

Student Name: Wioleta Teresa Knysz

Student ID: 1919631

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Lecturer: Gladius David Kulothungan / Amare Desta

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KETOGENIC AND LOW-CARBOHYDRATE NUTRITION AS A STRATEGIC PLAN FOR FAST FOOD DELICIOUS



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1. Introduction.

Strategic planning (SP) stands out as a widely adopted management methodology in contemporary organizational practices (George et al., 2019). Used primarily as an approach to strategy development, SP covers critical elements, including examining the organization's mandate, mission and values, analysing its micro and macro environment, and identifying strategic issues (George et al., 2019). Strategies, goals and plans are then formulated to solve these problems. SP should be a collaborative, cross-organizational endeavour to achieve optimal success, engaging professionals with a deep understanding of the industry, the company, its goals, stakeholders and workforce, finances, and overarching missions (George et al., 2019). Entrusting strategic planning exclusively to specific departments, such as finance or urban planning, is an unlikely path to success (George et al., 2019).

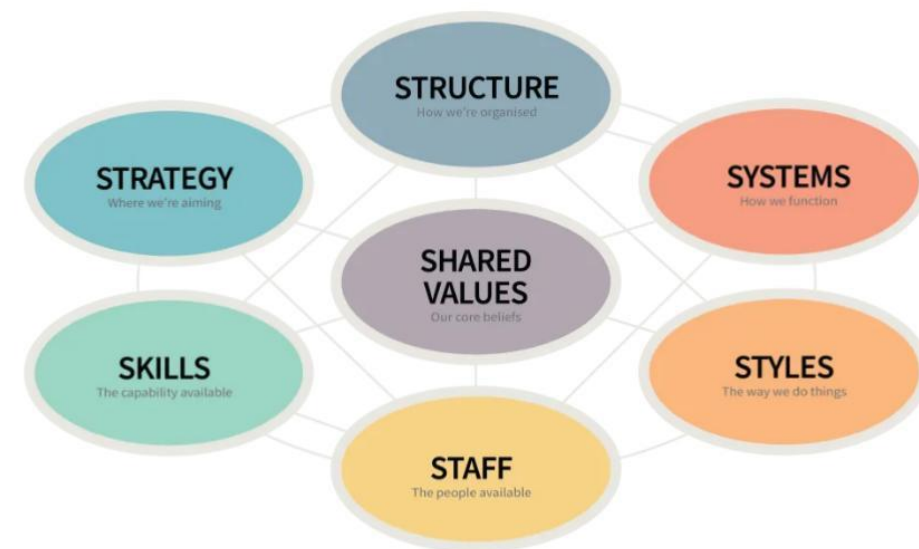
In today's environment, characterized by a growing preference for a healthy lifestyle and busy schedules, the need for food companies to undertake strategic analysis has become crucial. That is especially important for organizations that want to adapt to people's changing needs and expectations using wellness practices in the 21st century. The main goal of Delicious is to seamlessly integrate into the everyday lives of busy people by offering a simple but attractive range of food products that should meet the prevailing emphasis on a healthy lifestyle. Therefore, the company's strategy must focus on providing fibre-enriched foods, thereby reducing carbohydrate and sugar content, to gain a distinctive competitive advantage.

To facilitate a comprehensive strategic analysis, the report will analyse tangible resources, covering physical, human and financial dimensions, along with assessing intangible resources in harmony with the company's cultural values and objectives. This endeavour will involve examining internal and external environmental factors at both macro and micro levels, using tools such as PESTLE analysis for macro factors and SWOT analysis for a comprehensive assessment. Additionally, the report's author will engage in industry and market analysis, using Porter's Five Forces and VRIO models to identify strategic options and determine competitive advantage. This report provides a detailed discussion of key aspects that shape an organization's operational structure, including McKinsey's 7S model, stakeholder engagement, leadership dynamics and people management, which extend to the diverse areas of employment morale. The selected strategy will be implemented gradually, taking into account potential risks, the dynamics of change management and the dissemination of educational materials, including slogans. The distribution of educational materials combined with a focus on the benefits of low carb/ high fibre healthy lifestyle, supported with technology and celebrity endorsement, can strengthen the effectiveness of this strategic initiative.

Technology integration will be emphasized for effective customer engagement. Furthermore, the report will prioritize eco-friendly practices, choosing fresh grass-fed ingredients and a BIO section.

In addition, the report analyses potential risks, develops strategies for unforeseen scenarios and culminates in insightful recommendations recognizing the irreplaceable role of reputation in an organization's triumph that can guide organizations toward sustainable growth and sustainable competitive advantage.

McKinsey 7S Model



Source: Mutomorro (2024)

The McKinsey model is a powerful tool for understanding and overseeing organizational change (Freeman-Gray, 2024). It encourages a more strategic approach to change management by highlighting the interconnectedness of different areas and illustrating how changes in one area can impact others (Freeman-Gray, 2024). The popularity of the McKinsey framework can be attributed to the recognition of the interplay between each element and the symbiotic nature of the improvements or changes necessary to improve performance (Freeman-Gray, 2024).

The report takes into consideration in detail all seven spheres outlined in the model.

2. Strategic analysis.

2.1 Vision. Mission. Objectives for the company.

Vision:

Revolutionize the fast-food industry by becoming the premier destination for health-conscious consumers looking for delicious, low-carb and KETO-friendly food without compromising on taste and convenience compared to alternative options.

Creating the edge by focusing on energy source (fibre) while reducing carbs and sugar.

Mission:

Providing a simple but attractive diverse menu of tasty, low-carb meals that meet the growing demand for KETO-friendly products.

Creating an inclusive and welcoming environment that makes healthy living accessible and enjoyable not only for KETO lovers and people who care about their figure or want to lose weight but also for others, despite food and diet preferences.

Goals:

Innovation and Variety: Present a dynamic range of low-carb and KETO menu items, constantly innovating to meet health-conscious consumers' changing tastes and preferences.

Educational Outreach: Implementing educational initiatives to raise awareness of the benefits of a low-carb lifestyle, highlighting the positive impact on health and wellbeing.

Sustainable sourcing: Prioritize sustainable and local ingredients to increase the nutritional value of our offering while minimizing our ecological footprint.

Technology Integration: Leverage cutting-edge online ordering and delivery technology and an interactive mobile app to improve customer service and stay ahead in a competitive marketplace.

Community Engagement: Enhance the sense of community by hosting events, workshops and collaborations that promote health and wellbeing, positioning the brand as an unbeatable lifestyle partner.

Strategic Alliances: Celebrity endorsement and partnering with fitness influencers, nutritionists and wellness advocates to strengthen the brand credibility and reach a wider audience.

Customer Feedback Integration: Actively seek out and implement customer feedback to continually refine and improve our menu, ensuring it is in line with our customers' ever-changing preferences.

Combining vision, mission and goals, Delicious, as a fast-growing enterprise, desires to position the fast food trade as a new attractive destination for those seeking

delightful, healthy, low-carb and KETO-friendly dining experiences, thereby establishing a competitive advantage in the marketplace.

2.2 Market Drivers. Focus on 21st Century as Healthy Lifestyles Busy People.



Source: RAND Europe analysis (2020)

Over the past decade, out-of-home food consumption has increased significantly, which has been attributed to changes in consumer behaviour and greater flexibility in personal budgets and recent evidence suggests changes in attitudes over the last 20 years, with a trend towards more informal dining that is no longer exclusively reserved for special occasions (D'Angelo et al., 2020). Without a doubt, this surge in food consumption from the outside of a home is driven by the spread of digital technology and the rise of online food delivery platforms, including emerging players such as Deliveroo and Uber Eats (D'Angelo et al., 2020). In the UK, customers express

concerns about food safety when choosing meals. For instance, 41% of UK respondents express an interest in food safety when making food choices, and 60% of UK consumers indicate that they consider food hygiene ratings when deciding where to eat (D'Angelo et al., 2020). General areas of food safety concern include the presence of antibiotic, hormone or steroid residues in meat; pesticide residues in food; environmental pollution in fish, meat and dairy products; and the use of flavourings (D'Angelo et al., 2020). Perceived food quality significantly influences customer choices, and research indicates that consumers prioritize attributes such as freshness, taste, and sensory/visual appeal when making food decisions (D'Angelo et al., 2020). As a result, perceived food quality is becoming a critical factor for consumers choosing organic products, as they are judged to provide greater sensory appeal and freshness, coming directly from farmers (D'Angelo et al., 2020).

Since the concept of KETO and a low-carbohydrate diet is strongly assigned to people who care about a healthy lifestyle, it is necessary to look at what factors are assigned to niche market groups in order to develop a nutritionally and financially attractive menu. The inner circle of the Rand Europe diagram presented above represents a consumer's values, beliefs, preferences and emotions about food, shaping their consumption practices (D'Angelo et al., 2020). The second circle represents the individual and social differences that influence these practices, and the outer circle highlights the interconnections of both circles with the broader food environment and other influencing factors (D'Angelo et al., 2020). Based on the background of the Delicious strategy, it is worth to consider the results of the studies, mentioned by D'Angelo et al. (2020), those conducted in the UK and over one hundred other countries, showing that women are generally slightly more inclined to eat healthier foods and are willing to pay more for that option; and in-depth analysis of UK food purchasing data indicating that consumption of healthier food is lower and consumption of less healthy meals is higher in Scotland compared to England, with the difference being more pronounced among lower income groups. These findings provide Delicious with solid indicators to develop an effective management strategy closely referring to the location of branches, the visual form of the brand, meals and packaging, as well as the content provided to educate and encourage the use of a low-carbohydrate and KETO diet.

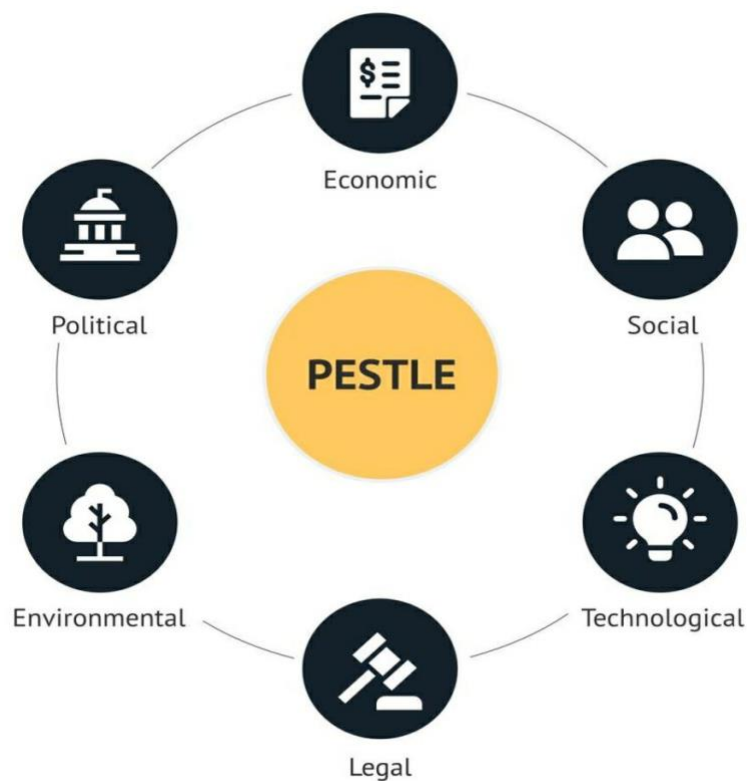
Why ketogenic and low-carb nutrition?

The ketogenic and low-carb diet has gained a lot of attention in recent years, and has become a reason why many people have achieved their weight loss and overall health goals with this nutritional approach (Rayhan, 2018). The basic goal of this diet is to change the body's metabolism from carbohydrates as the main source of energy to the use of stored fats (Rayhan, 2018). The benefits of ketogenic and low-carb meals are largely attributed to their ability to lower insulin levels, leading to improved blood sugar regulation and facilitating weight loss (Rayhan, 2018). Additionally, this dietary approach increases cholesterol levels, reduces inflammation, increases energy, and improves brain function (Rayhan, 2018). Moreover, it has potential benefits in treating certain conditions such as epilepsy, type 2 diabetes and especially cancer. Currently,

the ketogenic diet is one of the most popular dietary trends in the world, enjoying great interest among scientists and healthcare professionals (Rayhan, 2018).

2.2 In depth Environmental Audit (External and Internal).

To gain a competitive advantage, an organization must carefully assess environmental factors (Citilci & Akbakh, 2020). Without an environmental scanning process, the organization may be perceived as operating blindly and deaf in the ecosystem, ultimately leading to closure (Citilci & Akbakh, 2019). Environmental scanning consists of two components: internal and external environmental analysis, both designed to provide early signals to the organization (Citilci & Akbakh, 2019). Internal analysis focuses on micro-level factors over which the organization has control, while external analysis looks at the wider world, including political, economic, social, technological, environmental, and legal factors that the organization cannot control (Citilci & Akbakh, 2019). The environmental analysis aims to establish a competitive advantage (Citilci & Akbakh, 2019), especially when it includes investigation of the organization's strengths, weaknesses, threats and opportunities through the SWOT framework and Porter's Five Forces factors (buyers, suppliers, rivals, substitutes and new entrants) in terms of their bargaining power over the business.



Source: Consulterce Ltd (2023)

PESTLE – macro external analysis

Political Factor:

Government Regulations: Compliance with food safety regulations and nutrition labelling requirements.

Economic Factors:

Consumers' Income and Expenses: Affordability of ketogenic and low-carb food relative to disposable income.

Economic Downturn: Economic collapse may impact consumer spending on specific or premium food products.

Social Factors:

Food Preferences: a variety of dietary preferences, including vegetarian and vegan options and traditional fast food or sugar addiction.

Shopping Habits: the level of priority given to healthy food over other needs and values.

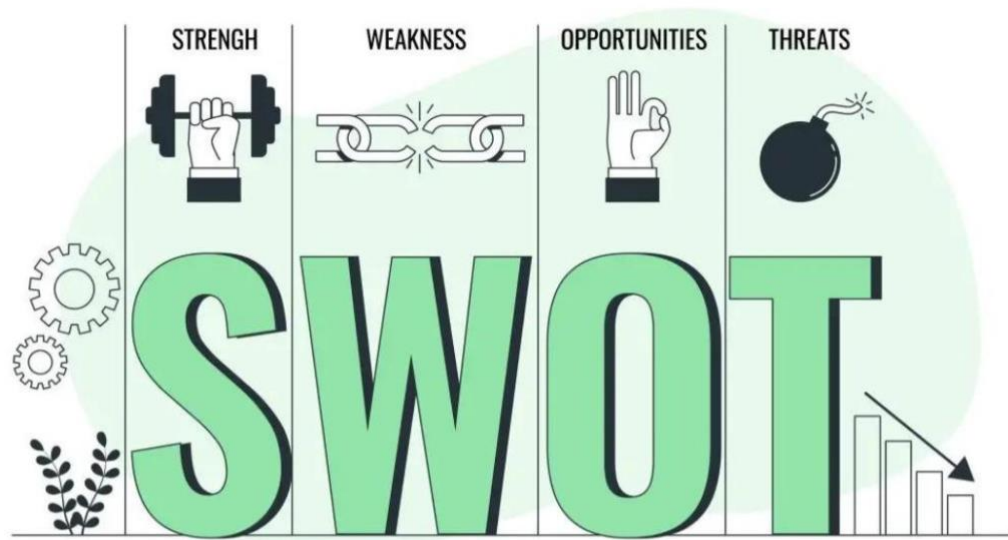
Technological Factor:

Food technology: the use of innovative cooking techniques and food preparation technologies, e.g. Thermomix- a universal machine that largely replaces cookbooks and culinary skills.

Legal and Environmental Factors: no factor threatening the KETO strategy was found.

The PESTLE analysis presented above provides a snapshot of external factors that may impact the KETO / low-carb fast food industry operations in the UK. Therefore, for Delicious to make strategic decisions and navigate a dynamic business environment, it is crucial to stay up to date with these factors.

SWOT – macro internal & external analysis



Source: Start Teaching (2023)

Strengths:

Growing Health Awareness: Growing acknowledgement and preference for low-carb and KETO diets are creating high demand in the market.

Niche Targeting: KETO's niche focus allows the company to serve a specific and exclusive customer base.

Innovative Menu: Providing simple but creative, attractive, eye-catching and diverse choices can differentiate a company from traditional fast food competitors.

Emphasis on health benefits: Highlighting the health benefits of a low-carb diet can attract health-conscious consumers.

Weaknesses:

Limited audience appeal: Delicious may have limited appeal to customers who need to learn a low-carb or KETO diet or due to resistance to change.

Challenges in sourcing ingredients: Obtaining high-quality, organic ingredients (especially meat- duck, goose, venison) for ketogenic meals can cause logistical difficulties and increase costs.

Educational Obstacles: Educating clients about the low-carb diet and its benefits may require additional efforts and resources.

Opportunities:

Health and Wellness Trend: The prevailing health and wellness trend can attract a broader customer base.

Leveraging online delivery platforms: By using online food delivery platforms (Uber or Deliveroo) Delicious can increase accessibility to a broader audience.

Leveraging Food Box Diet: The box diet as convenient option for busy people with the possibility of pickup or delivery to the consumer's door and the benefit of reducing overall food wastage due to ingredients being pre-measured.

Strategic Stakeholders Partnership: Cooperation with fitness influencers, nutritionists, or wellness brands can increase credibility and expand the reach.

Threats:

Changing Dietary Trends: Rapid changes in nutrition trends or the emergence of new health trends may impact demand for ketogenic and low-carbohydrate options.

The presented SWOT analysis provides a concise overview of the internal strengths and weaknesses, along with external opportunities and threats for Delicious as a KETO fast-food company in the UK, as proof of massive chances of success and competitiveness.

PORTERS 5 FORCES – micro external analysis

Threat of New Entrants: low to moderate risk.

Establishing a fast-food industry requires significant initial investment. Low-carbohydrate nutrition may not attract volunteers to open food businesses in the UK due to the consumers' carbohydrate addiction, widespread and still popular cuisine from around the world, fish and chips and chain stores such as McDonald's and KFC. However, despite traditional barriers to entry, there is also the risk of entering the market to operate only remotely (order - delivery) through food delivery platforms, which could make it easier for new entrants to join the market.

Bargaining power of the buyers: low to moderate.

Customers in the UK currently do not have a big choice in ketogenic meal providers, which strictly limits their ability to easily change depending on taste, quality and price preferences.

Bargaining power of the supplier: moderate risk.

Suppliers providing fresh and high-quality ingredients may have some bargaining power. However, the availability of a variety of meat and vegetable suppliers and ingredients helps alleviate this problem.

Threat of substitutes: moderate risk.

Although there are various alternatives, including traditional and personalised box diet businesses, ketogenic and low-carbohydrate quick meals service limits the number of direct substitutes. Home cooking also has a low impact on low-carb businesses because without imagination and appropriate skills and knowledge, preparing ketogenic meals at home can quickly get boring.

The intensity of competitive rivalry: moderate.

The fast-food industry is extremely competitive. To stand out, a ketogenic and low-carb fast food company must offer an exceptional menu, exceptional taste and excellent service. There is low competition regarding KETO nutrition.

In summary, while a clear focus on ketogenic and low-carb options provides a niche, Delicious faces some challenges from existing competitors, supplier relationships and changing customer preferences.

2.4 Culture.

The performance of employees stands as a critical factor in any business, serving as a central element for attaining organizational objectives and maintaining competitiveness in the market (Chico et al., 2023). Within an organization, employee performance thrives in a cultural environment that considers employees as indispensable contributors to its development (Chico et al., 2023). In such a setting, employees align their personal goals and objectives with those of the organization, assuming responsibility for the overall success of the business (Chico et al., 2023). The organizational culture encompasses the collective life experiences each employee brings to the organization, influencing and shaping the culture through their contributions (Chico et al., 2023).

For Delicious, which aims to be competitive and successful, the emphasis on employee performance becomes of great importance. In a low-carb venture, where customer preferences and dietary requirements play a key role, employee performance plays a key role in providing a tailored and satisfying customer experience. Employees must have in-depth knowledge of the KETO / low-carb diet, including its principles, dietary restrictions and potential health benefits. This knowledge allows them to effectively guide customers and recommend appropriate menu options. A positive and engaging organizational culture encourages employees to act in line with the company's goals. That means developing a passion for promoting healthy choices and personalized interactions with customers. In a dynamic market, employees must stay up to date with the latest trends in nutrition, health and the KETO lifestyle. Regular training programs ensure that employees are flexible and well-informed, enabling them to meet changing customer demands. By fostering a culture

in which employees embrace the KETO lifestyle principles and are committed to delivering excellence, Delicious can increase its competitiveness and achieve sustainable success in the marketplace.

3. Strategy Development and Implementation.

3.1 Strategy Options Available for the Company and The Best Fit Strategy for the Sustainable Competitive Advantage.

The blend of "relationship - competitive advantage - performance" is a paramount triad, and the growing importance of inter-organizational relationships has prompted companies to re-evaluate their approach to selecting suppliers and partners (Reklitis et al., 2021). Proactive stakeholder selection and management practices have been found to play a key role in supporting quality improvement in the supply chain (Reklitis et al., 2021). Given that companies build on their core competencies and create partnerships with suppliers and collaborators, this strategic approach increases their competitive advantage (Reklitis et al., 2021). A company's sustainable strategic advantage is rooted in resources and strengths that challenge competitors to imitate (Reklitis et al., 2021). Intangible assets such as relationships with customers and suppliers, organizational culture, and the ability to jointly cultivate these relationships are examples of elements that strengthen a company's competitive advantage and contribute to increased efficiency in overall cooperation (Reklitis et al., 2021). In the case of Delicious's venture into the low-carb fast food industry, creating a new dimension in the market, the strategic advantage lies not only in tangible aspects, such as a unique menu but also in intangible assets, such as relationships with stakeholders, supporting health-conscious organizational culture collaborating effectively to increase overall efficiency in the supply chain. These elements play a key role in increasing the competitive advantage and performance of a low-carb fast food establishment.

3.1.1 Branches.

Location Strategy:

Branches should be located on high streets, near gyms, offices and hospitals and with convenient access to transport hubs such as metro stations, train stations and bus stops.

Opening Hours Strategy:

Delicious should operate in extended hours, from early morning to late evening, seven days a week, to accommodate a wide range of customer schedules.

Queue Management Strategy:

Pick-up points arrangements can improve service and reduce waiting times, increasing customer satisfaction.

Shop windows' Promotion Strategy:

Shop windows' promotional posters highlighting the benefits of ketogenic and low-carb nutrition, in line with the growing trend among health-conscious consumers, may be an encouraging invitation and a 'button' to take action.

3.1.2 Stakeholders.

Partnerships with gym trainers and clinical dietitians:

Gym trainers and clinical dietitians can be considered partners in promoting a healthy lifestyle and supporting business. They play a vital role in educating and guiding people on the benefits of a ketogenic and low-carb diet. Establishing a partnership with these professionals can lead to joint promotional activities, workshops or special offers, increasing the overall value proposition for customers. Regular communication with gym trainers and dietitians who, through collaboration, receive a personalized menu at a much lower cost, helps the company understand customer preferences, ensuring that Delicious remains competitive.

Suppliers:

Farmers supplying eggs, meat and vegetables, as well as fishermen, are key suppliers that form the backbone of the company's supply chain. Working closely with these suppliers ensures a fresh and high-quality source of ingredients for a low-carb and ketogenic menu. Establishing partnerships with local farmers and fishermen can also align with sustainability goals by promoting environmentally friendly and locally sourced products.

3.1.3 Organizational Structure. Leadership and Workforce.

For a ketogenic and low-carb fast food company committed to competitiveness and ethical practices, an organizational structure and leadership style that prioritizes health, sustainability, and innovation would be ideal:

Flat organizational structure:

- Encourages open communication and collaboration between team members (Mills, 2019)
- It promotes quick decision-making, which is crucial in a dynamically developing industry (Mills, 2019)
- It promotes a sense of shared responsibility for the company's mission (Mills, 2019)

Cross-functional teams' structure:

- It enables cooperation between departments, supporting creativity and innovation (Organ et al., 2022)
- Provides a holistic approach to product development, incorporating input from multiple perspectives (Organ et al., 2022)

Servant leadership:

- The priority is the wellbeing of employees and customers (SAGE Publications, 2019)
- Focuses on serving internal and external stakeholders for the greater good (SAGE Publications, 2019)

Ethical leadership:

- Maintains high ethical standards in decision-making and business practices (Ahmad et al., 2017)
- Demonstrates integrity and transparency in all aspects of the business (Ahmad et al., 2017)

Inclusive leadership:

- Values diversity and ensures that different perspectives contribute to decision-making (Kuknor & Bhattacharya, 2020)
- Promotes a culture of inclusion and respect for all team members (Kuknor & Bhattacharya, 2020)

Adaptive leadership:

- Navigates the business through changing trends and consumer preferences (Gurr & Drysdale, 2020)
- Encourages a culture of continuous improvement and adaptation (Gurr & Drysdale, 2020)

Workforce:

By implementing an effective workforce strategy, Delicious can ensure a skilled, motivated and customer-focused team that aligns with the brand's commitment to health and wellbeing. To maintain the standards of low-carb fast food, employees must have basic knowledge of the principles of ketogenic nutrition, which allows them to help customers make informed choices tailored to their dietary preferences. Additionally, the job requires exceptional interpersonal skills, enabling front-line to actively interact with customers and provide insightful advice on menu options. A key aspect of the employee's role is effectively communicating the numerous benefits of adopting a ketogenic lifestyle. This requires not only accurate nutrition information but also communicating the benefits of ketogenic choices to customers in a compelling way. Collaboration is the foundation of the business ethos. Delicious encourages employees to work in tandem, which fosters synergy between kitchen staff, nutrition experts and customer service representatives. This collaborative approach improves the overall customer experience by ensuring a smooth and well-coordinated service. Taking into account the varied schedules and preferences of the workforce, the

organization implement flexible working hours, ensuring that employees can balance their personal commitments while contributing to the operational success of the plant.

To support a culture of continuous improvement, Delicious create a structured system that allows employees to contribute their own observations and suggestions.

3.1.4 Employment Morale.

The importance of employee morale is reflected in its positive impact on productivity, quality of services and customer engagement as happy and content employees contribute full effort, demonstrate creativity, take initiative, show commitment to the organization, and place organizational goals over personal needs (Usmani et al., 2015). Employee morale includes emotional expression, satisfaction levels, and overall attitude toward the workplace; therefore, in the business world, employee morale is a key factor in customer satisfaction (Usmani et al., 2015). Workforce happiness predicts customer loyalty, impacting the financial performance of the organization (Usmani et al., 2015). In a global landscape, especially in the service sector, the relationships between the organization, employees and customers are critical to success; thus, investments in employee development, technology, recruiting and performance-based compensation are paramount to profitability and productivity in this evolving paradigm that requires focused managerial attention (Usmani et al., 2015). In the context of a low-carb fast food company that aims to increase competitiveness through a low-carbohydrate-based diet strategy with a focus on consumer health, maintaining high employee morale is of top importance. Satisfied and motivated employees play a key role in providing high-quality services, especially in promoting and spreading knowledge about healthy eating through ketosis. Since the success of a low-carb diet strategy is closely tied to the health and wellbeing of customers, it becomes even more important to keep employees happy and focus on disseminating nutritional information. Investments in employee development and compensation, providing ethical approaches and employment contracts, and ensuring workforce wellbeing are aligned with goals such as promoting consumer health and preferences. This comprehensive strategy not only contributes to the overall success of the low-carb fast food industry but also positions it as a health-conscious and competitive player in the market.

3.1.5 Resources and Capabilities. VRIO Model.

Strategic management gained importance approximately 50–60 years ago as a method of identifying key success factors in an organization's internal and external environments (Murcia et al., 2022). By understanding market requirements, this approach enables the identification of success factors in a constantly changing world that contribute to achieving goals, meeting stakeholder expectations and solving environmental and social problems (Murcia et al., 2022). As technological influences intensify competition, strategic management must turn to modern trends and alternative approaches to enable organizations to gain a competitive advantage (Murcia et al., 2022). The VRIO (valuable-rare-inimitable-organized) framework is emerging as a contemporary tool for conducting internal analyses and assessing hybrid performance in various fields, including strategic management and operations

research, in terms of uniqueness and replication complexity (Murcia et al., 2022). Applying VRIO analysis helps determine which resources and capabilities provide a sustainable competitive advantage and which may require further development or improvement.

Physical resources.

Value: State-of-the-art branches, kitchen, and packaging designed to ensure the highest quality in the production of healthy food.

Rarity: Access to a network of local farmers supplying fresh and organic produce, a rarity in the fast-food industry, highlights the uniqueness of Delicious's physical assets.

Imitability: Integrating local farmers into the supply chain makes it difficult for competitors to replicate the freshness and quality associated with Delicious ingredients.

Organization: Effective organization of kitchen work ensures the optimization of physical resources in terms of the production of healthy, low-carbohydrate meals.

Human resources.

Value: Nutrition experts and chefs specializing in ketogenic and low-carb cuisine play a key role in creating menus that meet the preferences of health-conscious consumers.

Rarity: The team's expertise in preparing attractive, nutritious and low-carb meals and transferring nutrition knowledge is a rare asset in the food industry.

Imitability: Replicating the context and the unique skills and knowledge of the Delicious team in preparing healthy yet tasty meals can be a challenge for competitors, same as workforce morale and retention.

Organization: The organization encourages collaboration between nutrition experts, chefs and customer service team to improve the overall the customer experience.

Financial resources.

Value: Financial stability allows Delicious to invest in high-quality ingredients, innovative kitchen equipment, and technology to support its unique business model.

Rarity: Financial strength in the context of promoting healthy, low-carb fast food is relatively uncommon, giving Delicious a competitive edge.

Imitability: Competitors may have difficulty matching Delicious's financial risk and commitment to sourcing the highest quality ingredients and maintaining high-quality standards.

Organization: Effective resource financial management ensures strategic allocation of funds to support business goals.

3.2 Strategy in Action. How Delicious Bring Ketogenic and Low-Carb Nutrition to the Crowd?

As part of our comprehensive strategy to introduce ketogenic and low-carb nutrition to a wider audience, Delicious is actively engaged in implementing various initiatives to attract, educate and encourage customers:

Distribution of educational materials:

To support the implementation of the KETO strategy, the company must prioritize the distribution of educational materials. These materials include posters, brochures and information guides strategically placed throughout the sales locations. These resources are intended to educate potential consumers about the principles and benefits of ketogenic and low-carbohydrate nutrition. Additionally, eye-catching slogans and visual elements create a memorable and fascinating narrative about Delicious's nutritional offer.

Celebrity endorsement:

To enhance our commitment to education, the company should harness the power of celebrity endorsements in educational materials. In brochures and guides, Delicious can feature celebrities who follow the principles of ketogenic living. Their stories and testimonials add a realistic and aspirational dimension to educational resources, capturing audiences' attention and inspiring them to embark on their own nutrition journey.

Technology Integration:

The website with blog integration:

The website serves as a central information hub and should include a dedicated blog section, providing in-depth insight into ketogenic and low-carb nutrition and offering educational articles, success stories, and tips. That digital platform not only acts as a valuable resource for information-seeking consumers but also serves as a dynamic tool to keep the audiences informed about the latest trends and developments in the field of healthy eating.

Mobile application (app):

Recognizing the omnipresence of mobile technology, developing a user-friendly mobile application is a MUST-HAVE for every business striving for competitiveness. Delicious app may offer personalized features that allow users to customize their dietary preferences, plan weekly meals, order for delivery or collection, receive exclusive promotions and access a repository of educational content wherever they are. This not only increases customer convenience but also reinforces our commitment to providing holistic and technologically advanced nutritional experiences.

Conscious and consistent integrating educational initiatives with cutting-edge technology, Delicious not only brings the ketogenic and low-carb diet to the public but also provides our valued customers with an immersive and informed journey.

4. Potential Risk and Strategy for Unexpected Scenarios.

Degree of complexity - moderate:

Introducing a ketogenic and low-carb menu can increase complexity due to the need for ecological ingredients (especially eggs, fish and meat), staff training, and customer education.

The strategy includes creating a comprehensive training program for kitchen and front-line staff in low-carb cooking techniques and providing clear nutritional information on the menu and ordering application so that customers can understand it.

Ingredient sourcing challenges - moderate:

Consistently sourcing high-quality, ketogenic ingredients can be challenging and impact menu accessibility.

The strategy includes building sustainable relationships with local farmers to ensure a consistent supply of fresh, organic and low-carb produce.

Threats related to changing consumer preferences - moderate:

Rapid changes in consumer preferences toward other dietary trends may impact demand for ketogenic and low-carb options.

The strategy includes regularly updating the menu with innovative recipes and conducting surveys to measure customer preferences.

Supply chain disruptions - low:

Unexpected events, such as natural obstacles or global crises, can disrupt the supply chain of specific ingredients. The strategy includes diversifying suppliers and should consider maintaining strategic inventories to mitigate the effects of sudden disruptions (although freezing food is contrary to the company's values and assumptions).

Technological issues – low:

Relying on technology for order processing, delivery or customer service can lead to disruptions in the event of technology failures.

The strategy is to have backup systems in place, provide employees with training in manual processes, and ensure that technical issues are resolved quickly (internal delivery system).

5. Recommendation. The importance of reputation.

In agreement with Hopkin & Thompson (2022), maintaining a positive reputation is critical for organizations and requires a thorough understanding of the four core components (CASE): capabilities (including purpose and resources), operations

(including processes and finances), standards (including products/services and support), and ethics (including values and honesty). While having a unique approach to fast-food nutrition and a well-developed strategy is essential, their effectiveness is reduced if the entire company lacks consistency in decisions and direction. Consumers can detect organizational uncertainty and discrepancies between initial objectives and the service delivered. Therefore, it is necessary to constantly monitor and manage reputation level to ensure that it is either maintained or improved.

6. Conclusion.

Marking a new border in the competitive landscape of the UK fast food market and even aspiring to a global reach, the ketogenic fast-food strategy is proving to be a strong catalyst for success. The basis of this triumph is the precise cultivation of reputation, high employee morale, unwavering consistency of purpose, sustainable relationships with stakeholders and the strategic placement of educational posters and celebrity endorsements. By leveraging technology, creating a user-friendly app for smooth, personalized ordering increases operational efficiency and serves as a primary communication channel to educate customers and gain their engagement. Combining innovation, healthy nutrition and a customer-centric approach, the ketogenic fast-food strategy positions itself as a pioneer, ready to carve a distinctive mark on the evolving gastronomic landscape.

7. List of References.

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