

Certificate in Higher Education Skills for the Workplace

Managing Enterprise in the 21st Century

BMSW 4006

Business/Company Overview

- A food business
- In Covid-19 situation this can be affective.
- Business name - EATas
- Timings - 9 am to 11 pm
- In special occasion 24/7 hours service
- Property details - 126 Ledbury Rd, London W15 2AY, United Kingdom
- Email - asEAT1stservice@gmail.com
- Ph no - +44 77820234835



Product and Services

- Both non-veg and veg items online.
- Allergy free products to the consumers
- customers can receive the products within the proper time and quality food will be delivered
- Food dishes will be visualized on the app
- For the first 50 customers the company, 50% discounts will be available.
- People can give responses through social media.



PEST analysis

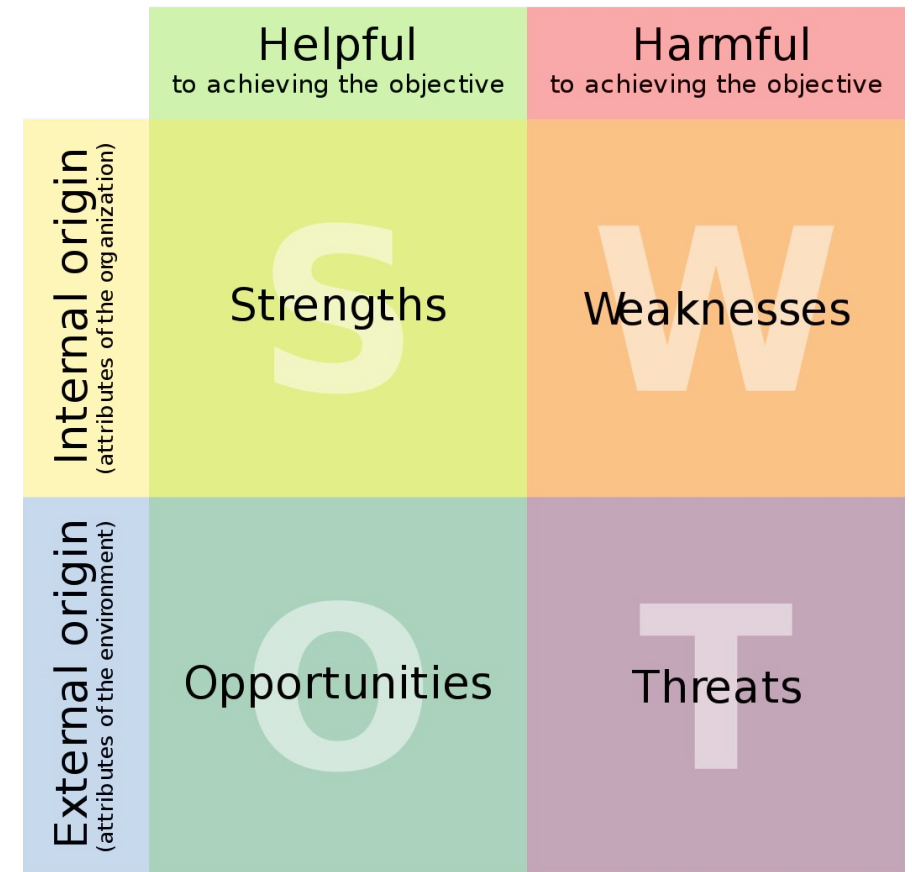
- There are food scandals on the market of the UK that will be the major concerns
- Concerning about the Mislabelling issue.
- Increasing labour cost due to pandemic
- Social - There was a strict rule regarding the social distance in the UK
- People should maintain 2 meter distance from each other.
- Updated technology in UK will be beneficial



SWOT analysis

- Strengths - Affordable price and various types of items with allergy free products.
- Weaknesses – Difficult to get punctual supplier or the punctual delivery person.
- Opportunities - Increasing trend to order the food online
- Threats – Competitors from the same industries like Just Eat, Uber Eats, Hungry House, Deliveroo

SWOT ANALYSIS



1. Target Market

The selection process of the Target market is involved with the evaluation of the attractiveness of every market as well as the selection of profitable markets.

STP analysis

S (Segmentation)	T (Targeting)	P (Positioning)
Demographic -EATas is targeting mainly the people between 18 and 40. The food can be eaten by all types of people because the food will be made properly as well as following the health concerns. Psychographic - People like to order online because people are really busy in this locality and they do not have much time to make the dishes. Behavioural - The people in the area like to order the food mostly on the occasion as well as the rituals.	EATas will target lower to middle class groups of the people with the providence of the affordable pricing. The food will be delivered mainly to the busy people under the young generation between 18 and 28. The company has the target to sell the greatest number of dishes in the time of the occasion like Christmas and new year.	EATas will use the affordable pricing and the company will prefer local delivery specially. Most of the delivery will be completed through Cycle because this will be the approach from the company to make the environmental concern. Customers will be the food products with the proper packaging and proper labelling with the maintenance of hygiene.

4Ps of Marketing Mix

- Products - This area indicates that EATas will deliver the quality food to the consumers and they will also try to deliver best services.
- Price - affordable prices and discounts in the special occasions. cheaper rate in some menu than the others.
- Place - park area because the population in this area is higher than the other places
- Promotion - Social media promotion and billboards that will be helpful in getting popularity in the locality.



Management Team Goals

The team of the management in the organization has two types of the goals -

- To prove that the company has the proper team to execute the opportunities that are defined
- to document how the board can be helpful for the team to succeed



Management Team

- Structure of Ownership - Single owner as well as the investors like the UK lottery company. Owner is the ultimate decision maker.
- Skilled delivery person - need knowledge in this field
- App developer - responsible for designing the app
- Controller of social media



Financial Plan

- The cash flow has mainly been presented as per the forecasted basis that is mainly involved in the financial reflection.
- It is used for maintaining the financial factor of the online food chain.
- In this process, it has developed the valuation for a one-year basis for expressing the future aspects.
- The salary and wages are also required for exploring the factors and also promotional purposes of the EATas.

Cash flow of EATas													
	January	February (£)	March (£)	April (£)	May (£)	June (£)	July (£)	August (£)	September (£)	October (£)	November (£)	December (£)	Total (£)
Sales 1:	8000	7200	8100	8260	8300	8470	8955	9210	9300	9352	9600	9780	104527
Total Sales:	8000	7200	8100	8260	8300	8470	8955	9210	9300	9352	9600	9780	104527
SET UP COSTS TOTAL													
Direct Costs:													
Materials.	150	162	124	112	187	159	124	125	126	125	210	240	1844
Stock.	50	60	70	65	70	58	75	79	78	74	78	80	837
TOTAL Direct Costs:	250	260	280	247	154	190	240	620	260	350	380	310	3541
													0
													0
Fixed Costs:													
Salaries 1	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Rent.	500	500	500	500	500	500	500	500	500	500	500	500	6000
water bill	25	25	25	25	25	25	25	25	25	25	25	25	300
Staff wages.	120	120	120	120	120	120	120	120	120	120	120	120	1440
Utilities/Gas/Elect	100	100	100	100	100	100	100	100	100	100	100	100	1200
online equipment	540	650	540	850	450	780	480	150	250	480	480	470	6120
Promotion & Add	120	120	120	120	120	120	120	120	120	120	120	120	1440
Transport for delivery	140	124	128	190	580	140	152	650	480	470	125	170	3349
Vehicles	50	50	50	50	50	50	50	50	50	50	50	50	600
crockery and groceries item	800	800	800	800	800	800	800	800	800	800	800	800	9600
Interest on loan.	25	25	25	25	25	25	25	25	25	25	25	25	300
TOTAL:	3420	3514	3408	3780	3770	3660	3372	3540	3470	3690	3345	3380	42349
Sub Total: Fix + Direct Costs.	3670	3774	3688	4027	3924	3850	3612	4160	3730	4040	3725	3690	45890
Net Profit before tax: Sales - Sub total	4330	3426	4412	4233	4376	4620	5343	5050	5570	5312	5875	6090	58637
taxation	217	171	220.6	211.7	218.8	231	267	252.5	278.5	265.6	293.75	304.5	2931.85
NET PROFIT OF BUSINESS	4114	3255	4191.4	4021.4	4157.2	4389	5076	4797.5	5291.5	5046.4	5581.25	5785.5	55705.15

Conclusion

- concept of the marketing outlined the basis of the food delivery.
- EATas will be the food delivery business
- Analytical tool will be used by the company will understand the opportunities and the threats.
- The lottery company UK announced that they made a contribution to the start-up business
- the marketing plan that can be helpful for EATas



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