Managing Enterprise in the 21st Century BMSW4006
Lecturer: Hossein Shokri

Siddika Choudhury- 1904201

Shakera Uddin- 1818771

Maria Luisa Salvagno- 1818772

Edlaine Varela- 1815710

Lucas Lopes- 1818768


London Doughnuts

MANAGING ENTERPRISE IN THE 21ST CENTURY

BMSW4006

Hossain Shokri

- **Siddika Choudhury- 1904201**
  Executive Summary, Product descriptions, Legal status, Stake holder map
- **Shakera Uddin- 1818771**
  Pestel and Swot analysis, Market analysis, Industry anayysis
- **Maria Luisa Salvagno- 1818772**
  Marketing plan and strategy
- **Edlaine Varela- 1815710**
  Operational strategy, Management team and organisation chart, HR planning
- **Lucas Lopes- 1818768**
  Financial forecast





“TO CREATE MEMORABLE MOMENT’S THROUGH ART AND TASTE”

SMART OBJECTIVES



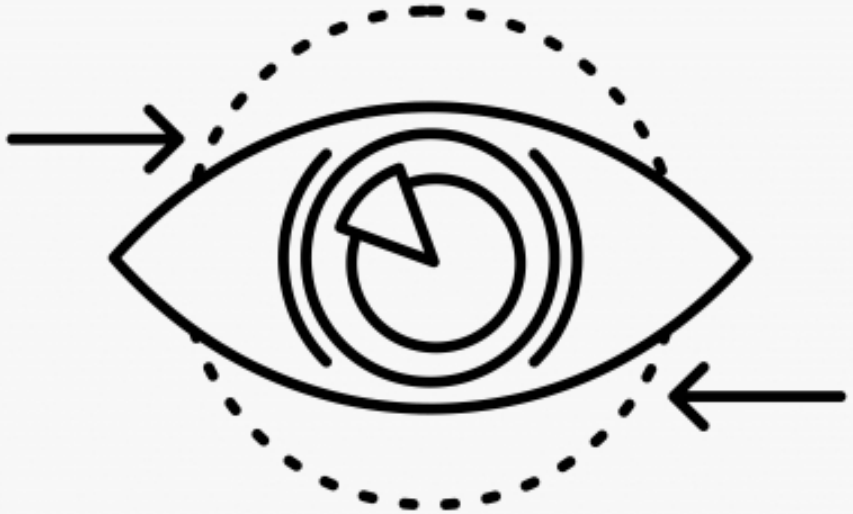
To increase 30% sales by July

To Break even in the 2nd year

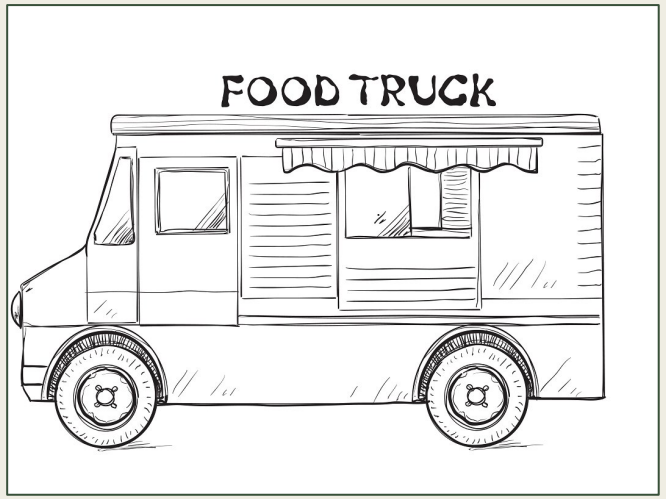
To expand the business in 3 years

THE AIM AND VISION

- London themed food truck
- Private Limited Company (LTD)
- To build a strong market position by creating high quality signature doughnuts and providing outstanding customer service
- The intended customer demographic will be the local working professionals, commuters, local business persons and tourists
- Doughnuts appeal to all ages
- The aim is to amplify the tourist experience



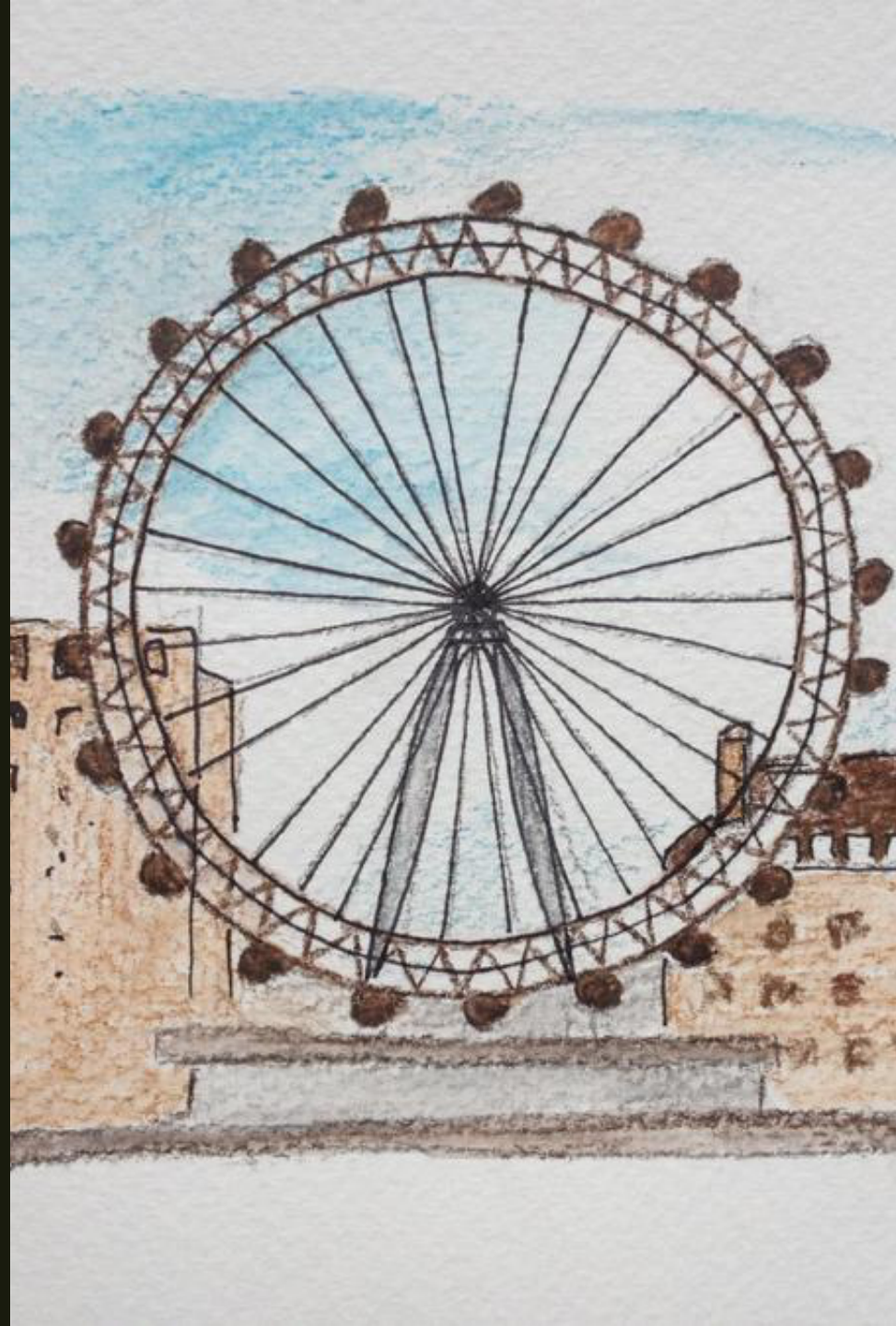
FOOD TRUCKS!



- Food trucks are the ‘trendy’ choice of eatery with people travelling far and wide to get a taste of some unique street food
- Doughnut business is also booming- this will aid the success of London Doughnuts
- Starting a food truck is cost-effective opposed to a shop or restaurant
- Little restaurant experience is required to run a food truck, therefore staff training will also be cost-effective

THE CUSTOMISED ICONIC DOUGHNUTS

- THE CROWN- CUSTARD
- THE BLACK TAXI- CHOCOLATE
- THE LONDON EYE- PLAIN GLAZED
- THE LONDON BUS- STRAWBERRY JAM
- THE BIG BEN- SALTED CARAMEL
- PANDORA'S TELEPHONE BOX- WEEKLY SPECIAL



THE SOUTHBANK SE1 7PB

What was once a desolate and defined by the river Thames is now a developed centre of culture and entertainment.

A study showed that businesses could build and strengthen a solid connection to its area by using a combination of traditional and modern concepts (Alfiero et al, 2017)





Keeping our customers happy

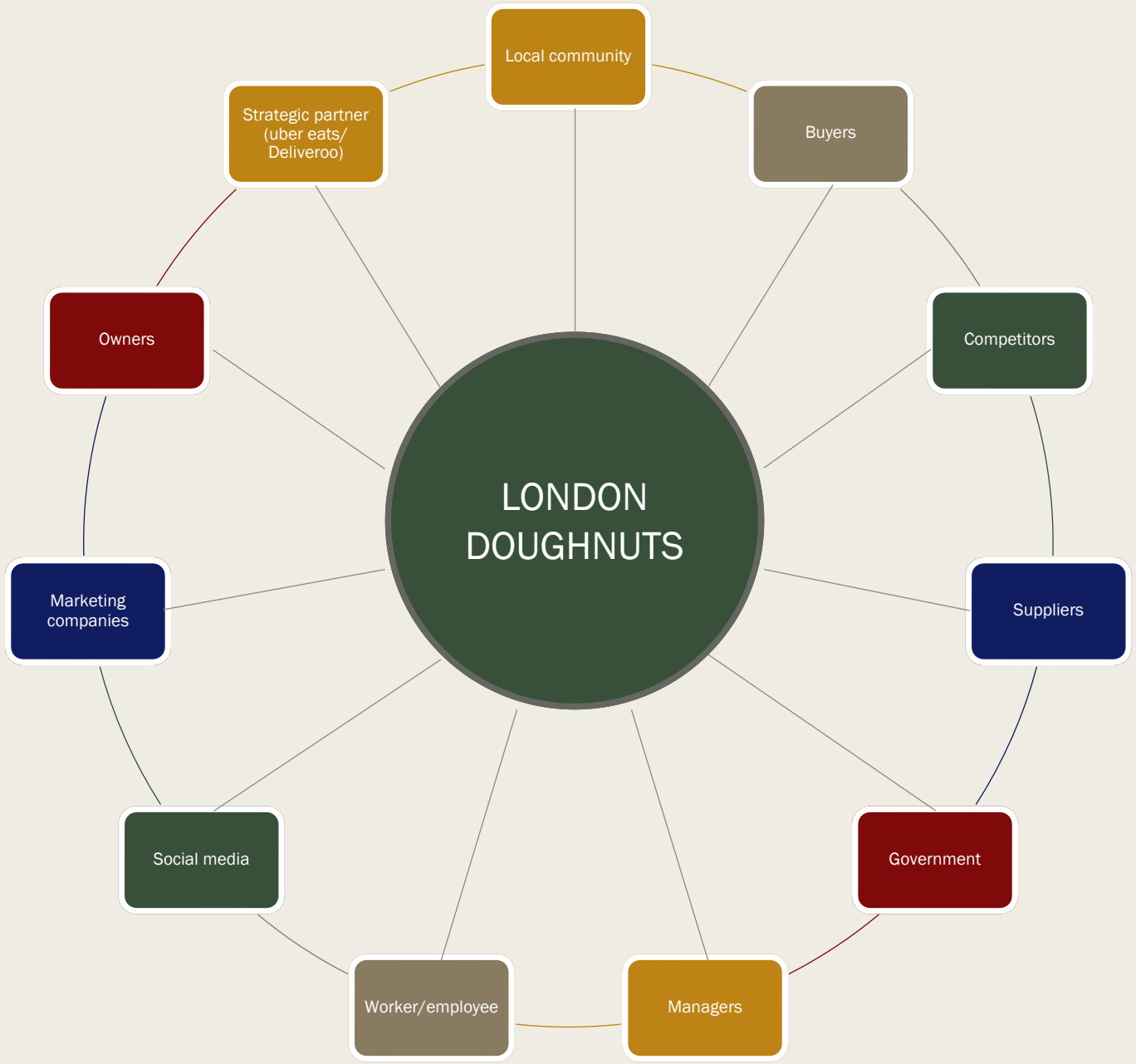
- Loyalty cards
- Pay online and collect
- Feedback online
- Buy 10 get 1 free offer
- Happy hour
- Catering at events

LEGAL STATUS

Limited Company registered at Companies House	HACCP (food safety)	Food Premises Approval (England)
Business License	Street Trading Licence	Pavement or Street displays
Vehicle Licence	Public Liability Insurance	Food Safety Regulations



STAKEHOLDERS MAP



PESTEL ANALYSIS

	Opportunities	Threats
Political		Health – Conscious Consumers Government relation pf foods – sugar tax etc
Economical	Consumer's will to save	Pricing power – the cost of ingredients etc Competition
Social	Leisure time New customer experience	
Technology	Advertising – social media campaigns	Consumers can easily find customers through the internet
Legal		NMW – Staff pay increasing yearly
Environment	Be Green – better image of the business	

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
Quality unique doughnut	Store layout	Offering customers a new type of doughnut	Crispy Crème – competing with a massive franchise
Affordable	Reliance on word of mouth	Customers get the experience of seeing their food made in front of them	Starbucks – another franchise that offers similar food
Iconic (unique doughnut name/ingredients)	Own branded coffee – not as attractive as Starbucks, Costa etc		
Customer loyalty			





INDUSTRY ANALYSIS

One of the most famous models ever developed for industry analysis, famously known as Porter's 5 Forces, was introduced by Michael Porter in his 1980 book " Competitive Strategy : Techniques For Analysing Industries and Competitors."

According to Porter, analysis of the five forces gives an accurate impression of the industry and makes analysis easier. In our Corporate & Business Strategy course, we cover these five forces which are ;



- Intensity of rivalry
- Threat of potential new entrants
- Bargaining power of buyers
- Bargaining power of suppliers
- Threat of substitute goods and services

INDUSTRY ANALYSIS

- 1. Intensity of industry rivalry
  The number of participants in the industry and their respective market shares are a direct representation of the competitiveness of the industry. These are directly affected by all the factors mentioned in the previous slide.
- 2. Threat of potential entrants
  This indicates the ease with which new firms can enter the market of a particular industry. If it is easy to enter an industry, companies face the constant risk of new competitors. If the entry is difficult, whichever company enjoys little competitive advantage reaps the benefits for a longer period



INDUSTRY ANALYSIS

- 3. <u>Bargaining power of suppliers</u>
  This refers to the bargaining power of supplies. If the industry relies on a small number of suppliers, they enjoy a considerable amount of bargaining power. This can affect small businesses because it directly influences the quality and the price of the final product.

  4. <u>Bargaining power of buyers</u>
  The complete opposite happens when the bargaining power lies with the customers. If consumers/buyers enjoy market power, they are in a position to negotiate lower prices, better quality, or additional services and discounts



INDUSTRY ANALYSIS



- 5. <u>Threat of substitute goods/services</u>
  The industry is always competing with another industry in producing a similar substitute product. Hence, all firms in an industry have potential competitors from other industries. This takes a toll on their profitability because they are unable to charge exorbitant prices. Substitutes can take two forms – products with the same function/quality but lesser price, or products of the same price but of better quality or providing more utility.

MARKET ANALYSIS



New brand
London Doughnuts is a new brand within an established market that has already been monopolised by Krispy Kreme's.

Selling point
To use London's tourist attractions to appeal more towards the tourist.

Marketed as confectionary food truck

Each doughnut will be named after a London landmark
e.g. The Big Ben, The London Eye, The Black Taxi, The Crown, The London Bus , and the Pandoras Telephone Box. These will be served as a weekly special.

Opening the business
The team has reached a decision to open a doughnut business due to a new trend where confectionary stores have become a social environment just as much as the nearest coffee chain and restaurants which continues to grow every year as they are cost-effective and require

MARKETING PLAN AND STRATEGY

This is the Marketing Strategy and Marketing Plan for London Doughnuts LTD

Marketing Strategy: Creative idea expressing expressing directly what the business represents – People will love our doughnuts and share online

Potential Clients We aim to attract professionals, kids, tourists, students and everyone passing by.

Our Doughnuts and Drinks

Iconic London Themes - 6 Designs
Landmarks
Coffee - Hot Chocolate - Soft drinks - Water













Marketing Awareness about our culture and Unique selling Preposition



Educating our customers and the world about our brand



#londondoughnuts (Hashtag)



Internet – social Media Accounts



London Doughnuts Social Media and Marketing Advertisement

Where we will be stablishing a connection with our clients on a daily basis, and we plan to expand to different platforms

- Facebook
- Twitter -
- Youtube
- Instagram
- Blog Posts
- Email Newsletter
- Website

www.londondoughnuts.com

Methods Tools and Techniques

Implementing technologies we will have more chances to grow our business in the 21st century, where the demand is very high.

Website Important Features (6 Months Test)

- Main Page
- Welcome
- About our company
- Our history
- Ingredients
- Contact details (including our social media and hashtag)
- Subscription box for our Mailing list



The website’s future

- **Future website Implementation:**
- IOS and Android Application with all of our web features
- Implementing Online Sale
- Buy online and collect in our Truck
- **Expanding our services to online external applications:**
- Just Eat
- Uber Eats
- Delivaroo









Customer service

We never lose sales, when in doubt we help our clients finding their favourite doughnut

We aim to make customers to feel appreciated

- There will be a self - help sample tray
- Strawberry, vanilla, chocolate, cinnamon, caramel and original dough.

Feedback Box in the truck

- We encourage and wish to hear from our clients what they wish from us, in order to improve our services



Segmentation:

Social Media Content Marketing as leading segment.

- Mainly use of Social Media platforms to promote our doughnuts

Why this approach:

- Cost Free
- We can be creative
- We can Produce our own original photos and videos royalty free and exposure of our own doughnuts.
- Encourages us to deliver engaging story telling about our culture and about London town curiosities
- Attract more tourists
- Promotes our business, but also London’s economy
- Our packaging will be the face of our brand.

Communication Calendar – Time Management

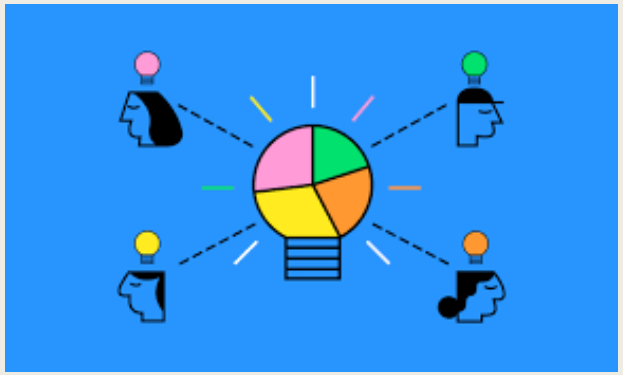
•With this plan our business will reach our goals effectively, prioritising what is more important at glance.

•Each activity will last for a period of week and then a new fresh material will be brainstormed and created. We will also monitor our marketing response and growth on a excel sheet.

•The calendar will help us in case any change must be made in the Schedule.

•Our Marketing Calendar will start from Saturday

SATURDAY

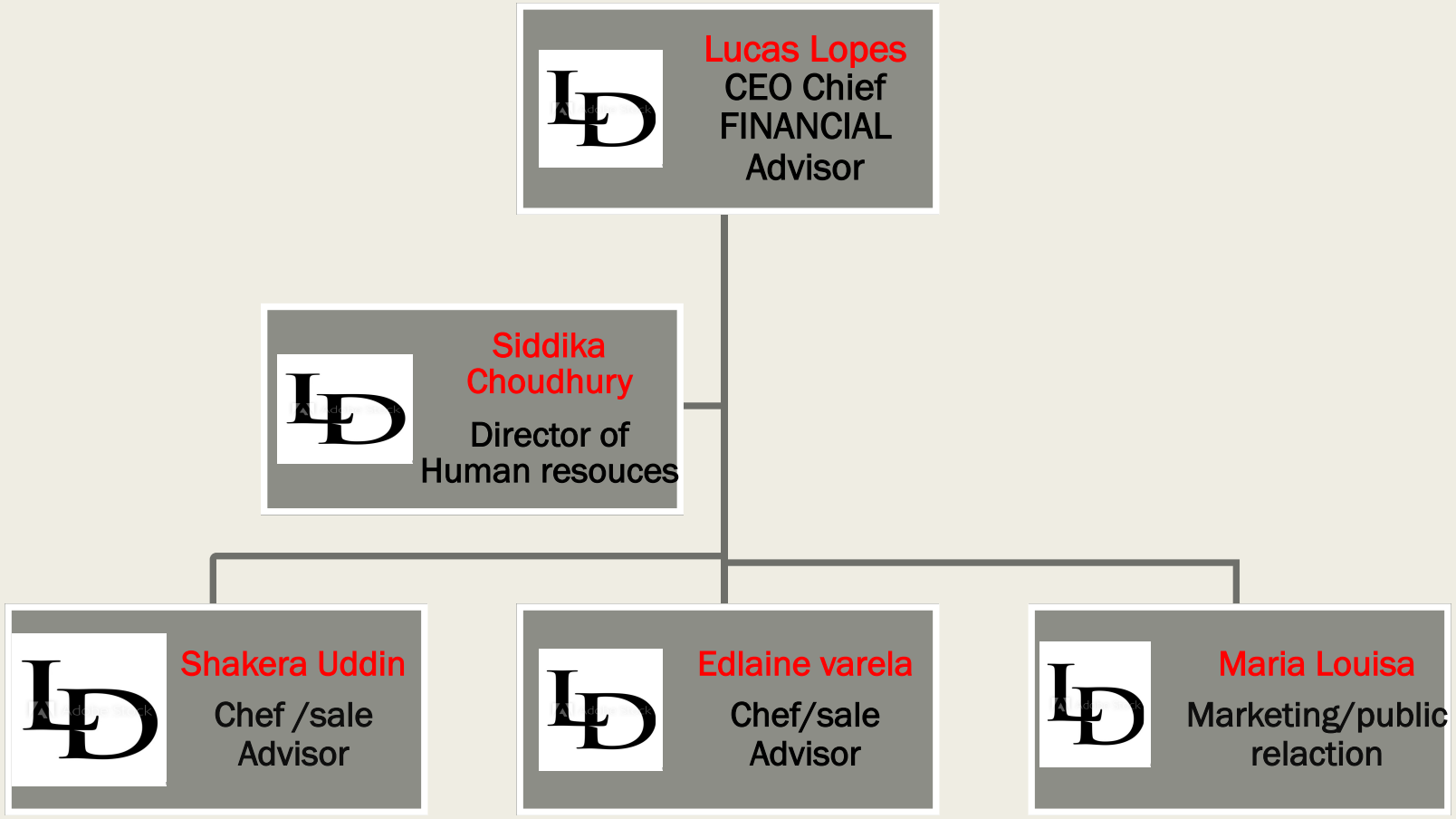




Week 1							
CHANNEL	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
FACEBOOK	Photo post Breakfast - and Lunch	Photo post - Lunch time and 17:00	Photo post - Breakfast and Lunch	Photo post - Lunch time and 17:00	Photo post - Breakfast and Lunch	Morning, Afternoon and evening post	Morning, Afternoon and evening photos
TWITTER	Reshare from instagram	Reshare from instagram	Reshare from instagram	Reshare from instagram	Reshare from instagram	Reshare from instagram	Reshare from instagram
YOUTUBE		Video post		Video post		Video post	
INSTAGRAM	Photo post with historical facts	Reshare a Highlight video from Youtube	Video Post and ispirational quotes	Reshare a Highlight video from Youtube	Weely special Dounut Post	Reshare a Highlight video from Youtube	Photo post with London Doughnuts landmarks
BLOG POST					Every Friday, covering the week and news.		Blog Post preparation with edited Materias
EMAIL NEWSLETTER					Every Friday, covering features of Blog post.		
Brainstorming		Ideas about historical facts today	Ideas about inspirational quotes today	Ideas about new videos today	Ideas about London Special Doughnut	Brainstorming day for photo and video shooting	
Photos Creation						London Doughnuts photo shooting day!	

MARKETING PLAN CALENDAR

ORGANISATIONAL CHART





OPERATIONAL STRATEGY

Our management team consists of five equally hard-working members. They are:

Lucas Lopes , Shakera Uddin , Siddika Choudhury , and Maria Luisa Salvagno.

Each member has a specific job in which they bring different level of experience and skill the table .

OUR TEAM

Lucas Lopes

has taken the role of being the company's Chief financial Advisor .He has experience in business ,he has already worked as a pastry manager , having a lot of experience with what customers consume in London .Lucas is also extremely talented with numbers and organizational skills .

Siddika Choudhury

skills fit her best at the director of human resources position.

Shakera Uddin

Chef and our sales Advisor.

Edlaine varela

Chef and sales Advisor.

Maria Louisa

works at doughnuts Adventures as the company's public relations director. She works in this position because she is extremely charismatic with the people and handles stressful situation easily.



TOGETHER OUR TEAM WORKS EFFECTIVELY AND EFFICIENTLY TO MAKE DOUGHNUTS ADVENTURE THE BEST IT CAN BE

KEY ADVISORS



We have carefully examined the place, and this will become a unique selling point to attract the average consumer. Tourist love the idea of London Icons, so using this idea will be an advantage to encourage customers to visit our shop.

One of the main marketing strategies will be to advertise through social media. Social media become a great source for reaching customers.



Sales Target & Financial Plan

- To expand selling delicious iconic doughnuts with quality coffee
- Make our name in London
- Tourist attracted countries

Budget and Financial Start-Up Capital

- Start up capital £60,000 – Covers one-off purchase e.g. machinery & truck
- Wages, Training, Utility Bills & Licence/Permits
- Budget £135,000 covers all expenditures
- Balance of £65,000 relied on annual performance

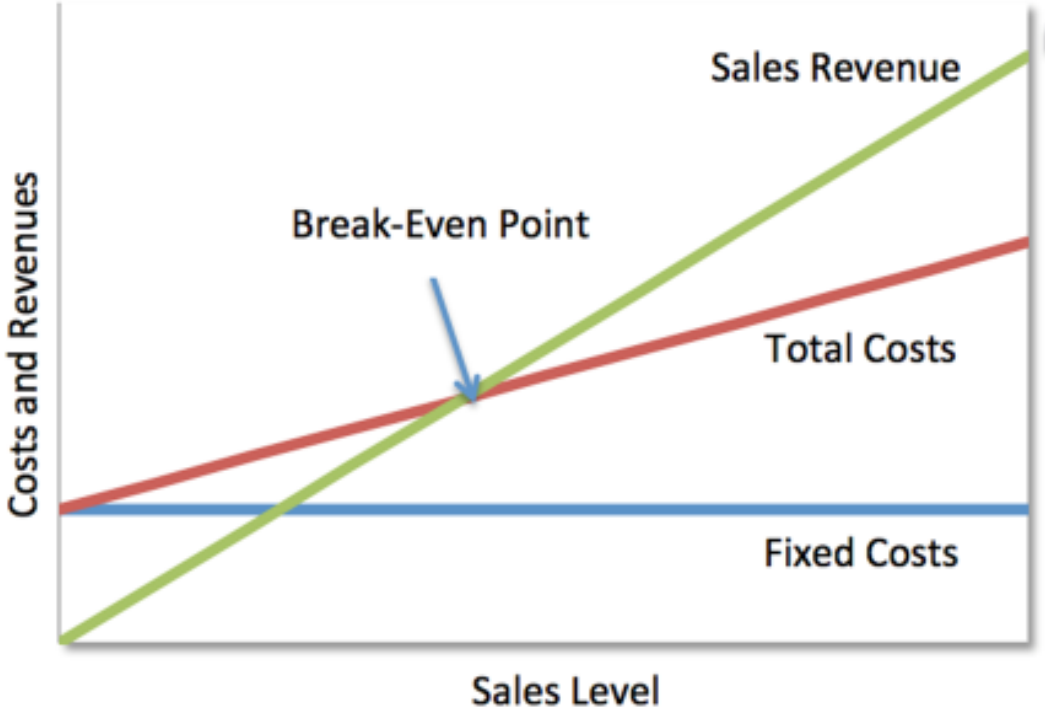


Break Even Point – When Total expense and revenue are even meaning all of the business outgoings are the same as the incoming . Reaching the BEP where there's no loss and profit



1 year 2 months estimated loss

- Break Even by 1 year 3 months



Expected Revenue

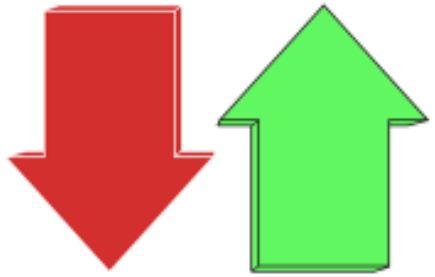
Starting month - 20 doughnuts, 20 cups of coffee, 10 water bottles, 5 cups of tea, soft drinks and juice.

Per Day

Ending month - 75 doughnuts, 75 cups of coffee, 65 water bottles, 60 cups of tea, soft drinks and juice.

Expected sales	Q1				Q2				Q3			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The London Eye	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
The Crown	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
The Big Ben	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
The Queens Guards	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
The Black Cab	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
Pandora's Telephone Box	£234	£246.5	£259	£271.5	£284	£340,8	£369.2	£369.2	£340,8	£340,8	£340,8	£340,8
Coffee/Hot chocolate	£1,680	£2,100	£2,520	£2,940	£3,360	£4,032	£4,368	£4,368	£4,032	£4,032	£4,032	£4,032
Tea	£280	£560	£840	£1,120	£2,240	£2,688	£2,912	£2,912	£2,688	£2,688	£2,688	£2,688
Soft Drinks/Juice/ Water	£336	£504	£672	£840	£1008	£1,210	£1,311	£1,311	£1,210	£1,210	£1,210	£1,210
	-	-	-	-	-	-	-	-	-	-	-	-
Total	£3,976	£5,194	£6,412	£7,630	£8,848	£10,618	£11,503	£11,503	£10,618	£10,618	£10,618	£10,618

30% additional income July-September



Decrease of 10% October-January

Expected Expenditure

High in January because of one-off payments

Training every 6 months

High wastage due to tasters

Expected Sales vs Expected Expenditure =£15,989 ending year balance till BEP

Expected Expenditures	Q1				Q2					Q3		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Wages	£7,050	£7,050	£7,050	£7,400	£7,400	£7,400	£7,400	£7,400	£7,400	£7,400	£7,400	£7,400
Training	£450	-	-	-	-	£450	-	-	-	-	-	£450
Machinery	£14,700	-	-	-	-	-	-	-	-	-	-	-
Truck	£12,000	-	-	-	-	-	-	-	-	-	-	-
Maintenance	£1,000	-	-	-	-	-	-	-	-	-	-	-
License's	£500	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
Utility Bill's	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150
Ingredients	£300	£85	£85	£200	£100	£100	£250	£125	£125	£250	£125	£125
Wastage	£1000	£800	£500	£250	£100	£75	£75	£75	£75	£75	£75	£75
Total	£36,950	£8085	£7785	£8000	£7750	£8175	£7,875	£7,750	£7,750	£7,875	£7,750	£8,200
Year Total	-	-	-	-	-	-	-	-	-	-	-	£124,145

Initial Expected Cost's Breakdown

Machinery	Cost	Ingredients for 200 doughnuts	Cost	Bills	Cost	Licence/Permit	Cost	Wastage	Cost
150lb Donut Floor Fryer	£4,000	10kg Wheat	£300	Water	£150	Street Trading Licence	£500	Tasters	£1000
Rolling Donut Cooling Rack	£100	30 Eggs	-	Gas	-	Business License	-	Other	-
Exhaust Hood System	£1,000	900g Butter	-	Electricity	-	Food Premises Approval	-		
Donut Proofing Box	£300	800g Sugar	-	Internet	-	Pavement or Street Displays	-		
54" Two-Door Refrigerator/Freezer	£2,000	6lt of Milk	-	Insurance	-	Vehicle License	-		
Donut Robot Mark II	£4,000	5lt Whipping Cream	-	Road tax	-	Public Liability Insurance and Food Safety Regulations	-		
Portable Generator and cables	£300	1lt Fruit Puree	-	Petrol	-				
Coffee Machine	£3,000	1kg Salt	-						



THANK YOU FOR YOU TIME AND ATTENTION

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