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1. INTRODUCTION

The report contains information about Delicious Fast Food Restaurant uses sustainable techniques to reduce its environmental effect while maintaining a high standard of food quality and customer service. The restaurant aims to obtain a competitive advantage in the UK market by providing distinctive and healthy offerings including vegetable salads with dried fruits and loaded sweet potato fries. Its goals are to grow into new markets, attract more customers, take up greater market share, and increase earnings. To make informed decisions and ensure its success in new locations, the restaurant does a PESTLE analysis, which takes into account political, economic, social, technological, legal, and environmental issues and a SWOT analysis also in this report. The report also highlights different competitive and growth strategies that help restaurants grow and expand their market share in other locations in the UK. The VRIO analysis helps to know how the different strengths of restaurants make them different from other restaurants in the UK and helps to maintain a strong market position. The main objective of a restaurant is to establish a unique market position and competitive advantage in London, which will help expand the business into other locations in the country.

1.1. VISION

The vision of Delicious Fast Food Restaurant is to offer high-quality food to customers, provide excellent customer service, and implement sustainable practices in the restaurant to reduce its impact on the environment. The company wants to offer some unique items to customers, such as loaded sweet potato fries and a healthy vegetable salad with dried fruits, to gain a competitive advantage in the UK market.

1.2. MISSION AND OBJECTIVES

Our goal is to make every meal memorable for our customers by presenting a wide selection of delicious, freshly prepared fast food options produced with only the best ingredients. By providing outstanding customer service, creating a pleasant and welcoming environment, offering new healthy eatable items and practicing social and environmental responsibility to meet our clients' expectations,

Objectives of Restaurant

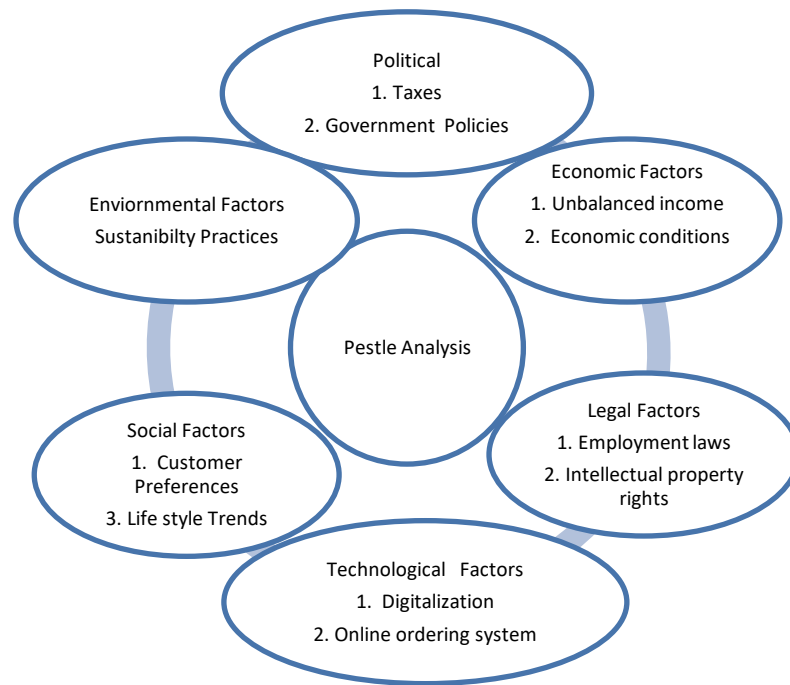
- The objectives of Delicious Fast Food Restaurant are to expand the business to different locations in the UK and to offer unique and healthy items to customers.
- The restaurant also wants to attract new customers in different locations, increase market share, and generate more revenue in the UK.
- To improve customer satisfaction, the company also wants to implement a procedure for getting regular feedback from customers through surveys and reviews, which will help attract more customers.
- To reduce the environmental impact, the company focuses on innovative, sustainable practices to reduce carbon emissions.

2. MACRO-ENVIRONMENTAL ANALYSIS

The macro environment is an important part of making a strategic plan for a restaurant, which helps to find out risks and opportunities for establishing new business in the market. For this, a pestle framework is used, which is as follows:

2.1. PESTLE ANALYSIS

Before expanding the restaurant business in other cities in London, the pestle analysis helps to determine the macro environmental analysis of those places: -



(Figure1: Self –created)

POLITICAL FACTORS

The management of restaurants needs to check the government policies, rules, and regulations before opening new branches of restaurants in other locations. As the government plays a very significant role in the success of a business, fast food restaurants are required to follow all the instructions of the government, such as efforts to reduce carbon footprints. The management is also required to critically evaluate the taxes and policies that impact the profit of the restaurant (Analysis, 2023). The pandemic will bring huge changes to the restaurant industry, such as labor shortages and trade agreements. The restaurant is basically required to analyze the political impact on business when opening its branches in new locations. The new eatable items, such as potato-loaded fries and salad with dried fruits that the restaurant will introduce must be approved by the government.

ECONOMIC FACTORS

In the UK, fast food restaurant expansion and success mostly depend on the economic conditions in the UK market. The overall condition of the economy, including GDP growth and inflation rates, can have an effect on buyer trust and purchasing patterns. Fast food demand is likely to increase in an economic downturn with increased disposable incomes because customers will have more spending power (EdrawMax, 2020). However, during recessions, people could choose less expensive dining options, which makes fast food an appealing option. Fast food establishments must thus comprehend the state of the economy and the discretionary income levels of their target market in order to customize their menu items, prices, and advertising strategies according to the demands and preferences of their customers.

SOCIAL FACTORS

As it is identified that consumers shift towards healthy food options, delicious fast food restaurants are required to add some items according to customer preferences so that more and more customers can get attracted to the new locations of restaurants in the UK. People from different cultural backgrounds are living in the UK, so the restaurants also need to modify the menu according to their tastes. It is identified that people are looking for easy food options, but items must be good for health. For the success of Delicious restaurants, management must understand hectic lifestyles and put greater emphasis on speeding up services in restaurants.

TECHNOLOGICAL FACTORS

Digital innovation brings different changes to the restaurant industry. Delicious Food needs to invest in the development of web and mobile applications and a digital menu so that more and more customers may be attracted to the restaurants. The Delicious Fast Food restaurant is also required to integrate with online delivery partners to provide home delivery to customers, which is good for the growth of the restaurants (Analysis, 2023). Implementation of technology in restaurants helps the management provide quick services to customers, which is good for the success of business in London in different locations.

LEGAL FACTORS

The government of the UK continuously motivates businesses to follow sustainable practices to prevent the environment from having as much negative impact as possible. So' the Delicious Fast Food restaurants are required to put more focus on sustainable practices to improve business goodwill in the UK market. Delicious fast food restaurants are also required to protect the trademark and intellectual rights of the business. The management of Delicious Fast Food restaurants also needs to follow labor and wage policies so that each employee working in the restaurant gets fair wages on time (EdrawMax, 2020).

ENVIRONMENTAL FACTORS

The consideration of environmental factors is one of the most important parts of the macro-analysis for Delicious Fast Food restaurant for expansion in the UK market. Sustainability practices are important to take into consideration because customers are becoming more aware of how their decisions affect the environment. Adopting eco-friendly procedures can help a business attract in and keep clients who care about the environment. Some examples of these practices include using biodegradable packaging, obtaining organic and locally produced goods, and reducing food waste. Adopting sustainable practices can help fast food restaurants stand out from the competition and attract people who value making environmentally good decisions. Additionally, as companies cut waste and maximize resource use, implementing environmentally friendly practices can ultimately result in cost savings.

3. MICRO-ENVIRONMENT ANALYSIS

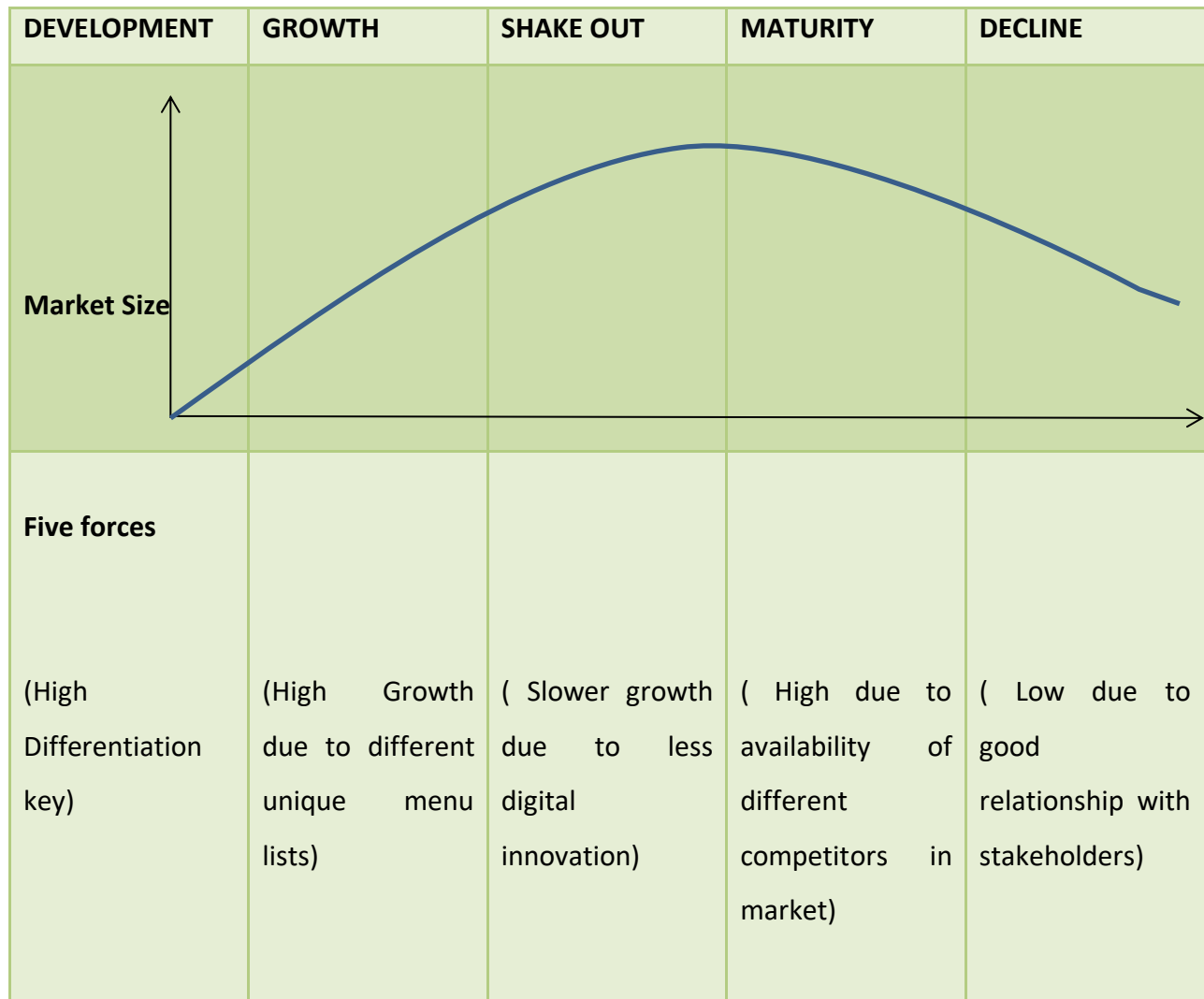
3.1. INDUSTRY LIFE CYCLE

The industry life cycle for the Delicious Food restaurant includes development, growth, shakeout, maturity, and decline steps, which are as follows:

1. Development: This phase involves planning and designing the fast-food restaurant. The management of a restaurant conducts market research, chooses their target audience,

and creates the brand identity. It is possible to implement sustainable practices right away, such as using locally sourced materials and eco-friendly packaging.

2. Growth: The restaurant starts to attract customers and make an identity for itself in the industry. It increases brand recognition, establishes additional sites, and grows its operations. There is a need for more sustainability methods in delicious fast food restaurants to prevent environmental damage (Chen, 2019).
3. Shake Out: To shake out into the market, the management of the restaurant is required to put more focus on the production of unique items such as dried fruit salad with vegetables and potatoes and sweet fries so that restaurants offer unique eatable options for customers, which attracts a large base of customers in the market.
4. Maturity: At this stage of the life cycle of a restaurant, the company establishes a strong presence in the market due to its sustainability practices and continuously works according to customer preferences to attract more customers towards restaurants (Chen, 2019). The loyal customer base helps Delicious Fast Food restaurants set a good image in the market.
5. Decline: The different internal and external factors affect the performance of Delicious Fast Food Restaurant. We know that due to education and health awareness, people are becoming more health conscious nowadays. That is why restaurants need to change their menu lists according to the requirements of their customers; otherwise, they may face huge losses and may be required to shut down in the upcoming years. For this reason, the restaurant is required to establish a unique position in the market.



(Figure 2: Self-Created)

3.2. PORTER FIVE FORCES ANALYSIS

The Porter's Five Forces study can be used by established restaurants to evaluate their competitive position in the industry. Through an in-depth understanding of the competitive environment in the UK, they are able to identify their advantages and disadvantages, make well-informed strategic choices, and develop strategies that help fast food restaurants expand their business in other cities in London. The porter's five force model is explained in the following way for the restaurant:-

Threats of New Entry

It was one major problem that companies faced with the entry of new competitors into the market. As the delicious fast food restaurants require huge funds to start expanding their business in other cities in London, they are also required to serve healthy food menus to customers to gain a competitive advantage in the market. Quality services, taste, different food options, and technological advancements help restaurants differentiate themselves from other restaurants in the UK market (Alonso, 2023).

Bargaining Power of Suppliers

Due to the different options of restaurants in the market, suppliers also have different options to supply the products. That is why they are easily able to bargain with restaurants to increase the price of items. For this delicious food, restaurants require to maintain a good relationship with suppliers and also search for other alternative options for product supplies so that the working of the restaurant is not affected.

Bargaining Power of Buyers

This force helps the customers bargain with the restaurant. In this modern era, the UK market is full of different fast food restaurants that give customers an option for bargaining by reducing the price of items or demand for quality services (Teachers, 2023). Due to this, to retain a good position in the market and generate more revenue, the restaurants must invest in quality and innovation and try to give unique items to customers, which reduce the power of bargaining among customers.

Threats of Substitutes

As in the UK market, there are also several options that offer only healthy food options to customers, which may impact the business of restaurants. For this company, it is required to offer customers some unique tastes and also promote customer loyalty programs and online delivery of food items, which helps the business make its good position in the market and attract more customers, which is really good for growth and expansion of business (Teachers, 2023).

Competitive Rivalry

This will help the restaurant's management examine the other competitors in the UK market. As there are already several fast food restaurants in the UK market, a delicious fast food restaurant requires work on strategies (Alonso, 2023).

4. INTERNAL ANALYSIS

For the internal analysis of the company, the SWOT framework is used, which helps the management of the company become aware of the different strengths, weaknesses, and opportunities of delicious restaurants before expanding business to other locations in the UK.

5. SWOT

The SWOT analysis for delicious fast food restaurant is as follows: -

Table 1: SWOT ANALYSIS

<u>Strengths</u>	<u>Weaknesses</u>
➤ The delicious food restaurant is famous for its great customer service in London. ➤ The restaurants have offered unique menus in the market, which makes them an attraction for different food lovers (Bigelow, 2022). ➤ Competitive price in the market ➤ Highly rated online, the interior design of the restaurant attracts the local	➤ The restaurant is too crowded during peak hours, and customers faced issues with sitting and parking. ➤ There are other fast food restaurants in the market. ➤ Less online presence and brand awareness ➤ The cost of suppliers is too high in the market.

community of London.	
<u>Threats</u> ➤ The economic downturn brought a change in restaurant sales, which was not good for the growth of the business. ➤ Opening of new restaurants with the same menu items and digital facility options. ➤ Due to its lower online presence, it fails to attract more customers. ➤ Loss of good suppliers and lack of trust from customers.	<u>Opportunities</u> ➤ Integrate digital technology, which helps the company offer digital menu options and online delivery of items, which increases brand awareness in the market. ➤ Introduce new, delicious food items to the menu of the restaurant (Bigelow, 2022). ➤ Maintain low item prices in order to expand into the market. ➤ The restaurant can also have the opportunity to run special offers for the items and increase the customer experience.

The SWOT analysis helps the restaurant distinguish itself from competitors by highlighting its advantages, such as special deals. This might attract customers and offer the restaurant a competitive advantage. The SWOT analysis helps the restaurant identify possible risks and challenges by examining its vulnerabilities and threats. This reduces the possibility of negative impacts on the restaurant's operations by allowing it to actively plan and manage those risks. Before introducing new items into the market and expanding business into other locations in the UK, the SWOT helps the management of delicious food make better decisions for company progress in the market.

6. STRATEGIC RESOURCES AND CAPABILITIES

The strategic resources and capabilities help the management of Delicious Restaurant examine how its resources and capabilities help to maintain a long-term position in the market. The resources and capabilities of the restaurant are given below, such as:



(Figure 3: Self –created)

Physical resources:-

A delicious restaurant in the UK would have a well-equipped physical location. This includes a dining area designed to create a comfortable and inviting atmosphere for customers. The restaurant premises would feature a fully functional kitchen with commercial cooking appliances, refrigeration units, and food preparation units. Additionally, the restaurant would have the necessary furniture such as tables, chairs, counters, and decorative elements to enhance the overall appearance of restaurant which help to attract more customers. The interior design and layout of the restaurant play a crucial role in creating a pleasant dining experience for customers (Business, 2019). Using furnishings, appliances, and interior design, the restaurant's physical resources could allow it to provide customers with a pleasant and

comfortable environment (Gordon, 2023). Effective food preparation, cooking, and maintaining strict standards of quality and hygiene all come under the responsibility of the kitchen's capabilities. The physical resources and capabilities of the restaurant help to provide a satisfying dining environment for customers.

Financial Resources: -

The restaurant needs financial resources in order to be established and run successfully. Currently, the delicious restaurant has sufficient funds for its establishment in the UK. Effective financial planning and budgeting, as well as making sure there is enough working capital to pay daily operating expenses, are examples of the restaurant's financial capabilities. To maintain financial stability and sustainability, the restaurant would be able to effectively manage cash flow, allocate resources, and make strategic financial decisions that are good for the sustainable growth of the country.

Human resources:-

The delicious restaurant has several human resources, which include the management team, kitchen staff, chefs, and service staff (Business, 2019). The management team of the hotel is responsible for handling the overall operations of the restaurant, and kitchen staff prepares quality food for customers so that customers get the best taste, which gives the hotel a competitive advantage in the market. Support staff and service staff handle orders and the cleaning of the restaurant in a well-mannered manner.

A delicious restaurant can differentiate itself from competitors by developing a special value proposition and utilizing its strategic resources and abilities. For example, a restaurant can provide unique and delicious menu items that competitors might find difficult to match if it has access to excellent supplies and talented chefs (Gordon, 2023). This uniqueness has the power to attract clients and create a loyal customer base for restaurant expansion in other locations in the UK. Delicious Restaurant can continuously provide high-quality food and service by utilizing its strategic resources and competencies. Customers become more committed and trustworthy

to the restaurant as they know they can depend on it to deliver a consistently excellent eating experience. This kind of consistency may be difficult for competitors to match, giving the restaurant the opportunity to establish a competitive market in the UK. According to research, as a business analyst, I have identified that delicious restaurants new innovations in food items and quality services help them expand their business to prime locations in the UK and also help them maintain their competitive position in the market.

7. VALUE CHAIN ANALYSIS

To achieve the competitive advantage in the market, the management team of the restaurant needs to understand that which activities of the restaurant help to set value in the market or not. With porter value chain analysis model, the manager able to take important decision for the business progress and optimize the things which give maximum output with less utilization of resources. The different activities are divided into primary and secondary activities to work in efficient way, which are as follows:-

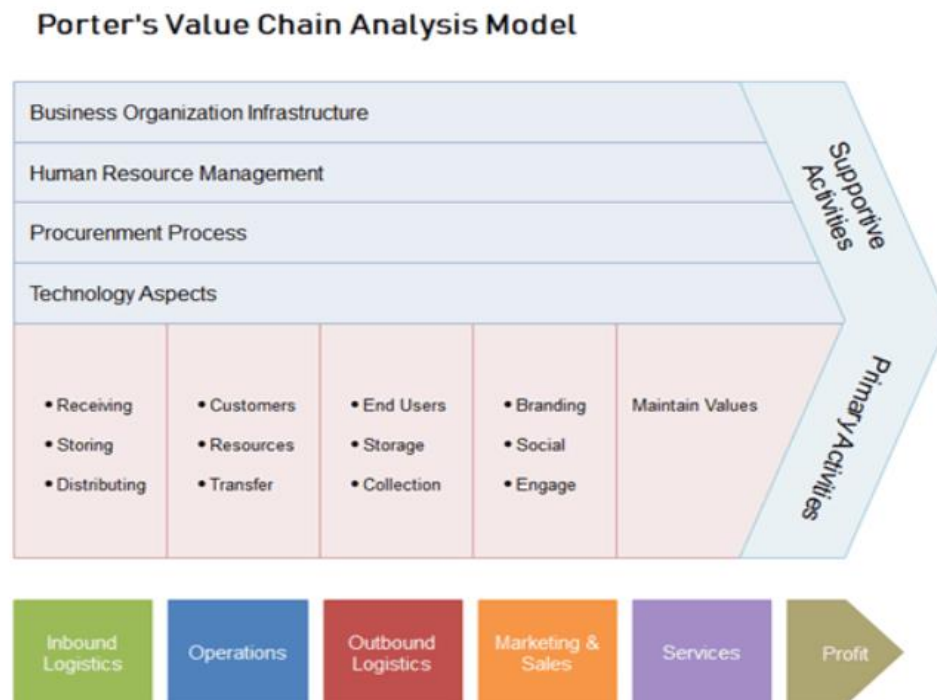


Figure 4: (Kelwig, 2022)

7.1. PRIMARY ACTIVITIES

The primary activities are as follows: -

Inbound Logistics:

Receiving, storing, and monitoring the inputs for the restaurant, which include supplies and ingredients, are referred to as inbound logistics. To preserve freshness and quality, it involves procedures including locating premium ingredients from suppliers, controlling inventories, and ensuring timely delivery.

Operations:

This relates to all the tasks necessary to convert the inputs into finished goods. It includes preparing, cooking, serving, and ensuring constant quality requirements for food in a delicious restaurant. In addition, the operations involve supervising the entire production process, keeping the kitchen hygienic and productive, and following food safety laws (Kelwig, 2022).

Outbound Logistics:

The outbound activities are contained in delivery services to customers. It is concerned with the careful delivery of food items. Under the outbound logistics activities, the food items are served to customers, and the focus is on providing a quality experience to customers.

Marketing and Sales

The main goal of these activities is to attract more customers to the restaurant and increase its sales. These activities include marketing campaigns, social media presence, advertising, and offering customer service (Tardi, 2023).

Customer Service

A delicious restaurant must offer outstanding customer service. This involves greeting customers, accurately collecting orders, attending to customer requirements, addressing complaints, and ensuring an enjoyable meal experience.

7.2. SECONDARY ACTIVITIES

The secondary activities of the delicious restaurant are as follows: -

Procurement:

This includes finding and managing the supplies and food for the restaurant. Finding trustworthy suppliers, establishing agreements, maintaining vendor contacts, and ensuring timely delivery of items are part of the procurement activities of restaurants.

Technology:

The restaurant has several options that help improve the customer experience using technology (Kelwig, 2022). This involves the use of inventory management software, the digital menu experience, and improving the online ordering experience of customers. With the advancement of technology, the restaurant is able to attract more customers, which helps the restaurant expand its business and make customers aware of new delicious restaurant items that are different from those at other restaurants in London.

Human Resource Management

The HR department of a restaurant hires skilled chefs and staff members to ensure the smooth working of the business. To create a positive work environment in restaurants, they motivate all staff members by giving them appraisals and training whenever required (Tardi, 2023).

Infrastructure of Delicious Restaurants

The infrastructure of the restaurant is very attractive and comfortable, which helps the restaurant attract more customers. This includes the organizational and physical structure

needed to support the operations of the restaurant. It consists of elements including the dining space, kitchen, equipment, and technology that form the backbone of the restaurant. An efficient infrastructure facilitates smooth operations and improves customer satisfaction.

8. VRIO ANALYSIS OF DISTINCTIVE RESOURCES AND CAPABILITIES

The VRIO analysis helps the delicious restaurant know that their strengths are valuable, rare, inimitable, and organized properly. The VRIO analysis of Delicious Restaurant is as follows:

Value:

As the restaurant provides unique food items like sweet potato fries and a healthy vegetable salad with dried fruits, which are not offered by any other restaurant in London, this increases the value of the delicious restaurant in the market (Messineo, 2023). The other thing is that restaurants collect customer reviews to improve their services and taste of food items through data analysis technology, which also makes them distinctive from others and strengthens their position in the market.

Rare:

The rare thing about the restaurant is that each customer has the option of a digital menu on their table, and they used only seasonal and fresh ingredients to prepare the food items, which set it apart in the market.

Inimitable:

The signature dishes of a delicious restaurant, which are sweet potato fries and a healthy vegetable salad with dried fruits, are not easy to replicate for any restaurant. For that reason, the restaurant has a strong position in the market (Messineo, 2023). Integration of digital technologies also contributes to the restaurant's distinct market position.

Organized:

The restaurant's ability to regularly develop and launch delicious new menu items keeps its offers exciting and new for customers. Since many restaurants may choose to continue with traditional or repetitious menus, constant innovation in menu production is instead strange. While competitors could attempt to introduce new products, it can be challenging to compete with the restaurant's reputation for creating inventive and delicious meals on a regular basis. The restaurant's cooking team, market analysis, and feedback systems facilitate the menu's ongoing development and improvement.

9. STRATEGIES TO SUSTAIN COMPETITIVE ADVANTAGE

To maintain the competitive position of restaurant in the market of London, Business strategy is implemented which help the restaurant management to battle against other competitors in market. The business strategy also helps company to collaborate with other organization to expand the business. Through the development of a distinctive value offer, the restaurant can set itself apart from competitors and draw in a devoted clientele. This may be done with creative choices for food, outstanding service, and unforgettable dining experiences (Qualtrics, 2022). By focusing on particular market segments, the restaurant can customize its menu and marketing strategies to cater to the unique demands and tastes of various customers. With the help of business strategy, the restaurants focus on its objective and set competitive position in the market.

The competitive strategies are really helpful for setting sustain competitive advantage for delicious restaurant. For this, the restaurant management requires to set lower prices than other competitors in market. The restaurant requires implementing three competitive strategies which are as follows:-

Cost leadership strategy

Implementing a cost leadership strategy allows a delicious restaurant in the UK to offer competitive prices while maintaining profitability. By focusing on cost reduction measures such

as efficient operations, bulk purchasing, and effective supply chain management, the restaurant can attract price-conscious customers.

Differentiation Strategy

By providing special and unique features, a Delicious restaurant can differentiate itself from competitors. This may include innovative food items, high-quality supplies, and outstanding customer service (Qualtrics, 2022). The restaurant may maintain a competitive advantage and promote customer loyalty by offering a unique experience that attracts consumers who value these distinctive qualities.

Focus strategy

By focusing on a particular customer segment o, a focus strategy can be implemented for restaurant competitive advantage. The restaurant must focus on diet conscious customers by offering healthy dry fruit salad food items and other healthy options. The restaurant can create a solid reputation within that market segment and gain a long-term competitive advantage by focusing its efforts and resources on providing a certain group of customers with great service.

9.1. GROWTH STRATEGIES

The growth strategies help the delicious restaurant expand its business into other locations in the UK. Using the growth strategy, the management of the company gets to know in which direction the company wants to grow externally using strategic planning. For this, the Ansoff matrix is used to implement the growth strategies, which are as follows:

Market Penetration	Market Development
➤ The strategy might include running strong advertising efforts, implementing loyalty plans, or providing special deals and promotions	➤ The main focus of this strategy is to motivate restaurant management to open new locations in different locations in the UK to reach new

to bring in new customers which help restaurant to increase its market share.	customer segments that mostly prefer online delivery of food and are health conscious (Peterdy, 2023).
Product Development ➤ The restaurant is also required to focus on different food items to provide a better menu to regular customers and also add more health-beneficial food items to the menu list, which will help attract more customers and establish a competitive position in the market (Peterdy, 2023).	Diversification ➤ Using this strategy, new food items are introduced into new locations of UK. This may involve expanding into complementary sectors like food manufacturing, retailing, or providing food classes or food-related events for a restaurant like Delicious. Although there are greater risks involved, this technique may also open up new revenue streams and growth prospects.

(Figure 5: Ansoff Matrix)

This growth matrix help the management of restaurant to find out a proper direction for growth of the restaurant and staff members start working to achieve the business goal with proper manner.

9.2. GREEN STRATEGY AND CSR

To promote sustainable business and implement a green strategy, companies need to use sustainable practices in their business for growth. With this initiative, the delicious restaurant comes under the list of socially responsible businesses that are beneficial for the long-term growth of the business. Implement eco-friendly policies and programs with the goal of supporting a green strategy. This can involve utilizing eco-friendly packaging, reducing food

waste, introducing energy-efficient procedures, and obtaining sustainable ingredients. Taking part in CSR activities can help improve the restaurant's reputation and attract socially conscious customers. Examples of these activities include sponsoring local charities, community projects, and sustainable farming methods. Marinating trustful relationships with stakeholders and customers starts by ensuring ethical and transparent business processes in all areas, including marketing, customer relations, and financial operations. By implementing CSR practices in the business, the restaurant plays a significant role in maintaining social and economic responsibilities.

10. RECOMMENDATION

- To determine and understand the strengths of the major competitors in the industry, conduct a thorough competition research. This will help in determining the areas in which your restaurant can do well (Pryor, 2023).
- Examine client demographics and preferences in-depth to ensure that your products and services meet the requirements and preferences of the market are targeting.
- Use data analytics and market research to learn about new trends, consumer behaviour, and areas that need improvement. Make data-driven, well-informed decisions for restaurant (Pryor, 2023).
- Develop a powerful and sustainable brand identity that covers every aspect of the customer experience, from atmosphere and service to food quality and presentation. Also invest in digital technologies.
- Create a unique menu that suits both the personality of your brand and the tastes of the customers you serve. Consider unique features like locally-sourced ingredients, exotic flavours, or specific dietary focuses to stand out in the market.

11. CONCLUSION

In conclusion, Delicious Fast Food Restaurant is dedicated to providing customers an exceptional eating experience by delivering an extensive selection of delicious freshly made fast food selections. The restaurant distinguishes itself from competitors in the UK market with its objective of applying sustainable practices and providing distinctive and healthy menu options. The restaurant makes sure that it takes into account political, economic, social, technological, legal, and environmental factors when it expands to new places by performing a full macro-environmental analysis utilizing the PESTLE framework.

With a minimum negative environmental impact, this strategic approach will help the restaurant in achieving its goals of expansion, a larger market share, and customer happiness. Due to shifting customer preferences and rising health consciousness, the restaurant must be aware of the possibility of a decline stage. It has to take action in the industry and modify its menu to appeal to health-conscious customers if it wants to remain competitive.

Furthermore, the restaurant should focus on monitoring its supplier connections in order to reduce the possibility of excessive expenses. All things considered, the restaurant's advantages in terms of service, distinctive menus, affordable prices, and internet visibility offer a strong basis for development and expansion into more UK locations. To set a competitive advantage in the market, the management of a restaurant must focus on providing healthy options and implementing ethical practices in business to become a socially and environmentally responsible restaurant in London, which will allow the management to expand its business to other locations in the country.

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