

Strategic Business Plan - Yum Food Truck

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Strategic Business Plan for a Small Business

YUM TRAVELS FOOD TRUCK

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Executive Summary

The report details a strategic business plan for setting up a food truck. As the introduction to the business idea, it explains how the business by the name Yum Travels Food (YTF) will be set up, the business model the company will assume and its unique selling point. Subsequently, the report lists the business' strategic goals by stating its vision, mission, and strategic objectives. Furthermore, the report conducts a SWOT and VRIO analysis that shows the internal factors that will affect Yum Travels Food and scans the business environment by the external business environment through a PESTEL analysis and an analysis of Porter's Five Forces that will externally affect YTF. After that, with the help of Mendelow's Matrix, the report analyses the internal and external stakeholders and their levels of power and interest in the business. Documents also provide strategies that the company can use to grow. It achieves this with the help of the strategy in the Ansoff matrix and analysis of Porter's Generic strategies as part of the strategies available to YTF. The analysis is followed by justifying the differentiation strategy as the chosen strategy for the business.

Introduction to the business idea, business model and its uniqueness

Yum Travels Food will be a food truck business that will provide healthy traditional Romanian food and not only around the United Kingdom at special events and festivals. The food to be sold will be prepared in a commissary kitchen. YTF will be packed in a food truck in adherence to health and safety regulations and transported to different areas to bring it closer to customers. The truck will be fitted with food warmers that will ensure that the food items remain warm and fresh, such as dry and moist heat equipment. The food prepared for sale will depend on the nature of the occasion at which the food truck will be selling. However, the business will focus on preparing and offering healthy foods that have been confirmed to be good for one's health by helping in weight loss and managing lifestyle diseases such as diabetes and hypertension. In line with the idea of healthy foods, YTF intends to prepare and sell foods around the United Kingdom that have minimum calories and are rich in proteins, vitamins and essential minerals, traditional Romanian food, and dessert. The said foods have been chosen for their health benefits, which means they will be in demand most of the time, thus bringing in constant revenues for the business. The business model will be based on providing customers with value for their money by availing healthy dishes at their desired location while warm and fresh for consumption. Most existing food truck businesses offer junk food, such as fast food, that is known

to compromise the health of their consumers (Lakshmi, 2021). YTF will be unique because, unlike such businesses, it will offer healthy traditional Romanian and other dishes that promote the health of its customers.

Set up strategic direction and goals.

The business's vision:

Enhance the general health of our team, community, and environment by providing delicious and healthy dishes that contribute positively to the happiness and fulfilment of customers.

The mission statement:

Be the industry leader in healthy and quality foods by offering customers organic traditional food that consistently and reliably promotes their health and overall satisfaction.

Business Objectives:

- To Increase monthly net sales by at least 5% in the first year.
- To Introduce two new menu items after every three months for the first three years.
- To hire five top-tier chefs in the first five years.
- Achieve at least four Google reviews in the first two years of operation.

A detailed description of the Business Objectives can be consulted in Appendix G.

The above objective meets the SMART as it specifies the minimum rating targeted, it is measurable as the business rating on Google reviews can be quantified, it is achievable as the target of a rating of four is achievable with the top quality chefs within the business' capacity, it is relevant a high rating is essential to the business, and it is timebound as the company has a maximum of three years to achieve it.

An Internal Environmental Scan

SWOT Analysis

- Strengths

Healthy food – selling healthy foods to customers around the UK is a massive strength for YTF because it sets the business apart from its competitors who sell junk foods.

Experienced staff – YTF will hire only the best and most skilled chefs to prepare healthy foods and fresh fruit and vegetable juice for its customers. The experience of the chefs will be the business's strength as it will lead to the preparation of quality foods capable of outcompeting the competition.

Brand Recognition – YTF, a brand, will be thoroughly marketed as a quality food brand to all potential customers. The marketing campaign will create brand awareness that will strengthen the business as people will be able to recognise and remember the brand.

- Weaknesses

Costly production – the ingredients for healthy foods are often organic produce that is costly in the UK market (Rauber et al., 2021). This will increase the production cost for the business, which will be a weakness compared to other restaurants and food truck businesses that offer cheap, unhealthy foods.

Less experience in the food truck business - as a startup, the business will need more experience and information about the details of the food truck business. This will serve as a weakness as experienced businesses in the same market will have the advantage of knowledge.

- Opportunities

A social Shift toward healthy foods – the population of the UK is shifting toward a preference for organic and healthy foods (Güney and Sangün, 2021). This comes after the pandemic, where the spread of the Covid-19 virus made many people health-conscious. Therefore, there is an opportunity for YTF to grow its market size from the increasing number of people preferring to eat healthy foods.

Technology – the rise in popularity of digital media is an opportunity for the food truck to market its services to large numbers of people at low prices. Technology in other areas, such as

refrigeration, dry heat equipment, and moist heat equipment, also presents an opportunity to food trucks to ensure quality preservation of the food items (Lichy et al., 2022).

- **Threats**

Competition – there are restaurants that offer healthy foods to customers in the United Kingdom (Bagwell, 2020). Such restaurants will threaten YTF's success as they already enjoy a market share in their areas.

Legal requirements – ²⁹ The United Kingdom decided to leave the European Union in 2016 (McCann and Hainsworth, 2017). Therefore, crossing the borders of the United Kingdom presents the challenges of different legal requirements in EU countries. This will threaten the business's development and expansion, as they must provide excellent quality traditional food with resources from Romania or Eastern Europe.

VRIO Analysis

VRIO is a framework used to analyse a company's overall strategic positioning (See appendix A)

Value – for a business to be competitive, it has to offer a product that has value to its customers (Pesic et al., 2013). YTF provides high value for customers by offering them healthy, fresh, and delicious foods at the convenience of their location. Therefore, the main points of value in the business are the impact of the food on their health and the fact that it saves them the time to move to a restaurant.

Rarity – for a business to be competitive, it needs to have products that are rare and in demand (Pesic et al., 2013). YTF meets this criterion in the analysis as it offers healthy foods that are rare in the current food market in most Western countries. Currently, most Western food retailers offer processed foods that are unhealthy (Güney and Sangün, 2021). Therefore, offering healthy foods makes this business a rare commodity that customers would struggle to find in the food market.

Imitability – if a business idea can be imitated easily, the business will soon lose competitive advantage as other similar businesses will be started by competitors (Pesic et al., 2013). YTF will be difficult to imitate as it will require new entrants to find reliable sources of organic ingredients to prepare healthy organic traditional foods.

Organisations should have a suitable and befitting organisation to utilise their resources (Pesic et al., 2013). YTF passes this test in the VRIO analysis as it has a well-organized management structure that ensures the smooth running of all its business processes.

External Environmental Scan

PESTEL Analysis

- **Political Factors**

Brexit – in 2016, the people of the United Kingdom voted to leave the European Union in a political referendum (McCann and Hainsworth, 2017). The political decision will have an external impact on YTF as it will have to import some of the organic traditional food ingredients from Romania or other EU countries. Moreover, YTF will leave the UK to deliver its services to essential functions and festivals in EU countries. As a result of the non-EU status of the UK, this business will incur extra costs doing business with EU countries.

Taxes and Duties – taxes and duties are products of political processes that end up in decisions to place levies and taxes on products. Currently, the UK imposes taxes and duties on goods entering the country, including the cost of insurance, standard VAT OF 20%, and freight and duty (Hantzsche et al., 2022). The resultant costs will increase the cost of production for Yum Travels Food.

- **Economic Factors**

Inflation – the inflation rates that the country will experience at any point will have an external impact on the business. A high inflation rate will increase the cost of production as organic food ingredients, fuel, and other inputs will cost more. For example, the current UK inflation rate is 9.7% (Beckett, 2023). This is high enough to increase the cost of production for businesses in the food truck business.

Consumer spending - Consumer spending is determined by the disposable income consumers have after spending on what they deem necessary to them (Di Crosta et al., 2021). For YTF, the level of consumer spending will affect its profitability as it will determine the amounts of money consumers are willing to spend on its food items.

- **Social Factors**

Changing tastes and preferences – The population of the United Kingdom is gradually changing its taste and preferences for food items, from fast foods to organic food, that promote consumers' health (Güney and Sangün, 2021). The change in taste and preference will externally impact YTF positively as it will bring more people into its target market who prefer healthy foods.

Social media – Social life in the UK and the world is characterised by increased social media interactions (Nizzoli et al., 2021). The social networks enabled by social media will positively impact YTF as they will enable it to market its products.

Food trends – The current food trend of street foods has enabled the growth of food truck businesses in the country (Asmoro et al., 2019). Therefore, will be a positive external impact on the operations of YTF as it is a food truck business that will operate in the streets of the country.

- **Technological Factors**

E-commerce – the rise in e-commerce has revolutionised businesses as they can interact with their customers from marketing, selling, to delivery without having a physical or fixed location (He, 2023). The existence of e-commerce will externally impact YTF by offering it a platform where it can take orders and deliver them to customers.

Kitchen technology – recent developments in kitchen technology, such as automated cooking machines, have enabled food businesses to increase efficiency (See appendix B). The technologies will positively impact YTF by reducing the time and increasing the efficiency with which it prepares its food.

- **Environmental Factors**

Climate change – the earth's climatic conditions have been rapidly changing for the worse due to human activities that degrade the environment (See Appendix C). The difference in climatic conditions across the world has affected the farming of organic foods and caused an increase in their prices (Gomez-Zavaglia et al., 2020).

Environmental regulations – the government of the United Kingdom has put in place environmental regulations for companies to adhere to in a bid to reduce their activities' negative impact on the environment (Cole and Elliott, 2017).

- **Legal Factors**

Health and safety regulations – The Health and Safety at Workplace Act (HASWA) is a UK act of parliament designed to provide a legal framework for the duties and responsibilities of employers and employees regarding health and safety (Trade Union Congress, 2022). The provisions in the Act force businesses like YTF to adjust their operations to ensure they abide by the Act, hence affecting their activities.

Employment laws - The UK has employment laws that protect the employees as well as spelling out their responsibilities (See appendix D). The food truck must abide by the employment laws when recruiting and managing its workforce, affecting the business's processes externally.

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Porter's Five Forces

Porter's Five Forces tool predicts five external forces determining whether a company in an industry will sustain profitability (Porter, 1999). (See Appendix E)

Competition – Porter's theory is that many competitors and similar products reduce a company's power and vice versa (Grundy, 2016). Based on this theory, YTF company will have more power in the industry due to limited similar products in the food market. Most food trucks and restaurants in the UK don't offer healthy foods, which sets YTF's unique products apart.

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The potential of new entrants – the ease of entrants entering the market reduces the power of a company. In contrast, an increase in the difficulty of entering the market increases the power of a company (Grundy, 2016). YTF will enjoy more power in the food truck business as starting a healthy traditional food business in the UK is complex.

Power of suppliers – in a market where the raw materials are limited, or the suppliers are few, they will have the ability to control the price of supplies and vice versa (Grundy, 2016). The niche that the business seeks to serve of selling healthy foods only has limited suppliers that have access to the organic and Romanian traditional ingredients used to prepare healthy food. Therefore, YTF will have to deal with the power of suppliers who will be dictating the prices of supplies.

Power of customers – the power of consumers in the market is determined by the number of companies that supply similar products (Grundy, 2016). With YTF, the consumers will have limited power as a limited number of companies sell healthy foods on a food truck.

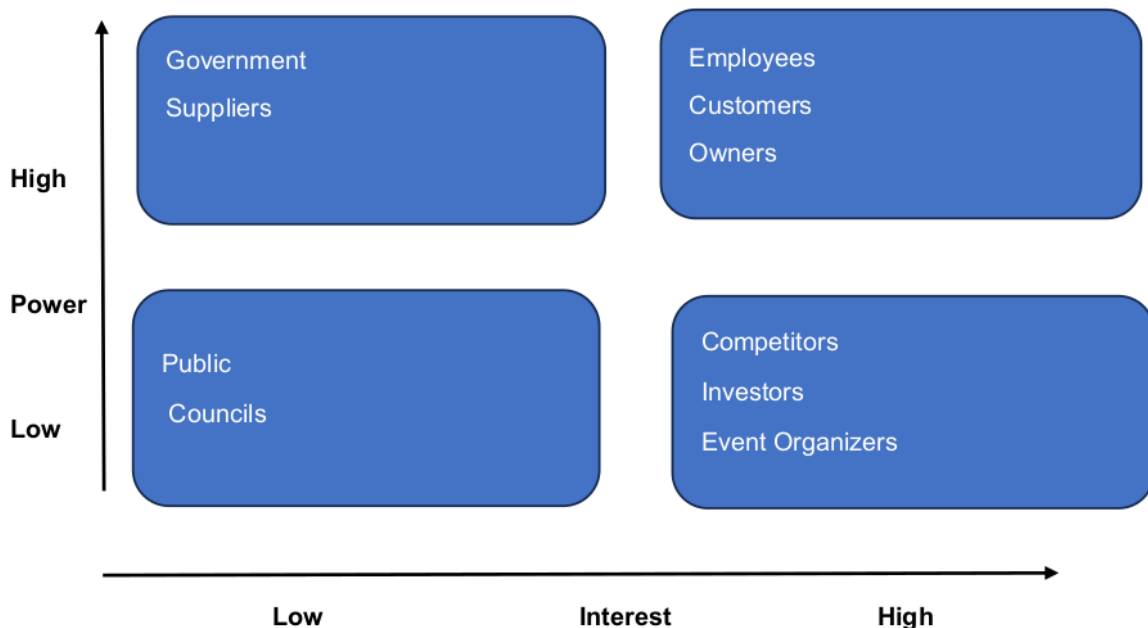
The threat of substitute products – the threat of substitute products comes from the existence of goods that serve a similar purpose to that offered by a company. A company that sells products with multiple substitutes in the market will experience powerlessness in price setting as customers can decide to buy the substitute products (Grundy, 2016). The food truck will have a few substitute products as it will combine the advantage of offering healthy food with flexibility.

Stakeholders (Internal and External) Analysis

Mendelow's Matrix

Mendelow's Matrix was developed in 1991 by Aubrey L. Mendelow to help companies to analyse the interests and power wielded by its different stakeholders (Kuzmin and Khilukha, 2016). The main YTF stakeholders, who should be analysed for their interest and power, include the Government, Councils, Suppliers, Employees, Customers, Owners, the Public, Competitors, Investors, and Business Partners (such as the Event organisers). Stakeholders Analysis in detail can be seen in Appendix H.

The following is a Mendelow's Matrix depicting Yum Travels Food stakeholder analysis:



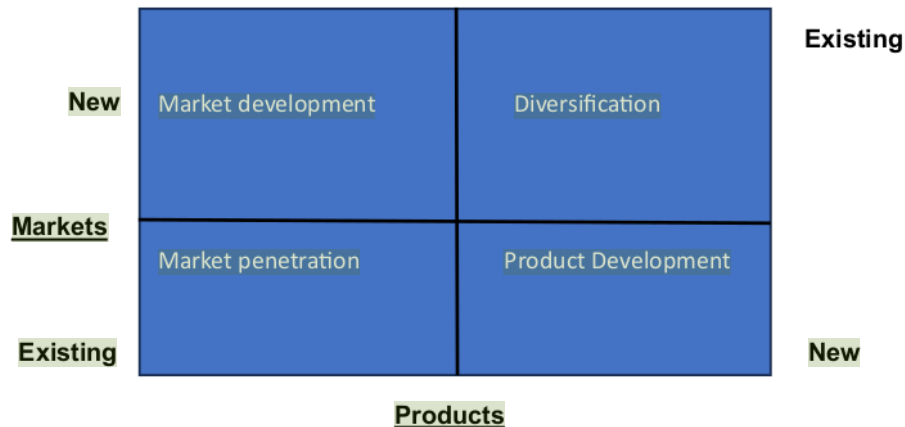
Evaluate the strategic growth options available for your business.

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Ansoff Matrix

The Ansoff matrix was first published in the Harvard Business Review in "Strategies for Diversification." Authored by H. Igor Ansoff, the tool provides business owners with four growth steps, each representing an increased risk (Loredana,2016). The tool presents a possible option for YTF to utilise in its growth process. The figure before represents the Ansoff matrix:

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Market penetration – this is the first step in the process of business development. It has low risks as the business only engages in the introduction of its product into the market for the purposes of testing the suitability of the product (Loredana,2016). At this stage, YTF will introduce its healthy cuisines into the food truck market and gauge the service's success.

Product development is the second stage of growth, where a business takes more risk by introducing a new product into the existing market (Loredana,2016). In its development will gradually introduce new dishes into its current market share. In this step, YTF will experiment with new dishes but maintain its strategy of offering healthy food only.

Market development – in this stage of development, a business takes an additional risk of expanding its market by offering its products to new markets (Loredana,2016). Yum Travels Food will expand into markets outside the United Kingdom and target neighbouring countries. In this phase, the company will introduce its healthy foods to new markets and market itself to convince the new target customers to join in healthy eating.

Diversification – in the final stage of growth, a business takes the risk of introducing a new product to a new market (Loredana,2016). This is the riskiest stage for the product, and the market

is unique, meaning the business has little knowledge of both. YTF will take this step in this final stage of development by studying new markets and developing new dishes that the target market will embrace. The business will achieve this by matching the new products with the existing cuisines in the new markets.

Porter's Generic Strategies

Michael Porter developed four strategies that a company can use to beat competition (See appendix F). The four strategies focus on giving a company a competitive advantage in four different ways. Porter believes that a company should be able to choose one strategy and focus on it to gain market share by attracting a group of potential customers that resonate with the strategy (Porter, 1999).

Cost Leadership strategy

In this strategy, a company sets the lowest price possible in the market but enough to generate profits (Tanwar, 2013). As a result, the company has become a market leader in prices. YTF can employ this strategy by offering healthy foods in the food truck at a lower price than all other food trucks and restaurants that provide healthy foods.

Differentiation

Differentiation is the strategy of offering a product with unique features that make it different from all other products in the market (Tanwar, 2013). This creates a company successful by setting it apart from competitors that provide comparable products. YTF can apply this strategy as the product it gives is different from competitors. All other food truck businesses offer junk food, such as burgers and fries, which are unhealthy. The food truck will offer a different comparable product by providing healthy food in its food trucks.

Cost Focus

This strategy involves choosing a niche and offering the lowest possible prices in the niche (Tanwar, 2013). YTF can employ this strategy by targeting a particular type of consumer and offering them the lowest prices possible for its healthy foods.

Differentiation Focus

In this strategy, a company focuses on a specific niche and focuses on providing a product that is different within that niche (Tanwar, 2013). YTF can employ this strategy by targeting a particular type of customer in the food market and offering them healthy foods that are different from the rest of the competitors in the same niche.

Select and justify the best-fit strategy(s).

Among the above four Porter's generic strategies, the best-fit strategy for Yum Travels Food is '**Differentiation**'. YTF will offer a food product different from all other food products the existing food truck business offers – healthy traditional food. Differentiation will enable a sustainable competitive advantage for the business by keeping it unique. The healthy foods the business's trucks will provide will make the business different from the other food trucks that provide unhealthy junk food. Therefore, customers will prefer food from YTF instead of unhealthy food that can compromise their health from competitors. The brand preference that YTF will enjoy from customers because of the differentiation strategy will ensure a sustainable competitive advantage in the long term.

SAF Criteria

Suitability is a strategy suitable to the company's goals and objectives. The differentiation strategy meets this criterion, aligning with YTF's idea of uniquely focusing on healthy foods. Therefore, the strategy will facilitate the company's idea of offering different types of foods on its tracks by comparison with the other food tracks that mainly offer unhealthy foods.

Acceptability – a strategy ought to be acceptable to stakeholders based on the benefits they gain from it. The differentiation strategy meets this criterion as it will provide various benefits to essential stakeholders. Financially, the strategy will offer financial returns as healthy food are increasingly in demand. It also provides non-financial benefits and returns to all stakeholders as it promotes healthy eating and a lifestyle among the company's customers.

Feasibility – The differentiation strategy is feasible as YTF company has a budget to fund the business idea. YTF can afford traditional ingredients and organic supplies for preparing healthy food. Moreover, differentiation by focusing on healthy dishes alone is feasible as YTF can hire chefs well-versed in preparing healthy food from organic farm products.

Implementation plan with appropriate monitoring techniques and KPIs

Implementation Plan

Budgeting – the first step in the implementation plan will be starting the budgeting process. All required will be spent in this step, and the total amount required will be known. The budgeting process will involve meticulous accounting and financing records.

Securing the funds – the second step in the implementation phase will be securing the funds from the sources from which the business aims to acquire funds, such as bank loans, personal savings, and funding.

Get the licenses and permits – having secured the funds; the subsequent funds will be applied for the required licenses and permits. In this phase, the business will ensure it acquires all the licenses and permits for legal adherence and creates the menu in detail.

Buy the equipment and hire – having secured the licenses; YTF will move to buy all the equipment needed, develop a website, and recruit the right workers for the business as the next step in the implementation process. The company will ensure it is equipped with all the necessary equipment for food trucks. In addition, this phase will involve recruiting workers for the advertised positions.

Marketing – the subsequent step will kickstart the marketing campaign designed to market the business to its target market. The phase will involve initiating multiple marketing strategies, such as social media marketing, brochures, and advertising on the food truck before the grand opening.

Opening the business – the final stage in the implementation plan will be to launch the business in a grand opening, where guests and the public will attend. The space will also serve as a marketing strategy, offering free healthy food samples.

Key Performance Indicators

Balance Score Card

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The balanced scorecard is a tool developed by Kaplan and Norton (2015) to help organisations visualise the performance of their strategies against their overall goals. The table

below is YTF's balance scorecard depicting the company's key performance indicators from four perspectives: financial, customer, internal processes, learning and growth.

	Objective	Goals	Indicators	Initiatives
Financial perspective	Increase profit margins.	Increase net revenue by 15%.	End-of-year financial statements.	Negotiate with suppliers to reduce the price of supplies and payment dates.
Customer perspective	Increase brand awareness.	Increase social media engagement rate by 10%.	Google Analytics	Focus on social media marketing by posting content daily.
Internal processes perspective	Maintain low cost of operation.	Maintain a less than 3% increase in cost of operation.	End-of-year financial statement.	Cut costs by avoiding all unnecessary expenses that do not directly contribute to profits.
Learning and growth perspectives	Have a workforce that has impeccable CRM skills	Have managers with CRM certifications.	Managers are graduating with online CRM certifications.	Sponsor managers to take CRM certifications.

Brand awareness – the first marker that will demonstrate good performance by YTF is brand awareness among the public. Brand awareness is a good performance indicator because it points to the fact that the market is positively accepting the business' product.

Profit margin – Increasing profit margins will indicate good performance by YTF as it will mean that the company generates more revenues than it needs to cover its costs.

CRM-educated Workforce – having a workforce familiar with customer relations management techniques will mean that the company has invested in the quality of the employees it hires, which will mean quality human resource management.

Maintaining a low cost of operation will indicate that the company is performing well, as it points to competent resource management and minimal wastage in its production process.

Conclusion

The idea of Yum Travels Food, as elaborated in the business strategy, has the potential to be profitable. All the analyses done in the strategy point to the fact that the business is financially viable and can generate revenues and profits for the owner. The internal environment analysis done using the SWOT and VRIO analysis tools has shown that the business' internal environment is sound enough to support its profitability. The external environment analyses done through the PESTEL and Porter's Five Forces tools have shown that YTF has more environmental advantages than disadvantages from the business's strategic options. The report recommends that the business use the Differentiation strategy, which suits its business model more than the other three. For efficiency in implementing the business idea, the food truck should follow the provided implementation plan, designed to implement logically sequential steps incrementally. Finally, it is crucial that the business continually understands its performance using the key performance indicators provided, namely brand awareness, revenues, break-even point, and profit margins.

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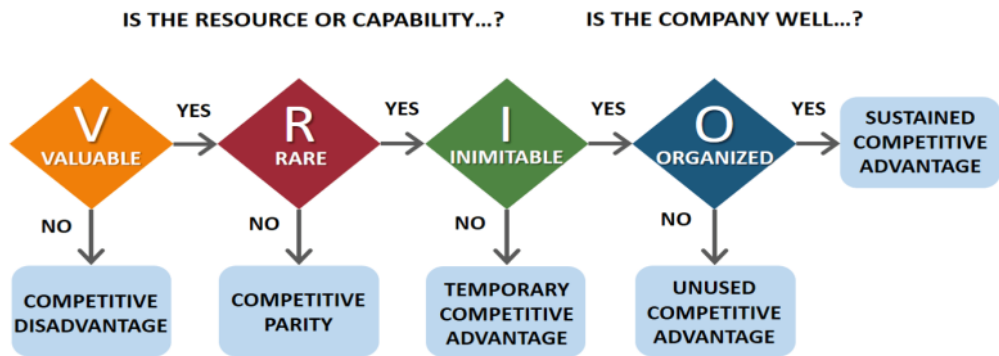
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Appendices

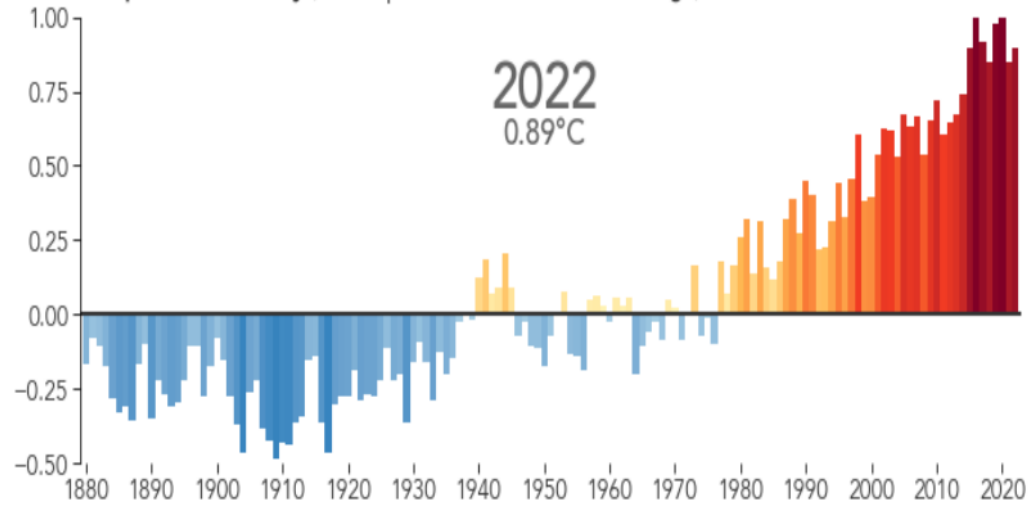
Appendix A



Appendix B

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<https://www.touchbistro.com/blog/commercial-kitchen-technology-the-equipment-you-need-for-your-restaurant/>

Last 9 Years Warmest on Record**Global Temperature Anomaly (°C compared to the 1951-1980 average)****Source: United Nations**

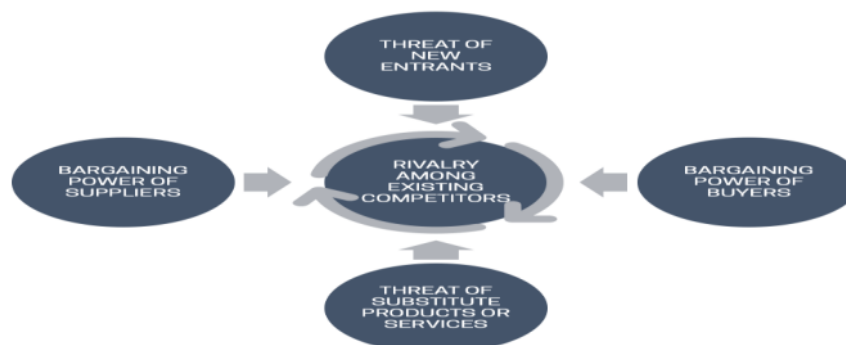
Appendix D

Key Takeaways

1. The rules for employers and employees in the UK are clearly set out under UK employment law.
2. The UK has an hourly UK minimum wage which is dependent on the age of the individual, and whether they are an apprentice or employee. Employers must check the current national minimum wage to ensure they are complying with the legislation.
3. In the UK, employers must pay their employees through a system called "pay as you earn" (PAYE). Employers pay taxes on behalf of their employees through PAYE directly to the UK tax authority ('HMRC'). Independent contractors are not paid through PAYE.
4. From 6 April 2022 to 5 April 2023 National Insurance contributions are set to increase by 1.25%. This increment will facilitate money being allocated to the National Health Service (NHS) and social care in the UK.

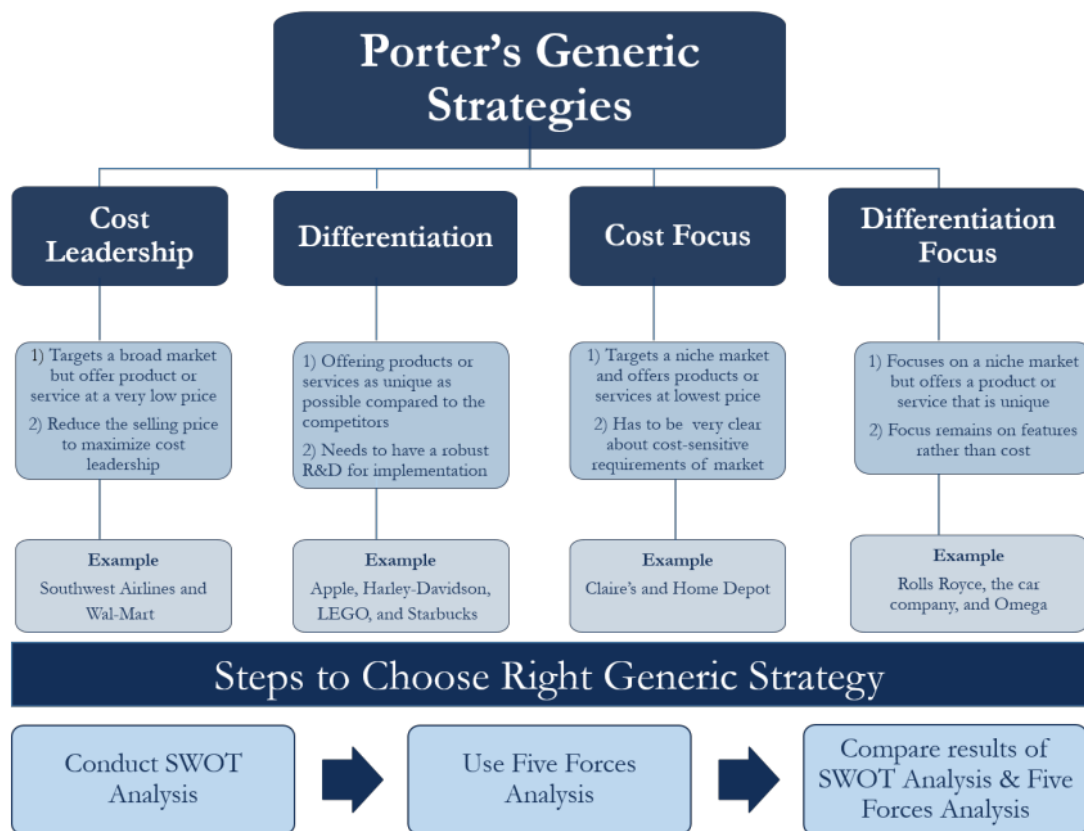
Source: <https://nhglobalpartners.com/uk-employment-law-uk-labor-law/>

Appendix E



Source: MBA Management Models

Appendix F



Source: eFinance Management

Appendix G

Business Objectives:

- To Increase monthly net sales by at least 5% in the first year.

The above objective meets the SMART as it specifies the target of increasing monthly net sales, it is measurable as the percentage of sales can be measured, it is achievable as the 5% target is doable, it is relevant to the business as an increase in sales is part of the business objectives, and it is time bound as it should be achieved in the first year.

- To Introduce two new menu items after every three months for the first three years.

The above objective meets the SMART as it specifies the goal of introducing two new menu items; it is measurable as the menu items presented can be counted; it is achievable as the target of two new menu items is within the business' capacity, it is relevant as the items in the menu are a big part of the business operations, and it is timebound as it should be achieved in every three months for the first three years.

- To hire five top-tier chefs in the first five years.

The above objective meets the SMART as it specifies the number of chefs to be hired, it is measurable as the number of chefs added can be counted, and it is achievable as the target of hiring five new chefs is within the business' capacity given the time frame of five years, it is relevant as chefs are central to the business operations, and it is timebound as it should be achieved in the first five years

- Achieve at least four Google reviews in the first two years of operation.

The above objective meets the SMART as it specifies the minimum rating targeted, it is measurable as the business rating on Google reviews can be quantified, it is achievable as the target of a rating of four is achievable with the top quality chefs within the business' capacity, it is relevant a high rating is essential to the business, and it is timebound as the company has a maximum of three years to achieve it.

Appendix H

Stakeholders Analysis

Internal Stakeholders

Employees form a group of internal stakeholders as part of the company's internal operations. Employees have tremendous power as the business depends on them to realise its strategic objectives through the tasks they do on its behalf. Employees' interest in business is high as they are compensated for their earnings. Therefore, they have an increased interest in business operations as the business' success translates to their success.

Owners – the business owners are internal stakeholders as they are part of the business's operations. And have high power over the company because they oversee its operations and direct its course. Owners also have high interests in the business, as their ability to make a profit depends on the company's operations.

Investors qualify as internal stakeholders because they partly fund the company's internal operations and have high power as the company's operations partly depend on their funds. However, their interest in business operations is not as high as that of employees and owners because they are interested in the outcome, not the day-to-day business operations.

External Stakeholders

Government – Qualifies as an external stakeholder because it is responsible for maintaining the environment in which the company operates and will be affected by the operations of YTF company. The government has high power because it has the instruments to change the external business environment in ways that directly affect YTF. However, its interest in the company's operations is limited as it is only interested in its compliance with the law.

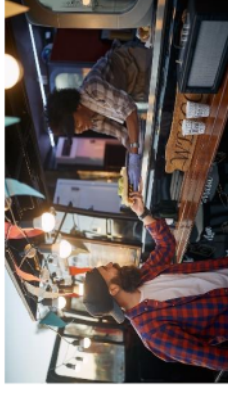
Suppliers – Qualify as external stakeholders as they are affected by business decisions on the raw materials for the food it prepares. They have high power because they are few in the market due to the rarity of organic produce for preparing healthy traditional food. However, they have low interest in the business as their interest ends with supplying their products to the company.

Competitors – are external stakeholders because YTF will affect them by taking part in their market share and have a high interest in the business as its performance affects their market share. However, they have low power as they cannot directly affect the operations at YTF.

Customers – are external stakeholders as they consume the business's products and, therefore, are affected by the business decisions made at YTF. They have high power over the business as it depends on them for sales. However, their interest rate is low as they are not concerned with the profitability of the business and its internal business decisions.

Public – qualifies as an external stakeholder as it is affected by the business operations YTF conducts in the community and has low power and interest as it cannot directly affect the company's sustainability.

YUM TRAVELS FOOD TRUCK POSTER



Key Activities:

Food and beverages products, healthy and organic, served to diverse events across UK, possibly extend to EU countries.

Key Partners:

Suppliers
Government
Councils
Event Organizers
Healthy Food
ONGs/ Investors.
Customers, as our key stakeholders too.

Value Proposition

Our Vision and Mission:

**YUM TRAVELS
FOOD TRUCK –
Traditional
Healthy Dishes
and more!**

A revolutionary healthy business idea – travelling to serve organic traditional Romanian food and not only! We care about our customers' health and mindfulness! We want to boost awareness about eating healthy!

Key Resources:

Romanian and EU farms, food suppliers, UK food suppliers, local farmers.
Main resources: finance owner's savings, government loans and grants, fundraising, healthy food ONG/investors.

Cost Structure:

Website construction, Food truck acquisition, Food preserving and processing/cooking equipment, Licenses, Supplies and products, Marketing and advertising, Accountancy/ Financial equipment, Human Resources and Employees, and Events Contracts. Estimate startup costs of £300.000.

Revenues Stream:

With strict accountancy and financial evidence, the estimated and predicted revenues after the first year from the grand opening is £340000, which means a profit of approx. £40000. This will enable the business to expand in the next three years.

Customer Segment:

Healthy food consumers, all ages above four years old, customers who care about health and healthy eating/drinking.

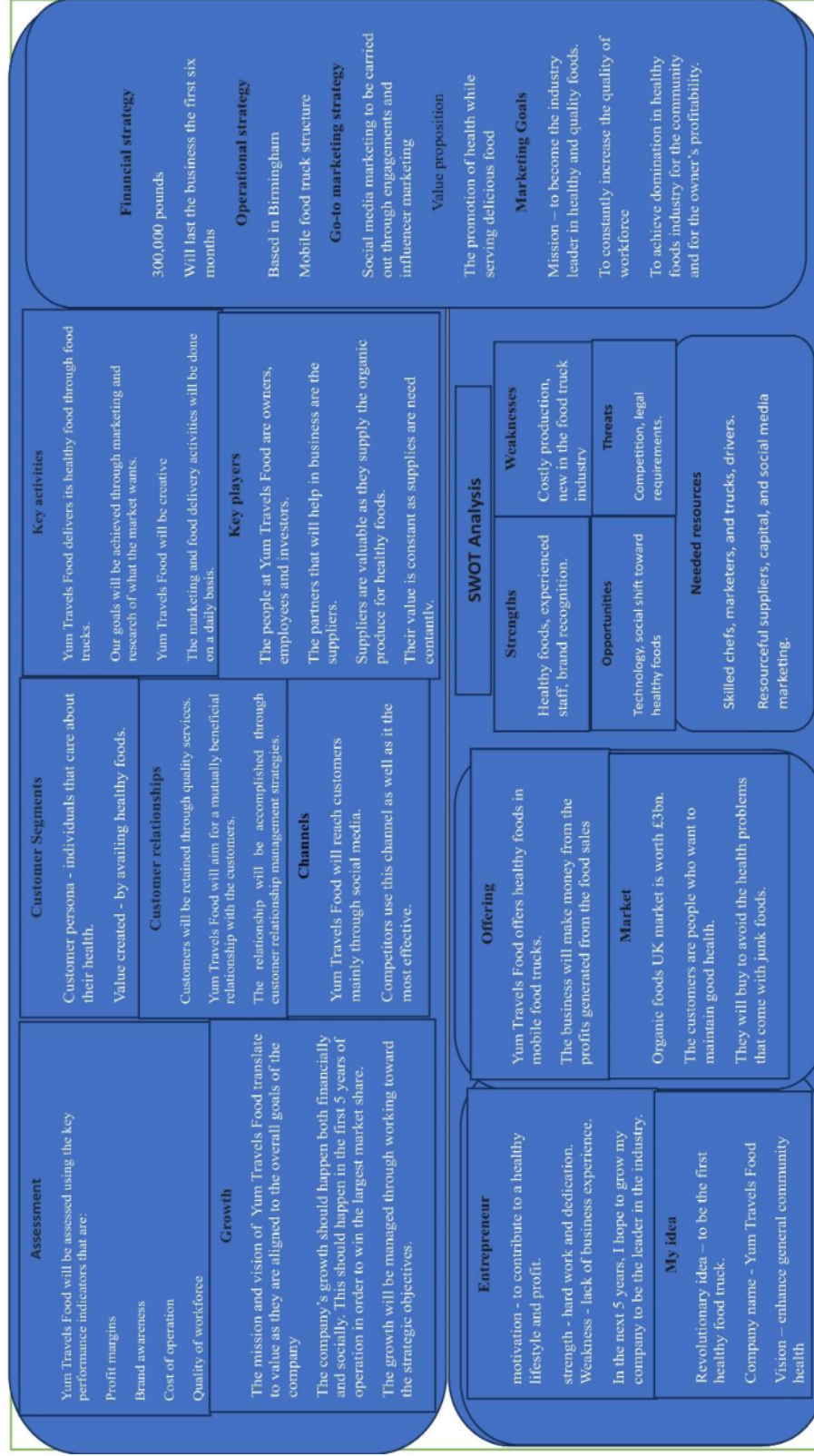
Our customers must have a great time at their festivals, and all other kind of events, and enjoying their healthy meals!

Customer Relationships:

Established by the high-quality services, healthy and organic traditional food and natural snacks, and home-made healthy drinks.

Distribution Channels:

Mainly through events the business participates in, local in the UK and European events. To be advertised via social media, flyers, word of mouth, business's website, constantly updated.



Strategic Business Plan - Yum Food Truck

ORIGINALITY REPORT

13%

SIMILARITY INDEX

11%

INTERNET SOURCES

4%

PUBLICATIONS

11%

STUDENT PAPERS

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