

**Certificate in Higher Education Business Skills for the
Workplace**

LCLM4006

Enterprise and Entrepreneurship

Individual Written Business Plan

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Introduction

The aim of this business plan is to introduce and demonstrate the need for the establishment of FreshBite Express, which is expected to operate as a healthy meal preparation and delivery business aligned with the increasing demand for healthier food choices in the UK market.

Due to the evolving market, driven by technological advancements, lifestyle changes, and demands for healthier, sustainable options, individuals have begun seeking healthier fast food options to complement their lifestyles and dietary requirements. Consequently, FreshBite Express effectively addresses these demands by offering healthy meals prepared with locally sourced, nutrient-rich ingredients. Emerging technologies demand fast, easy access to all services to enhance customer convenience and flexibility.

Summary of the Business Idea

FreshBite Express is a new, fast, healthy meal-preparation and delivery service start-up that offers affordable, healthy meals to busy professionals and individuals, thereby addressing the contemporary need for fast, healthier meals.

Minute details of business and operational strategies:

FreshBite Express primarily operates online to deliver diet meals and facilitate same-day home delivery in major cities within its operational limits. Health awareness is at an all-time high among contemporary individuals, given serious lifestyle-related health concerns such as obesity and diabetes (Statista, 2024). This is why individuals are searching for healthier fast meals without the hassle of hectic kitchen preparation.

FreshBite Express bridges the gap between healthy/heavenly delicious and home-hasty food at very affordable prices, focusing on efficient logistics and home-delivery convenience to major urban and local areas.

The value addition offered by the company is based on its promise to supply meals prepared daily by qualified professionals from locally sourced ingredients, all packed in biodegradable packaging and delivered to customers. The meals offered to meet customer preferences come under many categories, such as high protein diets, vegetarian and vegan meals, low-calorie diet meals, and allergen-friendly meals. Using the mobile application FreshBite, customers can select meals for home delivery, read nutrition facts, and customise them to their preferred meal preferences.

The new business venture will begin operations in London, focusing on densely populated areas where many people are also likely to reside in higher education establishments and have substantial workforces. According to Mintel (2023), “the UK food home delivery market continues to grow” because of increasing urbanisation and adoption trends among many individuals within this region. It is thus timely for FreshBite Express to establish its business in this market niche, as it offers a competitive edge through its specialisation rather than being just another takeaway business offering generic meals.

Management Structure and Legal Format

FreshBite Express will remain a Private Limited Company (Ltd). This provides protection for its owners and thus boosts its reputation among investors and lenders. The Ltd company is

most preferred by small business entrepreneurs whenever they need loan funding because it protects their personal finances (Companies House, 2024).

The management team will employ a functional business structure to facilitate efficiency and effective task delegation. The team of founders will comprise a Managing Director to take care of strategy formulation and investor network management, an Operations Manager to take care of food preparation and management of suppliers, and lastly a Marketing and Customer Experience Manager to take care of brands and customer management.

Additionally, there will be a Finance and Compliance Manager to take care of budgeting and budget management activities as required by laws such as The Food Safety Act 1990. When growing, FreshBite Express will have kitchen staff, delivery team personnel, nutrition experts, and IT experts for maintenance of apps.

This structure will facilitate cooperation between business activities to guarantee high service quality for customers at FreshBite Express while maintaining stability at all levels: regulation and profitability. The stress on effective communication and effective management will also help it remain responsive to market changes, technology advances, and overall customer requirements.

PESTEL Analysis

A PESTEL analysis is crucial to evaluating the external environment and making strategic decisions for FreshBite Express.

Political factors: The UK government is still focusing on healthy lifestyles, such as its obesity strategy and calorie labelling requirements (Gov.uk, 2022). This is setting beneficial environments for companies offering healthier meals to thrive. But after Brexit, new import policies may result in higher prices for foreign ingredients, so FreshBite Express should mainly have local chain suppliers to avoid any difficulties.

Economic factors: Today's economy is also affected by inflation and cost-of-living concerns, which have eroded consumer buying power (ONS, 2024). Nevertheless, the market for convenience meals has held firm because consumers favour prepared meals overeating out for obvious cost-saving reasons (Kantar, 2023). This is where FreshBite Express can capitalise by offering its customers affordable meal packages.

Social factors: including rising standards of living, greater nutrition knowledge, and an overall shift towards healthier eating habits, positively influence FreshBite Express.

According to Public Health England (2023), more than 80% of adults are looking for ways to improve their diet, and many want healthier convenience foods. Additionally, the rise in home working is driving demand for home food delivery services, as people want healthy meals quickly while working from home.

Technological factors: Digitalisation is also strongly impacting the food delivery market. Improvements include advancements in mobile applications, cashless payment systems, GPS route optimisation, and online marketing facilities that improve efficiency (Deloitte Report 2023). At FreshBite Express, customer-friendly mobile applications combined with tracking and recommendation facilities based on learning algorithms shall also be implemented.

Environmental factors: Consumers continue to raise their expectations for sustainability from enterprises. At FreshBite Express, biodegradable packaging is being adopted, routes will be optimised to cut carbon emissions, and locally sourced ingredients will also reduce carbon footprints. This not only aligns but also adds to its overall competitive advantage (WRAP, 2023).

Legal factors: As a food business, FreshBite Express is required to comply with all food safety laws, including HACCP guidelines and allergen information regulations. The business is also subject to employment laws. The GDPR will also need to be followed, as customer information is involved (Food Standards Agency, 2024).

Overall, the PESTEL analysis indicates that the macro-environment is supportive of FreshBite Express's business ventures, particularly wellness-oriented consumption trends, technological development, and sustainable food services.

Marketing Strategy

At FreshBite Express, electronic, relationship, and value-based marketing will all play a role in gaining and retaining customers. Given that its target group is very Web-savvy, the company will use social media promotions, influencer marketing, and Search Engine Optimisation to reach its audience. Websites like Instagram, TikTok, and Facebook will also be utilised to showcase preparation ideas, demonstrate health benefits, and share behind-the-scenes stories, giving the business a human touch. One thing to recognise is that social media

is among the most powerful channels for reaching Gen Y and professionals (Marketing Week, 2024).

The company intends to adopt a subscription business model, offering weekly and monthly packages at discounted rates to encourage repeat business and sustained earnings. Customer Relationship Management (CRM) software shall also enable the company to monitor customer behaviour, thereby enhancing FreshBite Express's customer retention rates. Email marketing campaigns shall also engage customers by delivering them weekly menus, promotions, and health tips.

An interesting factor for FreshBite Express is its focus on nutrition disclosure. The meals provided will include comprehensive nutritional information and allergy alerts. This targets customers who prioritise health when choosing dining options. The company will also partner with fitness clubs and business organisations to provide special meals to their employees and fitness enthusiasts.

The pricing strategy shall adopt a value-based approach to ensure it is worth the cost to take advantage of the quality and freshness of the meals provided to customers. Compared with competitors' traditional food takeaway services, FreshBite Express shall position itself as healthier and better priced, within prices customers can readily afford. This shall further include discounts to attract new customers to its fold.

Funding Requirements and First-Month Costs

Initially, FreshBite Express will require start-up capital of £45,000 to finance kitchen appliances, licensing fees, staffing, development of smartphone apps, marketing, and operational capital. Financing for this venture will come from personal contributions (£10,000), Start-Up Loans supported by the UK government (£25,000), and additional funding from angel investors (£10,000). Start-up loans supported by the UK government offer very favourable repayment terms and are very popular among new small ventures (British Business Bank, 2024).

Anticipated initial start-up costs include:

- Commercial kitchen rental: £3,000
- Kitchen equipment purchase: £12,000
- Initial food stock and packaging: £2,500

- Mobile app development: £8,000
- Marketing and advertising: £3,500
- Staff salaries (first month): £10,000
- Insurance, licences, and legal fees: £1,500
- Delivery logistics and fuel: £2,000

These start-up costs amount to around 42,500 pounds and include only a small contingency fund. The company is expected to begin generating revenue within the first month through pre-launch subscriptions and ads. Based on market research, FreshBite Express foresees around 150 to 200 customers in its first month of business, before steadily increasing its customer base.

Conclusion

In conclusion, FreshBite Express is clearly a timely and well-positioned business venture that aligns with major market trends in healthier eating habits, technology-enabled convenience, and sustainability. The business plan clearly explained how and why FreshBite Express provides a unique value chain by offering meals centred on nutritionally healthy habits, combined with efficient, technology-enabled food deliveries to customers. The proposed business structure for this venture is perfectly aligned to enhance management accountability, ensure strict adherence to legal and regulatory requirements, and support scalability and growth at all stages of operation for all stakeholders. The most notable observation presented under the PESTEL analysis is properly associated with strong socio-cultural and technology-related environments at diverse markets around the UK for new market entry and expansion while remaining agile to maintain normal economic pressures coupled with strict market regulations for smooth business execution and sustainability at operational stages for diverse stakeholders involved directly or indirectly for mutual success at all stages for sustainable development of this business venture at all stages for sustained success at all stages of growth and development for management at all stages for sustainable success at all stages for growth and development stages for management at all stages for growth and development stages for management at all stages for sustained success at all stages for growth and development stages for management at all stages for growth and development at all stages for management at all stages for sustained success at all stages for growth and development at all stages for management at all stages for growth and development stages for management at all stages for successful growth and development for management at all stages for sustained success for all stages for growth and development at all stages for management at all stages for successful growth for all stages for management at all stages for growth and development at all stages for management.

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