

MANAGING ENTERPRISE IN THE 21ST CENTURY

Group 5

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Introduction

Due to digital technology, business development has significantly increased in the 21st century. Digital technology is changing the classic way a business usually is ran, including those in the food, retail, transportation, and hospitality areas (Goffe et al. 2020). For instance, through the provision of a trustworthy platform where users can easily book a trip or a place to stay, Uber and Airbnb have changed the dynamics of the transportation and hospitality sectors. Similarly, technology has considerably helped the growth of the quickly developing food business by giving people a platform to choose and buy their preferred cuisines from restaurants close to their homes. Analysis of HomeMade Takeaway's effects on the UK food market is part of this study. Nowadays, most takeaway food restaurants are implementing the delivery service not only to please their customer, but because they need to keep up with the competition and by implementing this kind of service, they can reach many possible customers than just the regular people that would frequent the place. Because takeaway food restaurants are a common sight throughout the UK and many restaurants implement this kind of service, they don't just create more opportunities for themselves, but they also create more jobs opportunities for the delivery staff and by doing that their whole business develops through the means of the digital technologies used (Zikirya et al. 2021).

We will also take a look at HomeMade Takeaway's operational management and how they should be conducting the business throughout a variety of other factors. Because operational management is a very important process that can be seen as tedious work, companies need to be sure it runs smoothly. Through that, we will discuss how they can effectively increase the standards of the organization, build a more effective and strong working environment therefore maximizing their profitability (Gursoy et al. 2019). The company will be able to run more profitably if it can direct its spending in a way that maximizes income from cost-cutting measures.

The two elements of a good continuous marketing strategy are comprehension of causes and efficient plan execution. In order to create a well-functioning plan and strategy the company needs data regarding their performance, problems, possible changes in their customer's behaviour. Therefore, companies often gather customer input and do market research to investigate the

underlying problems. Investigating a change in a company's sales performance can also be done via a marketing audit (Hu et al. 2018). A marketing audit is a review or a snapshot of how well a company's marketing strategy is being implemented. Internally or through a consulting firm, comprehensive and partial audits can be performed to find areas that need improvement.

Business Concept

Based on a matching business strategy, the delivery and ordering service HomeMade Takeaway helps foodies get their meals delivered right to their homes by bringing together local restaurants and foodies. The technological stack that provides a faultless delivery experience for customers may be understood. Examine others companies' funding's history and revenue strategy to quickly get an opinion on what could work and not in the current market interest (Alvarez-Palau et al. 2021). For the restaurant, HomeMade Takeaway plays a significant role in the consumer delivery segment of the online meal ordering and delivery market. Customers utilise the HomeMade Takeaway site after searching for eateries that provide takeout. Neighbouring restaurants are promoted on the HomeMade Takeaway website. Delectable meals may be ordered by food lovers, and establishments will utilise their resources to fulfil the orders. Similar to any other online ordering and delivery service, the restaurants themselves are in charge of delivering prepared meals. According to Sandhu et al. (2021) report, between clients and restaurants, HomeMade Takeaway acts as a middleman. It is planned to achieve more than 105 000 restaurant partners and about 26,3 million active users. It will be released in more than 13 countries where the company will operate from its headquarters in London, England, including Asia, Oceania, Europe, and the Americas. Customers may choose local takeout restaurants, place an order, choose a pick-up or delivery time, and pay for their meal using the hassle-free online ordering service HomeMade Takeaway, which was founded in Kolding, Denmark.

One needs to be familiar with the various marketing strategies employed by the industry that supports online food delivery services to build a website resembling Delivery Hero. Korede et al. (2021) state that by choosing the business model that best suits the requirements of any food delivery company, they can start the process of building a lucrative market. The fundamental and most popular business plan of an online food ordering and delivery system can be explained by taking into consideration the four essential elements of any such platform:

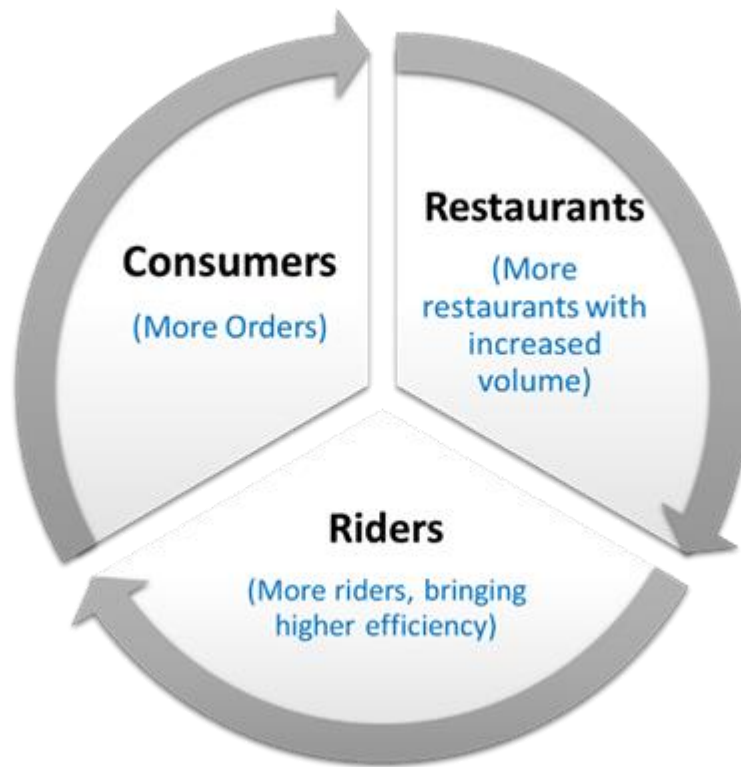


Figure 1: Business concept of HomeMade Takeaway.

Sources: (Thestrategystory.com, 2022)

Merchants

The vendors register to offer their restaurants on the marketplace by completing an application. The merchants can list one or more restaurants depending on the subscription package they have selected. In order to provide a fantastic user experience and boost convenience, make sure the solution that they choose also gives merchants simple management (Madeira et al. 2020). The platform should make it simple for business owners to manage a variety of eateries, customise menus, identify the food item that sells the best, track orders, respond to customer comments, and display special deals or promotions to entice customers.

Customers

Customers must be offered the opportunity of creating accounts on the platform or placing orders on the meal delivery website or app as guests. Order from the customer is promptly taken by the

restaurant (Murphy et al. 2020). Customers using the website can make purchases using several different payment options. The administrator oversees all aspects of the cash flow, including selecting the timing of payments into merchant accounts.

Delivery Agent

Creating accounts on the website or mobile app allows delivery personnel to sign up for the meal delivery platform. The restaurant or the admin oversees managing order delivery. Once an order is approved by a restaurant for delivery, most business models for doing so use a delivery staff app to notify delivery personnel nearby of the order. Depending on what they can do, the delivery personnel accept or reject the request (Hemmington and Neill, 2022). If no delivery agent accepts the order, the food delivery service should offer the admin the option of assigning the order to a certain delivery crew. Once a delivery order is assigned to a delivery agent by the admin, the agent should additionally be notified via the delivery staff app.

It wasn't sufficient for HomeMade Takeaway to merely engage customers. Informed, individualised client journeys were to be built by the provision of communications at the proper times and through the proper channels. The company will launch its lifecycle using email campaigns, which will be managed via the Braze Canvas customer journey management feature of the Braze platform, together with push notifications for app updates, in-app messaging, and Content Cards, Song et al. (2020). With the help of Braze's Canvas and Connected Content dynamic customisation tools, marketers can construct campaigns with content from client profiles without any help from the IT department. Every consumer encounter offers the potential for a relationship. HomeMade Takeaway takes advantage of these chances by personalising everything through the Braze platform, from transactional emails to emails with restaurant recommendations (Kochańska et al. 2021). A nice touch is to immediately add by Connected Content's customisation services for HomeMade Takeaway in order to create templates that allow each email sent among millions to be completely customised. Teams should be able to quickly begin campaigns as a result, and start all over the world. Restaurants must adapt to this new standard by turning a dining experience into a digital one. Because of online meal delivery behemoths including Uber Eats and Delivery Hero, restaurants all over the world can now adjust to their consumers' changing wants. HomeMade Takeaway offers similar services when customers request them using the app for meal

ordering and delivery. Online ordering for delivery or pickup is available in the UK for customers and independent takeout businesses.

Financial Plan

The financial plan is based on the ongoing strong organic performance, people will see a substantial influence on the overall scale and performance after the launch. The Revenue and Adjusted EBITDA sections of this part use the gathering the data of historical Takeaway.com, and heritage Grubhub as of 1 January 2019 to give comparable data for the relevant periods due to the size of the acquired businesses (Allen et al. 2021). In addition to offering technical services, HomeMade Takeaway Takeaway will rapidly expand online food ordering and delivery business. As the business looks scalable because of the remarkable development trajectory, the need to build a strategy for the best method to handle the data become important. The company simplify their IT environment and services (Liang et al. 2021).

The company will also start to manage how they're creating a data hub, improving automation in the administration of the data, and gaining deeper business insights to enable more precise and swifter decision-making.

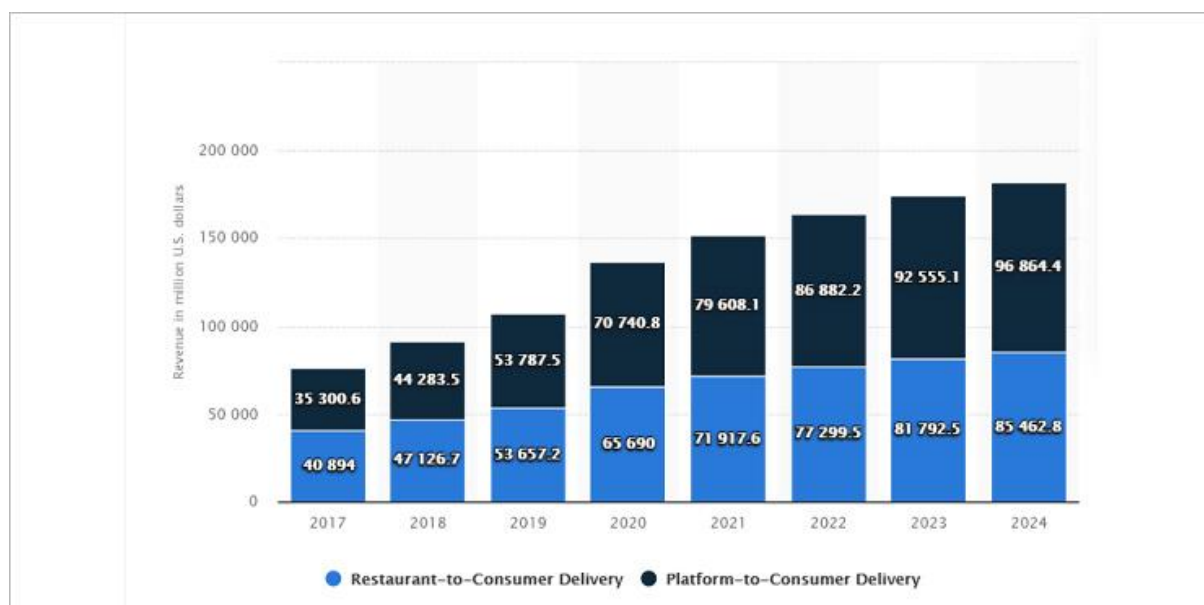


Figure 2: Financial Analysis of takeaway company.

Sources: (Upperinc.com, 2021)

Marketing Expenses

According to the Keeble et al. (2020) report, the two main areas of marketing spending are (i) brand marketing, which makes use of media such as digital streaming, and outdoor advertising, and (ii) performance marketing, which uses strategies such as search engine marketing, app marketing, and sponsored links to directly drive traffic and orders.

After the release there are planned mergers with other companies, a main merger could be the merger with Grubhub. Other strategies could include the partnership with UEFA for the national competition for the Euro, which could be causes of an estimated 85% increase in marketing expenses to €684 million. (Van Doorn and Chen, 2021). Deferred tax benefits could grow from €23 million to €46 million in the following year after the release because of a transitory difference in the amortisation of intangible assets, the recognition of losses, and an effect offsetting the impact of the UK tax rate rise (Lai et al. 2020).

As part of the cash flows from operations, money will be paid to suppliers and workers. Expenditures for provisions, income taxes paid on operational activities, and expenses associated with firm acquisition and divestiture are also included in cash flows from operating operations. The predictions for the first year ending December 31, should show a net cash created, while the second year after release ending December 31, will have operational costs rise to €423 million from €177 million (Fox and Bartholomae, 2020). The future merger with another big delivery company, will be made to strengthen our leading positions, greater interest payments of €47 million, and higher income taxes of €53 million. Following the relevant rules, the Management Board oversees drafting the financial statements. The Management Board is responsible for deciding on and carrying out suitable accounting procedures along with creating estimations for accounting that are fair under the circumstances. Following applicable legislation, the Management Board is also tasked with creating the Management Report. The Management Board tries to provide a fair assessment of the business's condition as of the balance sheet date and the year under review in the annual report (Zhang and Wen, 2022). Such a summary, which is never exhaustive, contains a few of the most significant things that happened throughout the fiscal year. Under its connection with an entity, the Company is said to have control over it once it is exposed to or has a right to variable returns. If the three dimensions of control listed above have altered because of new information, the Company re-evaluates whether it still controls an investor (Li et

al. 2020). Upon determining whether the Company has enough voted and ownership interests in an investee to exercise control over the Company, all relevant facts and circumstances are considered. Consolidation commences at the transfer of control to a subsidiary and terminates upon the removal of such control.

The Boundary of Operation of HomeMade Takeaway

The efficient use of operational management as a factor by HomeMade Takeaway has been emphasised. This aspect, one of the most important ones in a company's management structure, is essential to its growth and effective use of resources. HomeMade Takeaway is a business that specialises in online food delivery and will have operations in more than 13 countries (Blankenberge and Williams, 2020). The firm will operate according to two successful business concepts. Two distinct business models—each of which is effective—are used to run the company. The company have been using the internet's tools and delivery management powerfully to effectively function properly for the development of the business by successfully delivering food by their raiders, which is a crucial critical component of the business (Dunn et al. 2019). The company act as a go-between for the restaurant and the customers to expand their clientele and cash stream.

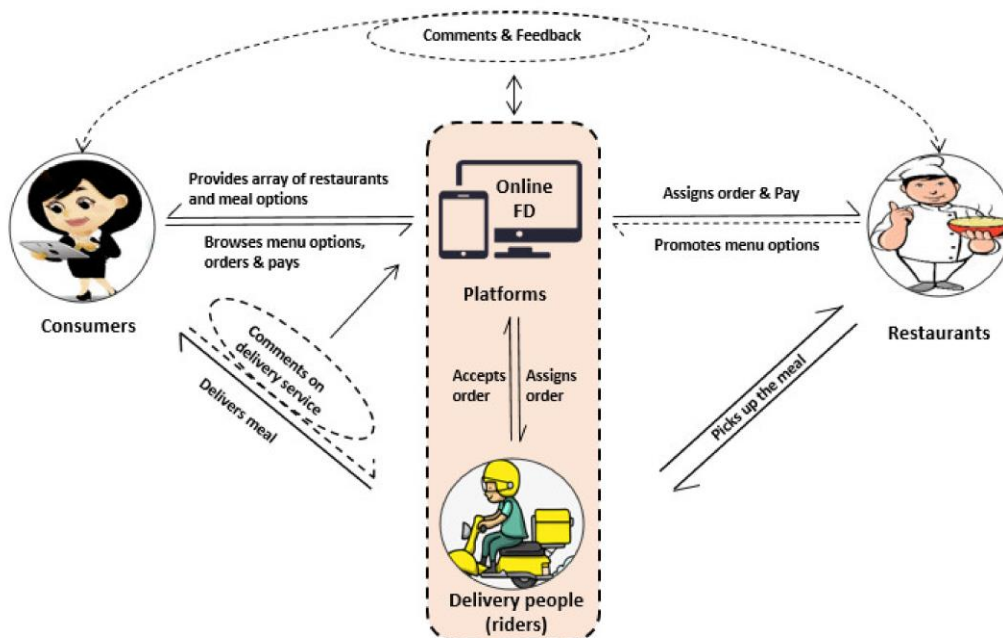


Figure 1: Operation Plan

Sources: (Mdpi.com, 2022)

With a 32-minute delivery deadline, there will be a use to have a strong delivery management as a tool to help clients who place orders for food through their app. Since the food is brought right to the customer's door, they don't even need to go to their favourite restaurant to get high-quality food. This has been a source of concern for the company because it will help to better manage HomeMade Takeaway's service and their productivity to better serve their customers (Cheng et al. 2020). Customers desire a stronger food supply chain system as quickly as possible to meet their expectations for an increase in the company's profitability. The findings of this study will aid in the understanding of the critical function that management control, which includes components of this model, performs.

Annotated Input-Transformation-Output Diagram of the Operation System

For HomeMade Takeaway, a primary priority has been the context of the annotated input-transformation-output. It has been decided that it should be functioning in line with the specifications of a meal delivery service, using drinks and meals as the main elements. The company has been maximising the logistic system to grow its delivery system. Multiple independent couriers who can translate inputs into outputs are essential to the operation of the firm. Wear and tear are the output in proportion to the secondary input for the couriers' vehicle that they use for delivery. A more significant second input for the firm is the use of the company's physical and online presence, where they accept orders. Most of this is carried out more effectively supply meals. HomeMade Takeaway has a few accuracy-related requirements for tertiary inputs, which are essentially the use of plans and various orders for the business (Bortolini et al. 2019). HomeMade Takeaway, simply acts as a data source, allowing them to compile data and customer input to effectively grow and offer additional products and services.

HomeMade Takeaway's operational problems and how they affect the strategic goals

Several operational HomeMade Takeaway-related challenges could harm the company's strategic aim; if they are to grow, these issues must be resolved. In order to have a better understanding of the criteria, a variety of literary sources were taken into consideration when formulating them. Customer feedback data gathering about meal delivery has not been found to have a substantial impact on organisational operational change (Goods et al. 2019). Concerns about the customer's happiness with the items they have received are of special importance to the organisation and its delivery approach. It has been noted that a company's operations are significantly impacted by the way it invoices consumers and manages complaints about the quality of the meals. It has been suggested that one factor contributing to the company's unpredictability concerning its pricing plan is its failure to respond to price adjustments and successfully boost the company's sales (Martinsuo and Hoverfält, 2018). Limiting the aspect of the operation in the delivery has been a problem for the corporation since new, huge firms are entering the delivery industry, and doing so will have an influence on how well the company operates overall.

Final point: Because staff members usually haven't been able to deliver the items within the permitted time, the firm has encountered operational problems with the 32-minute delivery model (Roh and Park, 2019). Customers regularly see variable food quality when they order through the delivery service, and the meal's quality hasn't yet fulfilled the requirements set by the company. Consumers' loyalty to the delivery service has been shown to wane as a result of the remarkable and good discounts that they have offered to attract more customers. They have seen unhappiness among the customers whose loyalty may not last for a long time. It directly affects how the firm will run to be unable to ensure loyalty. By better managing a few of the essential and crucial factors that will be emphasised in the following sections (Haider et al. 2020). The organisation has been utilising its business model of delivering meals and drinks to customers who have ordered them online or through an app to improve delivery service and guarantee customer happiness. Customers are a key part of the business since the chain ends with them and they are the ones who use the services.

Management Plan

From neighbouring restaurants that will be listed on HomeMade Takeaway's website and mobile applications, customers may make orders for their favourite foods. Food may be ordered online using HomeMade Takeaway. Food delivery services rely on relationships with a variety of restaurants to feed customers because they lack on-site kitchens (Kaidalova et al. 2018). It acts as a channel for transactions to happen between restaurants and consumers as a consequence. Online meal delivery giants operate mostly on an aggregator basis, which is one of the most popular business models. The greatest aggregator method is for new companies and company owners with limited beginning capital. It acts as a mediator for customers and restaurant operators to exchange food and money without any involvement from either party directly. They carry out these purchases through the marketplace platform or the apps for online meal delivery services (Aghimien et al. 2022). Some online food firms use the aggregator strategy to build a market with in-house delivery services, while others choose to work with outside service providers. In any instance, an aggregator offers a platform that enables food establishments to publish their menus, facilitate payments, and offer delivery services. Now we have a fundamental grasp of the business model that will be used for HomeMade Takeaway, let's also look at some aspects of the model and the revenue streams.

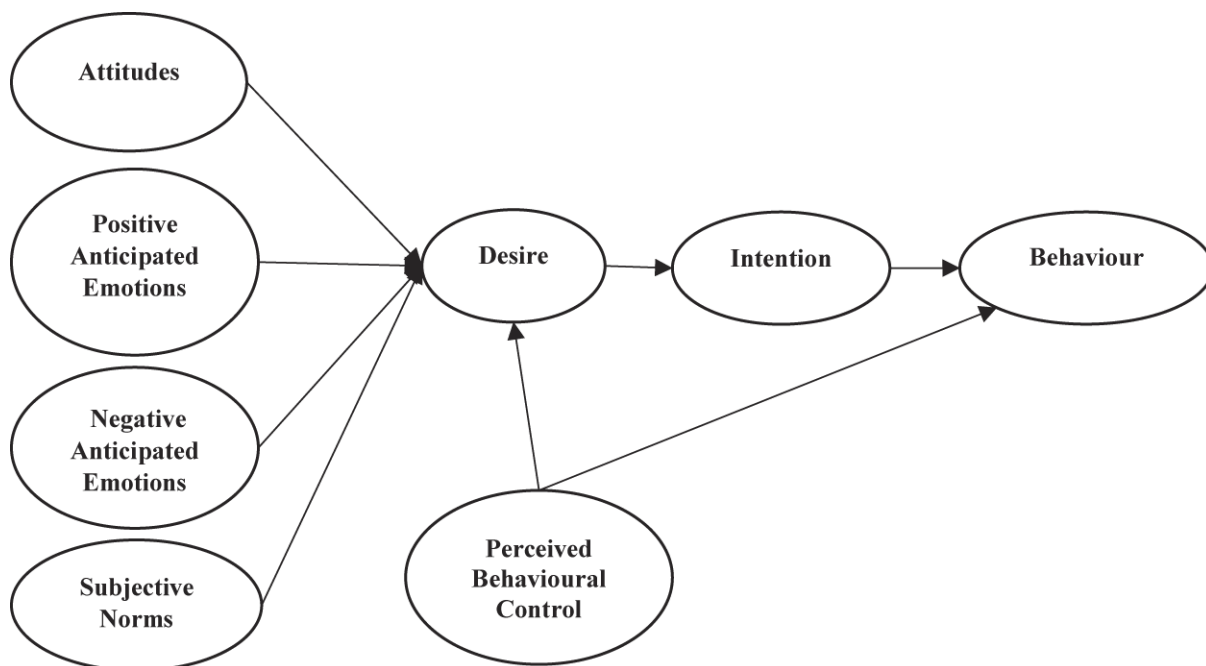


Figure 2: Management Plan

Sources: (Emerald.com, 2022)

Global Market Strategy

Global markets differ in terms of policies and convenience of doing business. UK is a developed nation where companies must have well-defined strategies in place before deciding to use marketing as a method of product promotion. Gamage et al. (2020) argue that the competition created by large Multinational enterprises including McDonald's and KFC, and many others, made it more difficult to establish businesses that were comparable to theirs. The four expansion strategies suggested by Tirkolaee et al. (2020) are available to any organisation. According to him, businesses with less knowledge of the global market prefer the waterfall strategy. For management to be able to comprehend customer preferences as well as the political and regulatory backdrop that might have an impact on performance, it is said that one business must be created.

The Steakhouse Perks program, which will have HomeMade Takeaway collaborate with companies like Sidekicker and Tyro in the future in order to offer straightforward, reasonably priced access to crucial business services, will focus on assisting with improvements in six crucial industries: electric and gas, hiring, electronic payments, economic assistance, restaurant operations, and printing (Jeong et al. 2019). HomeMade Takeaway will be using its heft to negotiate better rates and concessions on behalf of the wide range of businesses it will work with at a time when costs have increased for restaurants across the board. According to the food delivery company (Obrenovic et al. 2020). We think these fresh initiatives could provide our company with even more ways to boost the earnings. A few businesses are also improving their delivery management, but they are still unable to offer top-notch services. In the event that a customer receives the wrong item or a delayed order from your restaurant's delivery service, for instance, let's say. In such a situation, they undoubtedly lose that customer forever. Simply said, losing a customer for a mistake of this nature is not worthwhile. Furthermore, in this day and age where people want to eat every meal in their own homes, it would be detrimental to their business if the company didn't deliver at all (Pavlov et al. 2019). Today, having a robust delivery management software system in place is crucial for every organisation.

And after completing this, the rider may start the task using the rider application, which comes with any high-quality delivery application. In addition to helping the riders keep track of the details

of their jobs, the rider management application also helps the riders keep track of the details of the orders they get from clients. Not only that, but this management system includes additional faces. Customers can stay up to date on their purchases and any delays thanks to its integration with their main delivery platform. The term "delivery management" refers to a method of efficiently managing logistics via the use of digital technology. The method and the tools ensure the goods are moved effectively and efficiently while being carried from the pickup location to the destination (Moradi and Groth, 2019). By using effective supply chain management techniques, costs, waste, and manufacturing time are decreased. Now that just-in-time supply chains are the industry norm, retail sales instantaneously alert manufacturers to place replenishment orders. Then, nearly immediately after it sells, retail shelves may be refilled. Examining data from supply chain partners to identify areas where more changes may be made is one way to optimise this process even more. Customers may express dissatisfaction with the service if they purchase more merchandise than the company can supply (Centobelli et al. 2022). Manufacturers might be able to foresee the shortcoming through data analysis before the customer experiences a problem.

It is still below HomeMade Takeaway's greatest level over the previous three years, and the net profit margin is still modest. This is due to HomeMade Takeaway's considerable spending during the early stages of rapid expansion to increase its market share due to its position in a burgeoning industry and its online presence, as was already mentioned (Holguín-Veras et al. 2020). Over time, as the business became larger, monopolies started to develop in the meal delivery industry. Due to the "price war" Homemade Takeaway will engage in with competitors to ensure punctuality, its margins have been under constant pressure. Meanwhile, new businesses including supermarket delivery are still in the early stages of development and are expensive. A low or even negative net sales margin is a result experienced by the company as a whole.

Market Analysis

Recent years have seen rapid expansion in the meal delivery industry, a major portion of the food service industry. From restaurants doing in-person deliveries to the development of specialised delivery services, and from the early days when customers couldn't monitor the delivery process to the present when customers can track the delivery location in real-time. Recent technological advances, particularly in the areas of cloud computing and big data, have created the conditions

for the modernization and transformation of the fast-food business (Veen et al. 2020). Along with replacing baby boomers as the largest consumer group, millennials are now more receptive to novelty and live quicker lives than prior generations, which has driven them to seek out easily available food. This has led to a booming takeaway industry. As a result of the COVID-19 outbreak, which hit in 2019, the majority of governments have now enacted lockdowns, making it harder for companies to provide dine-in meals and pushing consumers to opt to order food online for delivery to their homes. Because of this, the takeaway industry can see a boom. As the public's appetite for fast food and home delivery rises, the market for takeout and delivery meals will grow throughout the projected period. According to a Statista study, online meal delivery services in the UK generated revenues of \$4,869 million (Usak et al. 2020).



Figure 1: Market analysis.

Sources: (Openpr.com, 2022)

Porter Five Forces Analysis

The threat of new entrants: While it is true that entering the takeaway industry typically necessitates the development of a specific platform, partnerships with restaurants, the hiring of

delivery personnel, and other upfront preparations, as the industry has only recently started to boom, there are fewer governmental restrictions, lower upfront capital requirements, and costs compared to other industries, and very low customer switching costs, with customers typically choosing the less expensive platform, making the industry more attractive to investors (Søreide et al. 2020).

Bargaining power of suppliers: Thanks to the internet serving as an "intermediary" between customers and restaurants, HomeMade Takeaway can work with as many neighbouring restaurants as it wants. Vendors, however, can sell on many platforms at once. The provider and HomeMade Takeaway are independent parties because of this two-way option. HomeMade Takeaway will offer a wide range of restaurants; so, even while some eateries, including "five guys," could only be accessible through HomeMade Takeaway, this does not imply that the provider has a significant amount of negotiating leverage (Leite et al. 2019). In order to establish profitable business relationships with suppliers, HomeMade Takeaway might create its procurement channels.

Bargaining power of customers: Due to the industry's quick development, customers may pick from a broad variety of platforms, such as Just Eat, Uber Eat, and Deliveroo. Additionally, meals come in a variety of forms and are marked plainly with their costs. Customers may therefore compare many platforms to choose which offers the most value for their money, and switching platforms won't cost them any money (Vakulenko et al. 2019). Despite what this would indicate, HomeMade Takeaway will maintain a loyal following of customers. More than 50% of customers should choose HomeMade Takeaway over the less-priced choice.

The threat of substitutes: HomeMade Takeaway's target market hasn't been damaged by supermarket frozen prepared meals or food subscription services such as Hello Fresh, which can take the place of takeout's ease. Despite how useful they are right now; they are still not as practical as ordering food through an app like HomeMade Takeaway future app.

Industry Rivalry: Platforms including Uber eats and simply eat, which were already mentioned, may potentially provide their services in the takeaway sector. Particularly in big places such as London, this leads to extremely fierce competition (Elghaish et al. 2020). HomeMade Takeaway, however, should succeeded in seizing a substantial share of the market by offering upmarket eating selections, a simple delivery procedure, and subscriber-only benefits.

Big data and cloud computing technologies, along with the millennial generation's higher openness to innovation and accelerated pace of social life, have all contributed to the food delivery sector's swift growth and flourishing. Because of the rapid improvement of technology and the expansion of internet technology, the cost of takeaway delivery services has consistently decreased (Griesbach et al. 2019). Because of its low entry barrier and advanced technological status, the industry is experiencing a significant flood of investment, as was already mentioned. A constant increase in competitiveness is the result of this. The meal delivery industry has gone through several stages of growth, from its infancy to its growth period and even the pre-shakeout stage. The well-established delivery network of HomeMade Takeaway, which will be operational in 13 countries, will include over 100,000 deliverers and over 140,000 eateries (Chen et al. 2019). Customers can track it in real-time since it is completely accessible throughout the delivery procedure. It operates on a platform and doesn't exist in the physical world. It can cut down on taxes, facility charges, and rent costs—but only to a certain extent. Although HomeMade Takeaway's objective is to provide fast, straightforward, and highly reliable deliveries from fancy restaurants, it cannot be rejected that now and again deliveries may be handled improperly, resulting in the original delivery time being exceeded and leading to delivery delays and food problems. Due to COVID-19, which forbids establishments from serving dine-in clients throughout lockdowns but permits takeaway only, delivery companies's user base has surged by over 70% (Xu et al. 2021). The company's continual technical innovation could increase the platform's capacity to handle orders more quickly, and consumer apps are made more accurate and quicker. There is strong competition in the food takeaway business since there is a low barrier to entry thanks to platforms including Deliveroo Takeaway, Just Eat, Uber Eats, and others.

Marketing Plan

HomeMade Takeaway emphasises the platform's benefits and distinctive features to persuade customers to choose it over its competitors in marketing and sales. HomeMade Takeaway will employ discounts during the Euros, youth-focused advertising, a unique logo, and brand-building activities to approach customers and create an image of "fast food at a wonderful value" that is unmatched by the competition. Offering outstanding customer service is unquestionably essential for developing a loyal consumer (Sofaer et al. 2019). HomeMade Takeaway will provide customers with optional feedback forms to fill out after their meal, increasing transparency

throughout the delivery process and emphasising post-purchase assistance. Companies are being pushed to go outside of their own countries for profitable opportunities due to the fierce competition in domestic markets. The desire to increase revenue is another motivator for organisations to examine markets and spot gaps. Due to this problem, large organisations frequently reorganise themselves to satisfy the needs of their customers. In order to achieve positive outcomes, it is essential to find a balance between the positives and negatives of globalisation (Archetti and Bertazzi, 2021). For instance, it's vital to take into consideration the corporation tax in the new environment, grasp the culture of the area, and take other regulatory bodies that regulate commerce into account. As a result of fewer disagreements with the authorities and oversight bodies, performance in the selected field is enhanced.

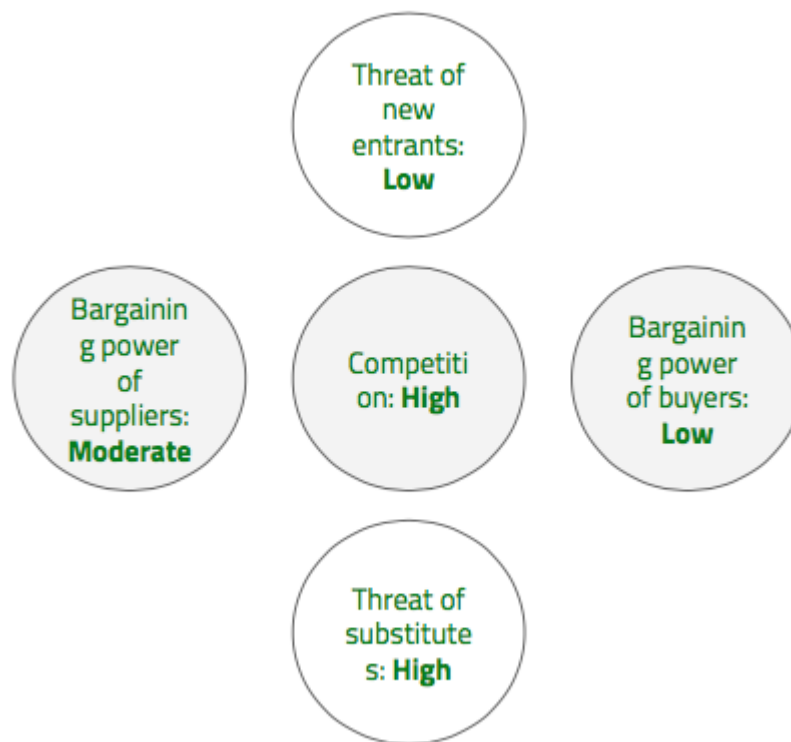


Figure 2: Market Plan

Sources: (Uppaluri, 2019)

Internal Analysis

Human labor, laws, and other material resources make up the internal environment of a company, which allows it to operate effectively. In order to promote efficient flow and well-informed expansion, management must establish a balance between the three. HomeMade Takeaway is a restaurant delivery service that sets itself apart from the competition by meeting consumers at its location. The management will spend money on bikers and drivers who may use the meal after placing an order to help them achieve their goal. The constrained covering radius of this approach presents a difficulty. They hinder diversity by primarily catering to easily reached residents. Hemon et al. (2020) argue that one strategy for a company to grow is to focus on a distribution channel that can reach a lot of clients at once. HomeMade Takeaway will be using a marketing mix to increase sales. According to Theobald et al. (2018) definition, it consists of several variables that interact to influence the direction the market will take. Restaurants manage the discounts and promotions in exchange for the food they offer. They provide loyal customers discounts regularly as a way to preserve their own culture. This company will still use conventional marketing techniques like price decreases, which are thought to significantly increase client growth. It will also provide a variety of carefully selected, premium solutions (Montalbán-Domingo et al. 2019).

HomeMade Takeaway's success is predicted to be large because we were able to recognise and understand the kind of clients the company will have. In London, where local eateries did not view meal delivery as an alternative, our start-up saw a vacuum in the market. The management made significant use of UK cities and targeted a wide range of demographics because of the population's considerable spending power (Agostino et al. 2021). There will be more consumers serviced in a given amount of time due to the projected worldwide growth. Additionally, there are sufficient resources available to the company to fulfil its revenue growth objectives. The profits for the previous second year are predicted to be totalled at around 480 million pounds, according to Jones (2014, p. 186), and the working force increased to 800 workers and an estimated 6500 riders (Li et al. 2020).

External Analysis

The greatest countries to enter are those that are developing since they provide a wide range of chances across the economy. Providing services or goods that the locals need, a multinational firm

can bring together a sizable consumer base (Gursoy et al. 2019). Similar to the previous point, trade barriers are low and there is less rivalry in these nations. The industrialization, infrastructural, and technological development of nations such as India, China, and South Africa is accelerating. Large international corporations, including Coca-Cola, have drawn attention to the economy as they stand to gain from the sizable population. In contrast, the barriers begin at the moment of entrance into a developed (Wang et al. 2019). A new entry is also threatened by the strict regulations and the presence of local businesses. The UK has seen growth in the fields of agriculture, technology, and internet usage for personal use. Over the age of 16, the estimated number of people with an internet connection is 21.7 million, or 80% of the population (Modak and Kelle, 2019). An establishment that serves food in the area can focus on customers that are of spending age. However, as people's comprehension of modern technology has increased, businesses have had to continuously alter their internal working strategies to stay ahead of the competition. It would include differentiating their goods to draw local customers. Over the preceding six years, the fast-food industry has expanded despite shifting consumer preferences.

Conclusion

HomeMade Takeaway has the potential to be the biggest food delivery service in the world. It will be expanding swiftly and could be seeing an increase in sales because the current delivery services demand. Additionally, it hasn't been lucrative recently and isn't right now. But it's obvious from the price-to-sales ratio just how enthusiastic many investors are still about the business. The sector that HomeMade Takeaway's services has an opportunity to grow, no doubt about it. Nevertheless, considering its valuation and financial state, HomeMade Takeaway does not offer the best value for money. They suggest staying away from buying the stock. The sector of delivered takeaway has grown quickly over the past five years and is currently the food-related service channel with the fastest rate of development. The group's position as a prospective industry leader is bolstered by its aggressive strategic goals and stringent risk management and mitigation processes. The firm has methods in place to expand, based on the organisation, but there is still room for greater growth. The firm's profitability, efficiency, stability, working capital, and investment opportunities are assessed by additional investigation of the numbers in the financial analysis.

Many investors could be interested in the business given price-to-sales ratio. There is no doubt about the fact that HomeMade Takeaway's is in a sector that is currently expanding and is experimenting with a lot of new opportunities regarding their services growth. In addition, considering its valuation and financial state, HomeMade Takeaway does offer the best value for money. The sector of delivered takeaway has grown quickly over the past five years and is currently the food-related service channel with the fastest rate of development. The company's position as a prospective industry leader is bolstered by its aggressive strategic goals and stringent risk management and mitigation processes. The firm has methods in place to expand, based on organization and furthermore, there is still room for greater growth. The firm's profitability, efficiency, stability, working capital, and investment opportunities are assessed by additional investigation of the numbers in the financial analysis.

British customers exhibit traits such as high purchasing power and a penchant for quality. The nation's restaurants haven't been able to meet their customers' expectations up to this point by offering them services that are carefully selected and different enough to stand out. Customers must travel to the establishment to obtain food service, which is the common business model used by most companies. Given that the locals are working hard to expand the economy, the provision of delivery on request would greatly strengthen the competitive edge. By utilizing modern technologies in its method of delivery, HomeMade Takeaway could be able to attract a significant British customer base. HomeMade Takeaway primarily focuses on product delivery to beat its rivals in the nation in which it operates. A numerical and visual representation of the situation surrounding HomeMade Takeaway's current development state may be obtained by comparing the company with its competitors. As a competitor in the UK's food delivery business, HomeMade Takeaway's growth trajectory mirrored the general trend of the sector's expansion.

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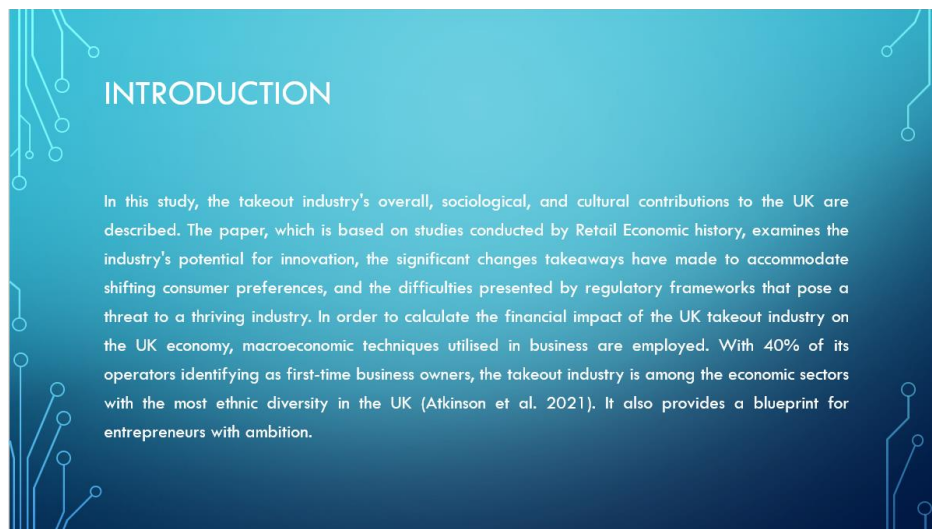
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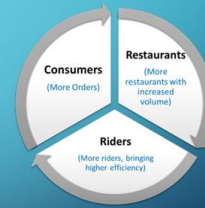
Appendix

PowerPoint Presentation



BUSINESS CONCEPT

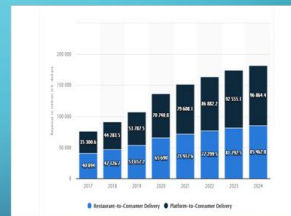
- Through HomeMade Takeaway, customers may order meals from nearby restaurants, which will then be delivered directly to their homes or places of business.
- Users of HomeMade Takeaway's services can order meals either online or through the company's mobile applications, which are available for both iOS and Android (Fillimonau, 2021).
- A new home delivery on-demand business model was made using the aggregator approach in conjunction with the marketplace and delivery models.



Thestrategystory.com, 2022

FINANCIAL PLAN

- The company first saw modest returns in the domestic market due to its small number of listings. 2015 was the year when HomeMade Takeaway's revenue finally began to rise quickly, reaching approximately \$1.5 billion (Li et al. 2020).
- HomeMade Takeaway had another gain in revenues in 2017 that more than doubled, reaching £227 Million, an increase of 116%+ from the beginning of its operations (Kochańska et al. 2021).
- The company has improved the UK's finance industry and produced sales of £470 million while also adding over 7,200 new jobs to the restaurant sector.



Upperinc.com, 2021

MARKET ANALYSIS

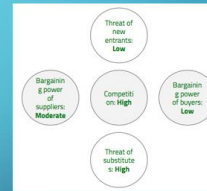
- HomeMade Takeaway's five primary value propositions are accessibility, convenience, cost savings, risk mitigation, and brand and prestige. A higher value proposition than the competitor for customers also encourages a purchase (Hallak et al. 2021).
- Cost-cutting through considerable automation and low-cost service offerings is a key component of HomeMade Takeaway's cost-driven organisational structure.
- Competition is fierce and new competitors are a threat.



Openpr.com, 2022

MARKETING PLAN

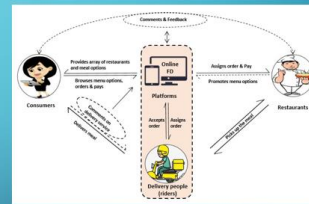
- In order to succeed in this more fiercely competitive climate, HomeMade Takeaway has been compelled to reexamine how it markets its brand.
- Offer collectibles in return for the cost of a child's meal (Paché, 2020).
- The use of a QR code to enable customers to browse and purchase
- Establish a branded app to allow online food ordering.



Uppaluri, 2019

MANAGEMENT TEAM

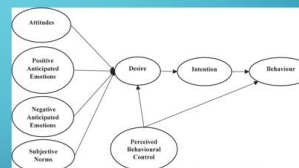
- The mission of HomeMade Takeaway is to transform the way people place food orders.
- They work with the best restaurants in the business, from local favourites to national favourites, to bring customers the food they love, right to their home.
- Its fleet of internal delivery drivers and extensive inventory allow us to deliver every order within just as 30 minutes (Vo-Thanh et al. 2021).



Mdpi.com, 2022

MANAGEMENT PLAN

- HomeMade Takeaway's registration and membership procedures are simple, and customers greatly like the service.
- Customers may register right away by Facebook, email, or another means. Just complete the form and submit it (Puriwat and Tripopsakul, 2021).
- Customers only need to select or search for their desired food or restaurant to place an order, which is another extremely simple step in the usage process.



Emerald.com, 2022

CONCLUSION

In conclusion, HomeMade Takeaway will continue forming new business connections across a variety of sectors and regions to increase its user base, clientele, credibility, and global reach. HomeMade Takeaway, a distinctive meal delivery app, has been successful because of the design of its organisational structure in addition to the core services it provides. The major initiatives that simplified the benefits the HomeMade Takeaway platform provided and assisted in growing its clientele may be credited with HomeMade Takeaway's success. These partners are also significant. The method for packaging food in bags was meticulously created by HomeMade Takeaway's engineers to have the advantage of maintaining the food's original temperature for as long as is practical.

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THANK YOU