



BUSINESS PLAN



Module Title: **Enterprise and Entrepreneurship**



Module Code: **LCLM 4006**



Assessment: **Individual Presentation Pitch**



Student Name: **Vira Olaniyi**



Student Number: **2509519**



Lecturer's Name: **Dr Charles Oham**

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Introduction



My name is **Vira**



Business Student



Kitchen Assistant at JD Wetherspoon



Previous experience at McDonald's



Passion for healthy food



Future business owner



OVERVIEW OF THE BUSINESS IDEA



Fresh Fuel Food Truck

A mobile food truck selling:



Healthy bowls



Wraps



Smoothies



Fresh juices



Healthy snacks

Every meal includes:

- ✓ Calories
- ✓ Protein
- ✓ Carbohydrates
- ✓ Fat
- ✓ Ingredients





OVERVIEW OF THE BUSINESS IDEA



Why is this business needed?

Today's customers:

- ✓ have busy lifestyles
- ✓ eat lunch away from home
- ✓ want healthier choices
- ✓ want to know exactly what they are eating



Fresh Fuel solves this problem by offering quick, nutritious meals with clear nutritional



Legal Format and Management Structure



Sole Trader



Advantages



Easy to start



Low registration costs



Full business control

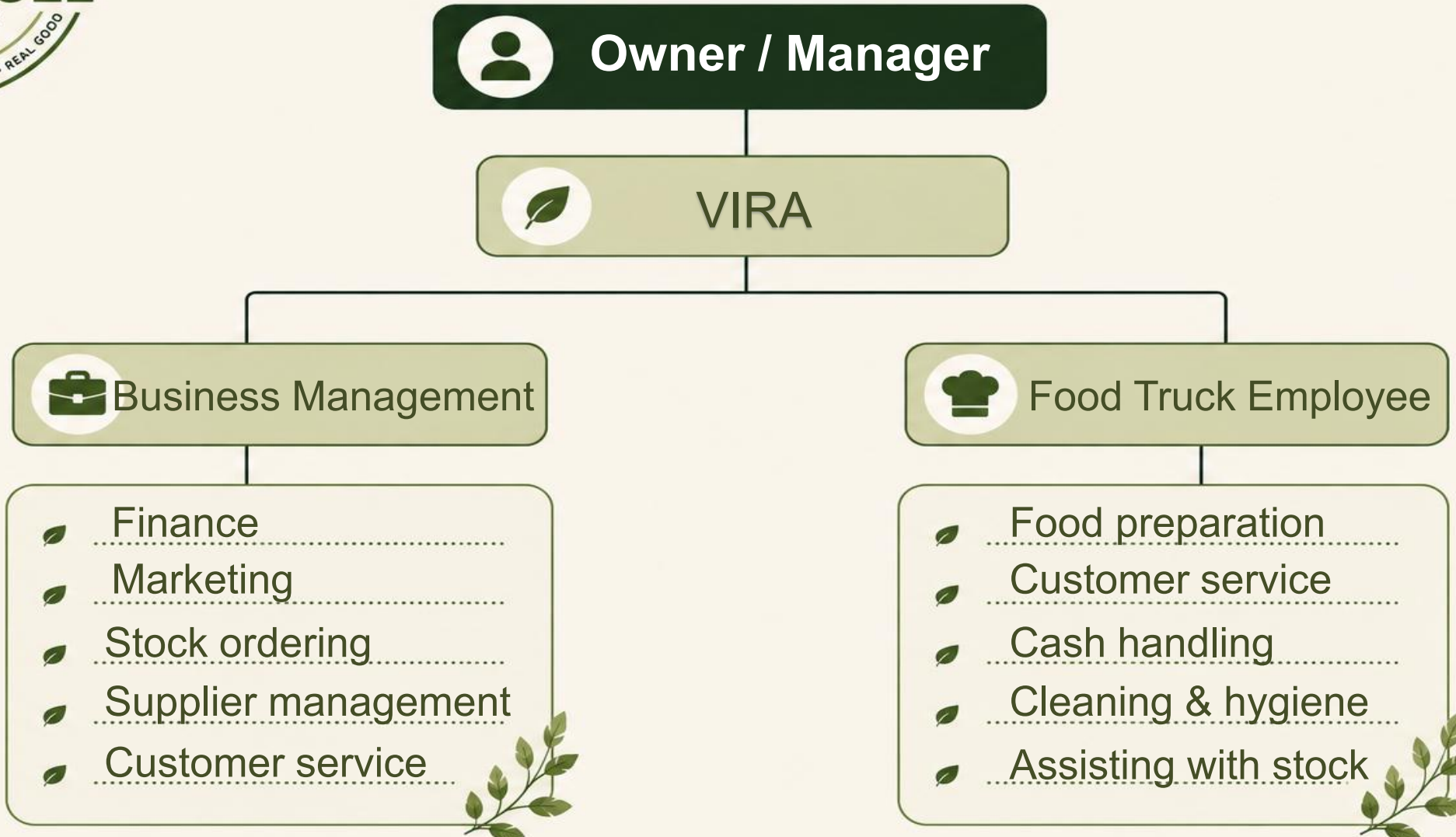


Simple decision-making





An organisational chart of a business





PESTEL Analysis

 Factor	 Impact	 Business Strategy
 Social	More people choose healthy lifestyles	Offer healthy meals with nutrition labels
 Technological	Online ordering and social media	Social media + QR ordering
 Environmental	Demand for sustainable packaging	Use recyclable packaging



MARKETING STRATEGIES

Fresh Fuel splits the market into client segments based on geographic, demographic, and psychographic factors.



Geographic Segmentation

- Canary Wharf
- Greenwich
- Stratford
- Universities
- Gyms and fitness centres



Demographic Segmentation

- Adults aged 18–45
- University students
- Office workers
- Gym members
- Busy professionals
- Health-conscious families



Psychographic Segmentation

- Customers who:
- Value healthy lifestyles
- Exercise regularly
- Have busy lifestyles
- Sustainability



Marketing Strategies



Target Market

- Busy professionals
- Students
- Gym members



Positioning

- Healthy
- Fresh
- Affordable
- Convenient



Unique Selling Proposition (USP)

"Healthy food made simple, transparent and convenient."

- ✓ Nutritional information on every meal
- ✓ Fresh local ingredients
- ✓ Eco-friendly packaging
- ✓ Fast service
- ✓ Affordable prices

Financial Summary

Investment capital needed = £41,000

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Fixed Cost	£4,970	£4,970	£4,970	£4,970	£4,970	£4,970
Variable Cost	£2,950	£3,140	£3,350	£2,950	£3,140	£3,710
Total Cost	£7,920	£8,110	£8,320	£7,920	£8,110	£8.680
Total Revenue	£8,000	£8,500	£9,000	£8,000	£8,500	£10,000
Net Profit / Loss	+£80	+£390	+£680	+£80	+£390	+£1,320



Why Invest in **Fresh** Fuel Food Truck?

Benefits:



Growing healthy food market.....



Fresh & nutritious meals.....



Transparent nutritional
information.....



Eco-friendly packaging.....



Supports local suppliers.....



Growth potential.....

Conclusion



✓ Healthy food
made convenient



✓ Sustainable business
model



✓ Clear customer
value



✓ Strong growth
potential

References



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Thank you
for your
time.



FRESH & NUTRITIOUS
Healthy meals made with
locally sourced ingredients.



MADE WITH CARE
Every dish is prepared
fresh daily with passion.



SUSTAINABLE
Eco-friendly practices
for a better tomorrow.



ON THE GO
Convenient, wholesome
food wherever you are.



Do you have
any questions?



**NUTRITIONAL
TRANSPARENCY**
Clear information for
healthier choices.



CONVENIENCE
Quick, fresh and
made for your day.



ECO-FRIENDLY
Sustainable packaging
and low waste.



COMMUNITY FOCUSED
Bringing people together
through good food.