

MANAGING ENTERPRISE IN THE 21st CENTURY

BMSW4006

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INTRODUCTION

A business plan is a formal document of the company which contains the mission and the objectives of the organization. It is one of the important and valuable documents of the organization which provided direction to the activities of the employees. All the employees of the organization are directionless and if the guidelines are not presented to them then it becomes not impossible for the organization achieves its goals and objectives. There are different types of business ideas that came into the market but become failed or inactive. The primary reason for the failure of the majority of business ideas is the lack of a proper business plan. It provides a considerable role and activities to the management and the employees which helps to achieve the overall objective of the organization. The business idea which is taken here to demonstrate this report is Car and Caviar- A destination garage. This report contains the internal analyses of the company using SWOT analyses. It also reflects the external analyses of the company under which PESTLE analyses are used. A brief discussion related to the financial and marketing plan is given here.

MAIN BODY

BUSSINES DESCRIPTION

The use of vehicles is increasing day by day which ultimately increases the wear and tears in the vehicles. It is required for the owner of the vehicles to visit the garage for the repairing or the general services of their vehicles. It is analyzed from many examples that the owners of the vehicles have to wait for multiple hours under the garage to get the repairing of their vehicle done. This reflects the opportunity gap for the entrepreneur because the time spent by the owner becomes wasted. The proposed business idea is to provide attractive meals to these customers which becomes an effective way to develop monetary returns. The business idea of the company has contained a number of fast food and other dishes such as sandwiches and burgers and ends with sushi and caviar (Schmutz, Kneafsey,

Kay, Doernberg & Zasada, 2018). The management of the company plans to establish a number of garages under which food services are provided to the customers along with repairing services. The management of the organization plan to establish these garages in the busiest street of the market so that more and more customers can be connected with the organization. Home delivery services are also available by the company which helps to achieve effective growth and profitability in the market. It is decided by the company to develop its own website and application which helps the company to get online orders from its

customers. Social media is the primary option of the company for marketing its products and services in the market.

Mission:- The overall mission of Car and Caviar is “**To provide quality food to the customers which help to lift their standard of living**”

Vision :- The vision of Car and Caviar is “**To create and innovate premium, healthy and fast foods**”

Objectives:-

- To get loyalty and popularity among the customers with the help of healthy food services.
- To innovate new tastes and nutrition among the number of fast food.
- To innovate the number of garage services by solving the problem of time wasting.

BUSSINESS STRUCTURE

It is related is the legal structure of the organization which influences the day-to-day operations of the organization. It is related to the structure that is used by the managers to conduct all the functions of the organization. The aspect of communication is also based on the structure of the organization as all the information and the data are transferred from one place to another with the help of the business structure. It is important for the management of the organization to develop the structure of the business according to the nature and size of the business. There are different types of business structures present such as vertical, horizontal, and many more. It depends upon the management and the nature of the business to use which structure for the organization. The management of Car and Caviar focuses on developing the horizontal structure of their organization. A horizontal or 'flat' structure is an organizational structure with only a few layers of management. In a flat structure, managers have a wide span of control with more subordinates, and there is usually a short chain of command.

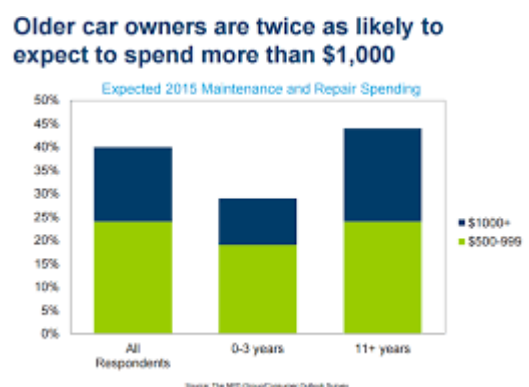
Service description

The management of Car and Caviar is one of the most effective and competitive management of the market which believes in the concept of more services. The diversification of services is one of the important strategies of the business under the business of the company made their focus on multiples services instead of single. This protects the organization from failure. The management of Car and Caviar are having an attractive

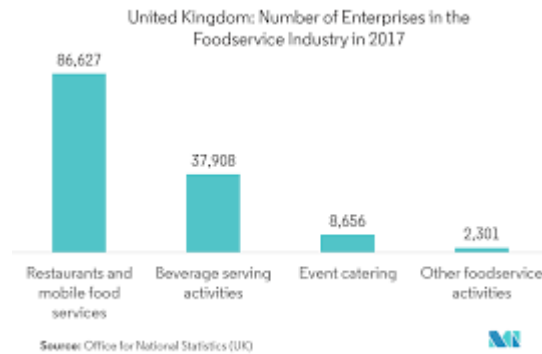
business idea that provides multiple services and a brief discussion related to the same is given below:

- The number of meals provided by the company are more as different types of burgers, sandwiches and many more. The high number of meals provides more options to the customers which helps them to choose.
- The location which is decided by the company is the densely populated street under which more and more customers can be reached at the garages.
- The management of Car and Caviar decided to develop their own application and website which helps the customers to reach the organization. The online application helps the organization helps company to become successful in its online delivery of food services (Statista 2022).

MARKETING ANALYSIS AND TRENDS



It is analyzed from the market the number of old car owners is very high in comparison to the new. This becomes positive for the business of Car and Caviar because the wear and tear are more in old vehicles. This enables the customers to reach the garage which helps to increase the sale of their food products.



It is estimated from the above analyses chart that the food industry in the market UK is one of the biggest industries which helps to an established business to the management of Car and Caviar. One of the biggest problems which the management of the company faced is the extensive competition developed by old giants.

SWOT ANALYSIS

It is related to those models of internal analysis which helps to analyze the internal strength and weaknesses of the organization. It helps the organization to evaluate the number of opportunities and threats (Statista 2022). The business idea developed by the management of Car and Caviar is one of the competitive ideas and it is very important to conduct the internal analyses of the company as it helps the organization to develop a number of strategies.

Strength	Weakness
- The management of Car and Caviar has used a horizontal business structure under which only small teams are developed which is easy to manage. - The management of the company are having a skilful workforce which is one of the important strengths of the company. - Innovative dishes and strong market access is one of the strengths of the company.	- It becomes hard for the small teams to manage the large orders which are possible in the food business. - Inventory refrigeration costs of the company are very high which negatively impacts the profit margins of the organization.

Opportunity	Threats
- The online marketing channels used by the company such as social media helps the organization to achieve its growth in different countries of the world. - If not garage, food trucks with smaller menus can be adopted	- It is very difficult for the organization to expand its business with the same business structure. - The negative outcomes of COVID are one of the biggest threats for the organization.

PESTLE ANALYSIS

It is related to those external analyses which are used by the company to evaluate the impact of the external factors on the business of the organization. There is a number of factors present such as Political, Social, Economical, Technological, Legal, and Environmental. A brief discussion related to the impact of these factors on the business of the organization is given below:

Political:- The government of the United Kingdom is regarded as one of the most stable governments in the world for the business aspect of the nation. The plans and policies of the government are generally stable in nature which becomes positive for the organization. The government of the country provides different types of support to new business ideas which becomes positive for the business of Car and Caviar.

Social:- This factor of the analysis is related to the taste and preference of the customers of the market. If the taste a preference of the customers become favorable to the product then the success of the product can be possible in the market. The customers of the UK are one of the most health-conscious customers which help to popularise the healthy meals of the company.

Economical:- The economies of all the countries are negatively impacted due to the COVID pandemic which is not favorable for the business of the organization. The economy of the UK is slowly back on track due to the effective policies of the government.

Technological:- The majority of the customers of the UK are technology friendly which becomes positive for the management of Car and Caviar because the management of the organization are having its own website and application which becomes attractive to the customers.

Legal:- This factor of the analysis is related to the rules and regulations made by the government and their impact on the business. It is very important for the management of the organization to deal with the rules which help the company to operate its business in an effective manner.

Environmental:- Consumers are awakened about sustainability too. The Government is particular about maintaining environmental standards.

OPERATIONS PLAN

The management of Car and Caviar develops a chain of suppliers under which the sources of all the raw materials becomes fresh and healthy. The management of the company tries to make efforts to reduce the timing of food preparation and try to achieve the goal to provide food 15 minutes after the order. The home delivery services provided by the company make it more effective so that it becomes to make the delivery in 30 minutes.

VALUE PROPOSITION

It is one of the important and valuable parts of a company's marketing strategy which reflects the actual intent of the company in front of the customers. It is related to those statements of the organization which introduce the brand of the company to the customers such as why the company operates its business and why they deserve so (Wang, Jin, Wang, Zhao, Sang & Yuan, 2020). The management of Car and Caviar are also having an effective value proposition and a brief discussion related to the same is given below:

For customers

Gets care repaired

Pains	Gains
Must wait for a long time which is a completely waste of time and resources.	Utilize the waiting time under the garage by having healthy food meals.

Products and services

Garage solution fast and healthy food

Pain relievers	Gain creators
The waiting time of the customers becomes minimize.	Effective team to provide effective returns.

SOCIAL RESPONSIBILITY AND SUSTAINABILITY WITHIN THE BUSINESS MODEL

Key partners	Key activities	Customer relations
- The loyal employees of the organization are provided a discount on the food products. - Make contact with small suppliers which helps them to improve their standard of living.	- To provide online services - To reduce the wastage of food. - Food is provided in recycled plates.	- Develop online and offline channels for interaction. - Feedback is taken from them.
Value proposition	Customer segment	Key resources
- Minimise the waiting time. - Say no to wastage.	- Young and driving customers. - Customers prefer home service.	- Sales provide revenue - heavy discount to garage customers.
Channels	Cost	Revenue
- Face to face interaction - Business app	- Salaries of chefs and waiters - Electricity - Garage rent - Daily expend	- By cash or digital mode - Through the app wallet

FINANCIAL PLAN PROFIT AND LOSS ACCOUNT

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Revenue (Sales):			
Product Sale	30,000.00	50,000.00	50,000.00
Service Sale	10,000.00	25,000.00	40,000.00
Other Income	5,000.00	15,000.00	15,000.00
Total Sales	45,000.00	90,000.00	105,000.00
Variable Cost:			
Electricity	9,700.00	12,000.00	15,000.00
Food Ingredients	9,000.00	10,000.00	11,000.00
Recruitment	1,000.00	12,000.00	12,000.00
Web maintenance cost	300.00	350.00	400.00
Transportation cost	5,000.00	7,000.00	10,000.00
Marketing cost	5,000.00	4,000.00	2,000.00
Total Variable Cost	30,000.00	45,350.00	50,400.00
Fixed Cost:			
Licence fees	4,000.00	4,500.00	5,000.00
Insurance	3,000.00	4,000.00	4,400.00
Salary	12,000.00	15,000.00	20,000.00
Utilities	1,000.00	1,500.00	1,500.00
Total Fixed Cost	20,000.00	25,000.00	30,900.00
EBIT (Earnings Before Interest and Tax)	- 5,000.00	19,650.00	23,700.00
Less: Interest and Tax	-	3,930.00	4,740.00
Net Profit After Tax	-5,000.00	15,720.00	18,960.00

CASH FLOW STATEMENT

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Receipts:			
Sales	45,000.00	90,000.00	105,000.00
Account Receivables	2,250.00	4,000.00	8,000.00
Other Receipts	10,000.00	25,000.00	20,000.00
Total Receipts	57,250.00	119,000.00	133,000.00
Payments:			
Electricity	9,700.00	12,000.00	15,000.00
Food Ingredients	9,000.00	10,000.00	11,000.00
Recruitment	1,000.00	12,000.00	12,000.00
Web maintenance cost	300.00	350.00	400.00
Transportation cost	5,000.00	7,000.00	10,000.00
Machinery purchase and application development	10,000.00	15,000.00	20,000.00
Interest of loan	10,000.00	20,000.00	20,000.00
Marketing cost	5,000.00	4,000.00	2,000.00
Total Payments	50,000.00	80,350.00	90,400.00
Net Cash in Hand	7,250.00	38,650.00	42,600.00
Opening Balance	-	7,250.00	38,650.00
Closing Balance	7,250.00	45,900.00	81,250.00

BALANCE SHEET

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Equity & Liabilities:			
Shareholder's fund	-	50,000.00	70,000.00
Current Liabilities:			
Account Payables	30,000.00	50,000.00	90,000.00
Notes Payables	15,000.00	20,000.00	25,000.00
Accrued Expenses	1,000.00	4,800.00	10,000.00
Non-current Liabilities:			
Long-term Debt (Loan)	50,000.00	30,000.00	-
Total Equity and Liabilities:	96,000.00	154,800.00	195,000.00
Assets:			
Fixed Assets:			
Land and buildings	30,000.00	35,000.00	40,000.00
Machinery	10,000.00	15,000.00	20,000.00
Current Assets:			
Cash and Cash Equivalents	7,250.00	45,900.00	81,250.00
Account Receivables	25,000.00	35,000.00	20,000.00
Inventory	5,750.00	3,900.00	4,000.00
Non-current Assets:			
Investments	18,000.00	20,000.00	29,750.00
Total Assets:	96,000.00	154,800.00	195,000.00

CONCLUSION

To conclude this report, this business plan is a tool for designing different business solutions for a number of business problems. This report concludes the internal analyses of the company under which SWOT analyses are used here. It also concludes the external analyses of the company under which PESTLE analyses are used.

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CAR & CAVIAR- A DESTINATION RESTAURANT

MANAGING ENTERPRISE IN THE 21ST CENTURY

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INTRODUCTION

- New business plan of a company named **'Car & Caviar- A Destination Garage'**
- Conducting both internal and external analysis through PESTLE or SWOT
- Marketing and financial plans



BUSSINESS DESCRIPTION

- Customers spend significant waiting time.
- Opportunity for a new business serving fast and quality food to the customers.
- Open to non-customers of the garage.



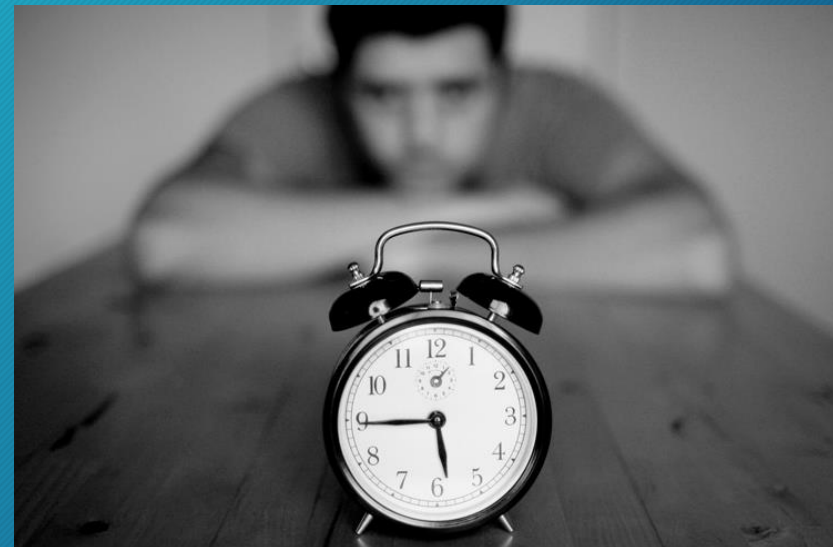
MISSION AND VISION

- The mission: to provide quick quality meals
- The vision: to innovate and create fast, health and premium food.



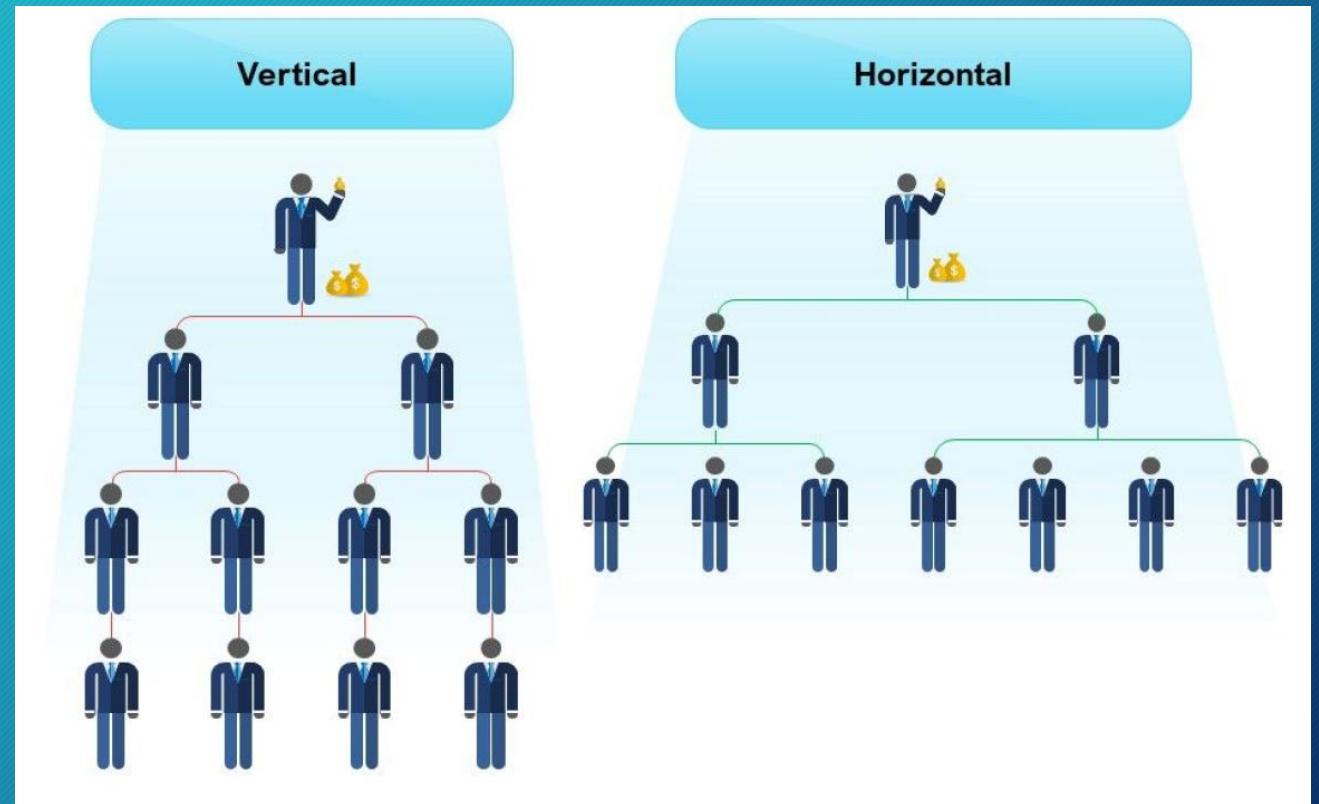
BUSINESS OBJECTIVES

- To achieve high popularity through quality and fast delivery
- To stand out in taste and nutrition in fast food
- To change garage service experience and quality of waiting time



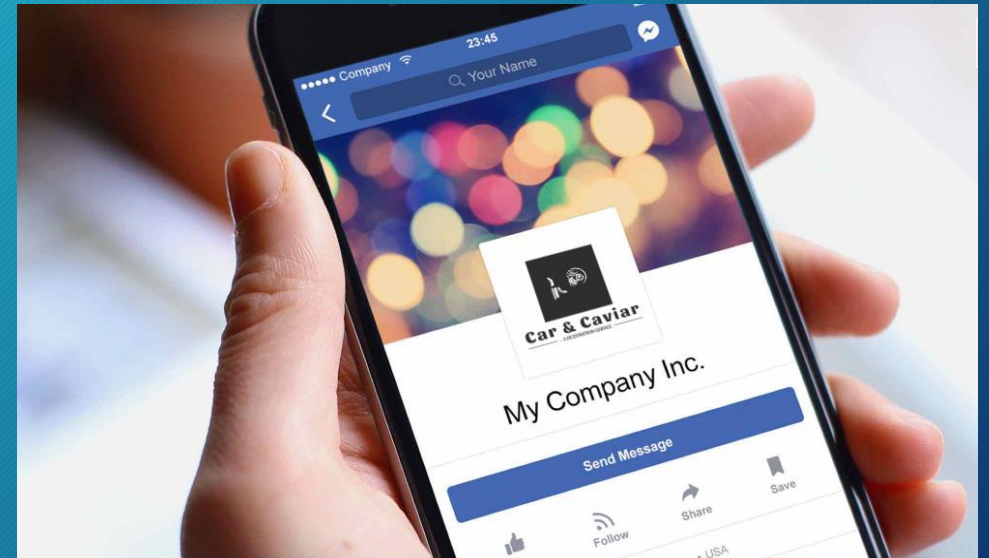
BUSINESS STRUCTURE

- Focused on creating a more horizontal structure.
- Teamwork would be effective with short chain of commands

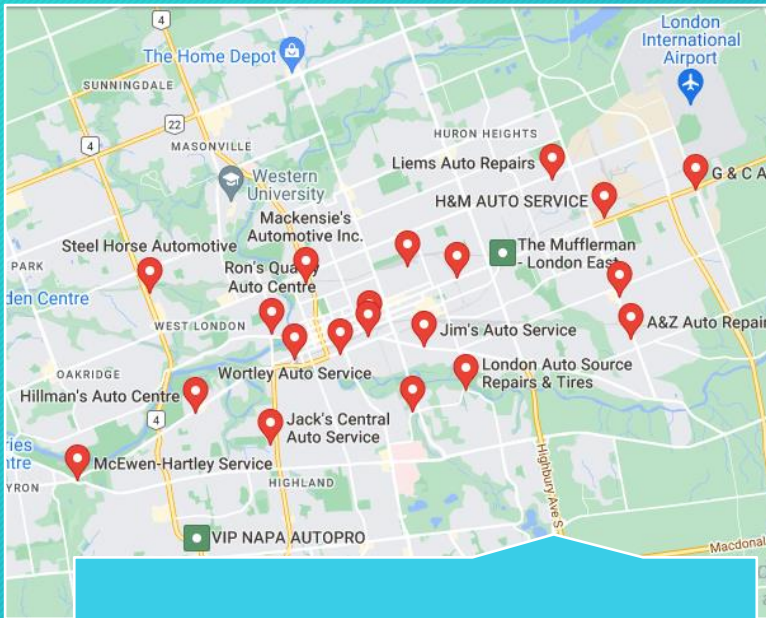


SERVICE DESCRIPTION

- Different options on meals
- Good location
- Delivery and takeaway
- Business own app and website
- Social media
- Logo will be brand identity



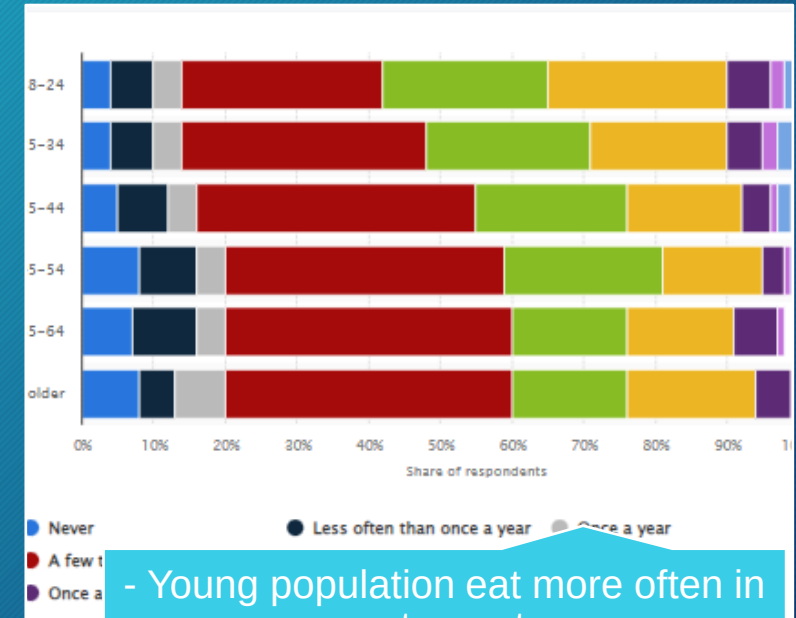
MARKETING ANALYSIS AND TRENDS



Mechanic garage market is competitive



Fast food market is also competitive



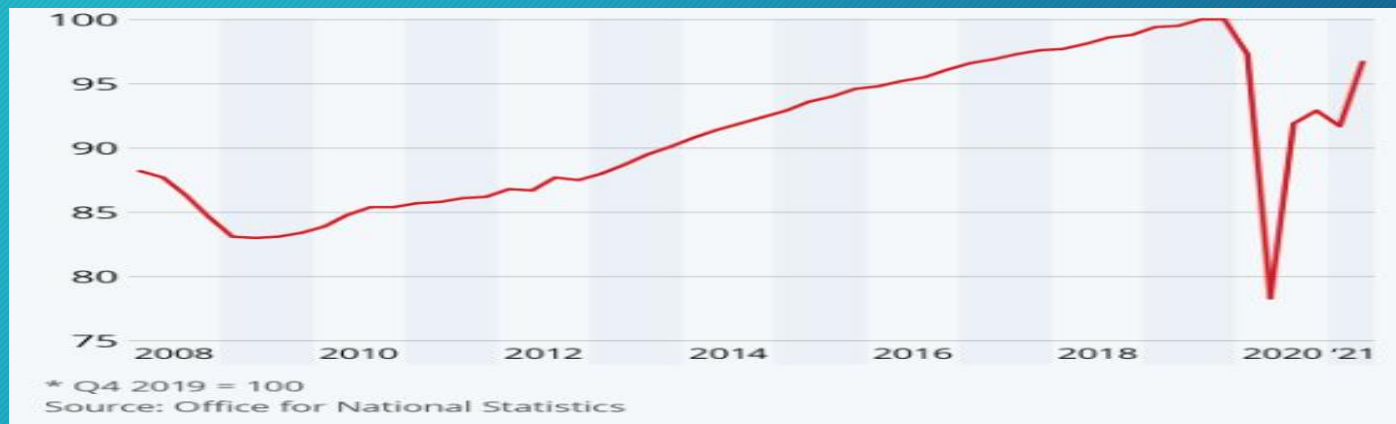
- Young population eat more often in restaurants
- Elderly population avoid it for health reasons

SWOT

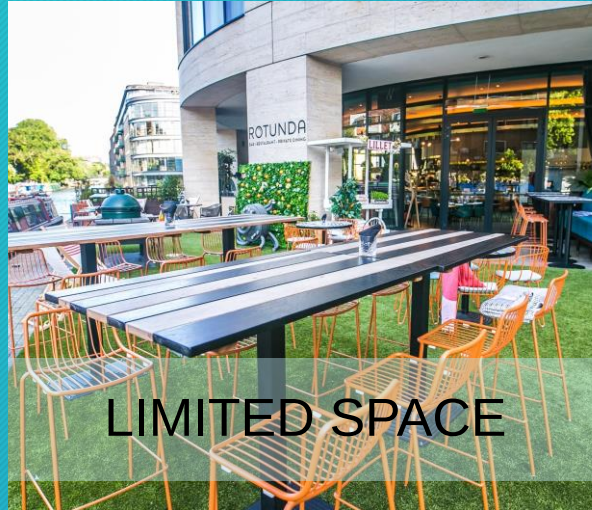
Strengths • Small team-easier to coordinate • Skilled staffs • Innovative dishes • Good market access	Weaknesses • Small team would not allow large orders • Not possible to provide a very big range of food • Large inventory refrigeration rise cost
Opportunities • Expand team members with profit making years • If not garage, food trucks with smaller menus can be adopted • Online marketing can allow expanding to other cities	Threats • Hard to expand physically with the same theme and also be closer to market places • The food innovation can be copied • Tough competition

PESTLE

- Political: UK is known for having one of the most stable governments in the world, building a conducive environment for business.
- Economic: The economy is back on track and implies rising consumerism (Statista, 2022).
- Social: As noted earlier, demand and preferences for fast and healthy food is high.
- Technological: UK is advanced and customers are adept in using smart phones and applications. Using technology, the company can expand its market reach to locations other than that of the garage.
- Environmental: Consumers are awakened about sustainability too (Schmutz *et al.*, 2018). The Government is particular about maintaining environmental standards.
- Legal: The Government has lifted most of COVID restrictions for restaurants, which makes operations easier (Gov.uk, 2022).



OPERATIONS PLAN



OPERATIONS PLAN BUSINESS DESIGN - VALUE PROPOSITION

CUSTOMER
Get car repaired

PRODUCTS & SERVICES
Garage solutions, fast and healthy food



PAIN

GAIN

PAIN RELIEVERS

GAIN CREATORS

Waiting time, hard to
find healthy fast food

Use waiting time in the
garage to have healthy meal

Waiting time is
minimal

Good team to give a
quality experience



MANAGEMENT AND ORGANIZATION



Qualified and experiences
chefs and mechanics



Follow high standards



Motivated employees
perform better

Social Responsibility and Sustainability - within the Business Model

Key Partners • The associated garage employees—discount offered to hardworking workers, an indirect part of the brand • Fresh ingredient Suppliers – perpetual contracts with small suppliers would offer protection	Key Activities • Cater to the consumers at the garage on first priority basis • Cater to customers ordering online • Adopt minimal usage of cutlery leading to wastes • Food offered in recycled plates and delivered in recycled paper bags Key resources • Revenue from food sales • Special discount (10%) provided to garage customers or customers holding garage coupons for online delivery	Value Propositions • Reduce waiting time • Car and Caviar discourages customers to stay hungry and rather indulge in wholesome food • Say no to plastics • Say no to wastage	Customer relationships • Both online and offline interaction • Feedback would be encouraged	Customer segments • Young and driving customers • Consumers preferring home delivery
Channels • Face to face interaction • Business app • AI Bot				
Cost • Salaries of chefs and waiters • Electricity • Garage rent • Daily expenditure on food ingredients • Overhead maintenance			Revenue • By cash or digital mode • Through the app wallet	

Financial plan - Profit and loss account

	Year 1 (£)	Year 2 (£)	Year 3 (£)
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Service Sale	10,000.00	25,000.00	40,000.00
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Marketing cost	5,000.00	4,000.00	2,000.00
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EBIT (Earnings Before Interest and Tax)	- 5,000.00	19,650.00	23,700.00
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– Cash Flow Statement

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Balance Sheet

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Non-current Assets:			
Investments	18,000.00	20,000.00	29,750.00
Total Assets:	96,000.00	154,800.00	195,000.00

Conclusion

- Business plan refers to the designing of business solutions to unaddressed business problems that have value and impact on the satisfaction of the stakeholders
- Analysis of the business environment and conducting the plan has been an integral part of the presentation.
- Our business plan has addressed some gaps that can be identified through the Value Proposition Canvas and Business Model Canvas
- Thank you.

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Trinity Saint David

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