automation
- Digitization
- Environmental: •Pollution

Recycling

7.0 Conclusion:

Our small company have the chance to change delivery industry , and grow up , remove pollution and people emotion when send a parcel , because we offer people real service at high quality and a cheap price .

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