

Managing Enterprise in the 21st Century

BMSW4006

with Lecturer – Zainab Atta



Task 1 – Business plan



Student:

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(2020637)

Cover letter

There are about 3000 eateries in London alone. These restaurants serve a variety of cuisines, including British, Korean, French, Chinese, Thai, and others.

***Traditional Bulgarian foods**, on the other hand, are rare, especially in the west part of London.*

*People enjoy Bulgarian cuisine, although there are few Bulgarian restaurants and shops in the United Kingdom. For that reason, the **concept of bringing Traditional Bulgarian food to people through restaurant on wheels and online delivery has been chosen here. New food track called “BGMamaFood”** will open in the West London with pure Bulgarian-Mediterranean food.*

*The goal of BGMamaFood, is **to introduce to people, deliciously made by authentic recipes, meals delivered near building sites and other pre-arranged daytime work break areas, at a reasonable price.***

Executive Summary

Entrepreneurs start businesses to provide fresh ideas or products to clients and are noted for their unique ideas. Managing a firm is not an easy task, and yet a successful management result in profit. Businesses take a chance and enter the customer market to generate sales. Small and medium businesses have become the backbone of the UK economy. Entrepreneurs prefer to run their own business while also assisting others in finding work. (Burns, 2014)

The first step in starting a stable business is to create a viable business plan. Good business plan can assist an entrepreneur in launching a new firm into the market. A business strategy for a new firm called *“BGMamaFood” - Limited* is produced in this report.

“BGMamaFood” is a readymade food truck selling business and part of the mobile food service industry in UK. The Business concept and Company Overview, Product and Services, Financial Plan, and other aspects of Bulgarian-Mediterranean food track, have been defined in this business plan.

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Business plan concept and a Company Overview

The business concept is to open a Traditional - Bulgarian food truck, which also offers online orders and delivery. Customers can either consume the food in person at the arranged sites or purchase it online, and have it delivered to their premises.

The food in the business will have a distinct Bulgarian-Mediterranean flavours and taste. (Wikipedia)

The selling food menu will be chosen depending on consumer demand and preferences. Breakfast, lunch, brunch, and dinner will all be available. For online delivery, there will be a downloadable, application - "*BGMamaFood.app*". Customers can order their favourite food and meals online and have it delivered to them (Blanchflower, 2017).

This truck will be moving location depend on demands in Hounslow West, Windsor, Hayes, and other west towns of London. Due to tourist attractions, Windsor Palace is one of the most frequented places in London. As a result, this place has a priority. The food truck will be designed with modern equipment and a pleasant look. It will provide an attractive look for the customer.

Business Name: *"BGMamaFood". Ltd*

Industry: **Mobile food service industry**

Vision: To introduce traditional and authentic Bulgarian-Mediterranean homemade and fast food. The "*BGMamaFood*"- Ltd. truck's main goal is to gain a dominant position in the street food industry and turn it into a leading "by occasions" food service chain.

Mission: *BGMamaFood* 's mission is, to provide people with healthy and pure Bulgarian fast food and hot meals at an affordable price. People will be able to enjoy delicious and healthy meals being visited at their building sites, near their offices, schools, or any occasions on open space or near their buildings or pickup their online orders.

Business plan aims and objectives

- *This business plan aims* to start a new business that will have a key market position and make profit.
- The *goal of this business plan* is to open a new Bulgarian readymade food selling business with a healthy profit margin.
- The *business plan's objectives* are as follows:
 - To rent or buy a food truck all prepared and ready to function near the west parts of London.
 - To make a profit of 15% by 2022.
 - To achieve a 5% market shares in 2022.
 - To complete all targets between January 1st and December 31st, 2024.

Business Structure

BGMamaFood will be run as a limited partnership company.

The business will have a shared management structure, which will oversee and work in certain areas of the business.

The shearers will secure the funding and launching of the business.

They will receive their relevant percent of the profit of the business while also bearing the debt, liabilities, loss, and risk limited to the invested funds in the business (Mole, 2012).

Product and Services

The food and drinks served at the *BGMamaFood* track will be a readymade and pre-ordered food product. This will be available during the daily working hours.

The Bulgarian Traditional Food range menu:

- Beef -Shkembe-Chorba (cooked beef insides in herbs and milk),
- Lamb/Beef Kurban-Chorba (cooked insides in herbs and rice),
- Beef/Lamb stake with side (sliced tomato, cucumber, onions, olive oil and herbs) and chips.
- Musaka (egg, mince and potato made pie)
- Panagiurski eggs meal
- Banitsa (handmade cheese pastry)
- Tikvenik (handmade pumpkin pastry)
- Bulgarian natural Yogurt products

The business will accept food and beverage orders via the internet. Food and beverages will be delivered to the customer's sites and appointed address. All the dishes will be prepared with healthy and fresh ingredients (Ries, 2011).

Market Audit

The market audit is necessary for recognising potential customers, rivals, market advantage, and threats. To determine the status and possible target market, a market analysis is undertaken (Wall, 2014).

SWOT Analysis:

A SWOT analysis is carried out for “*BGMamaFood*” to identify the business's strengths, weaknesses, threats, and opportunities in the market:

Strengths:

- In the present Covid 19 circumstance, online orders will be taken, and food will be sent to homes, offices, and appointed sites.
- Experienced and skilled people will be hired (Gomes, 2019).
- A high level of hygiene will be maintained, as will the food line.

Weaknesses:

- A huge amount of money is required to create the business
- As it is a new one, there is no goodwill or brand image of the business
- For entrepreneurs and businesses, having little experience might be an issue.
- Because of Covid 19, service costs will be high (Johnson, 2020)

Opportunities:

- In this pandemic, customers will be drawn to online food delivery.
- Tourists will be drawn in because of location as well as effective marketing and promotion (Gomes, 2019).

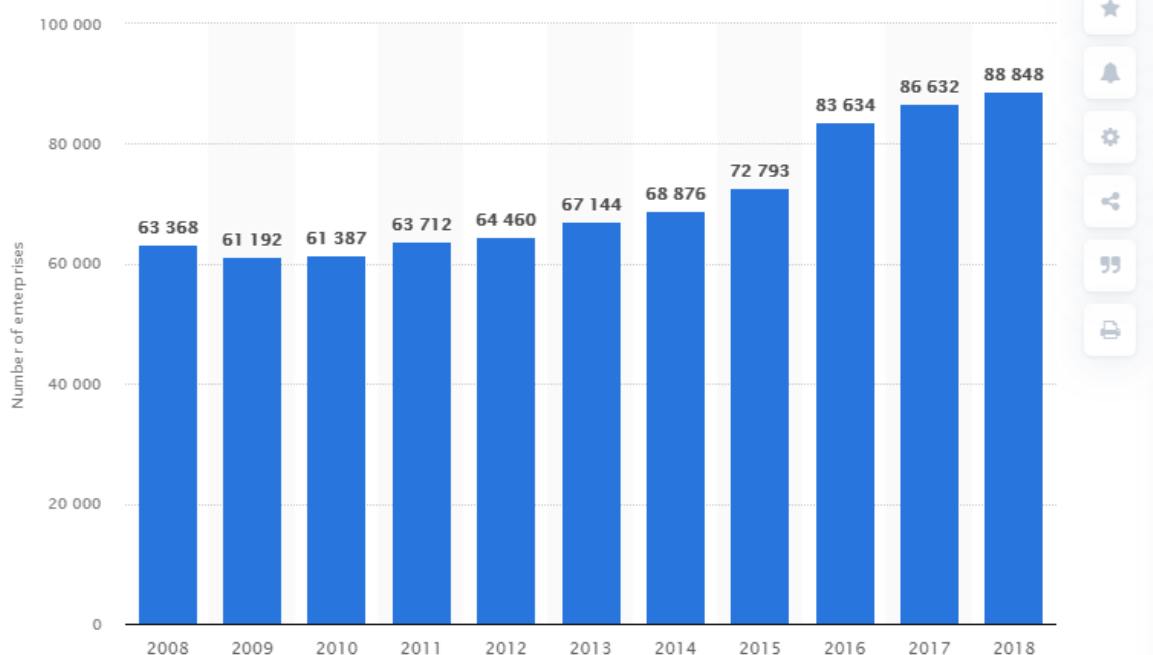
Threats:

- The food truck's costs and profits will be affected by the economic downturn in London (Harding, 2018).
- Competition in the market is high for “BGMamaFood”

Great number of restaurants and mobile food businesses has lunched in the UK between 2008-2018. Since 2009 the amount of eateries in the UK has been gradually rising. In 2018 there were 88,848 companies running in the restaurant and mobile food service industry in the UK.

In the restaurant industry, there is high competition. There are also some well-known food trucks in London like the Fishdog, Pizza, Pilgrims, Rainbo, Mother Clucker, You Doughnut, Bhangra Burger, The Orange Buffalo, Healthy Yummies etc. They will be the major competitors of “BGMamaFood” (Laursen, 2016).

Number of restaurants and mobile food service enterprises in the United Kingdom (UK) from 2008 to 2018



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[Additional Information](#)[Show source](#)

Threats of New Entrants: It is simple to get into the street food business, and there are few regulations. The expense of establishing a food business is relatively minimal. As a result, entrepreneurs are drawn to this field. As a result, the threat of new entrants in this market is moderate. (Gomes, 2019)

Threats of Substitutes: Frozen foods and quick foods are sold in grocery stores and retailers throughout London. Fast food restaurants and street stalls are also available. There is also a local market. As a result, the threat of substitutes in the restaurant industry is moderate. (Johnson, 2020)

Supplier's Bargaining Power: High-quality and Fresh food materials are readily available in London's neighbourhood markets. As a result, choosing a good supplier is a lot easier. The restaurant will have a lot of negotiating power. As a result, the bargaining power of suppliers is limited. (Gomes, 2019)

Buyer's Bargaining Power: The cost of food on the street is predetermined. As a result, the customer's bargaining power is limited. However, to attract customers, *BGMamaFood*, will serve food at a fair price so that customers can afford it. (Harding, 2018)

Market trends:

The current restaurant business trend is towards high-quality and healthy cuisine. Customers want high-quality cuisine that is well-balanced in terms of nutrition and diet. Customers are willing to pay a premium if the meal is healthy. Customers are now sitting home due to the Covid 19 epidemic (Johnson, 2020). Customers are clamouring for online orders and home delivery in this situation. People's income is also in short supply. However, "*BGMamaFood*" restaurant will maintain food quality and give consumers adequate nutrients at a fair cost.

Target Market:

Customers for a "*BGMamaFood*" will be segmented using a demographic strategy. Customers' building sites, universities, colleges, parks, fun fairs, social class, income, family size and occupation, will all be considered when targeting them (Wall, 2014). The following people will be the business's target customers: building sites, universities, colleges, parks, fun fairs, social class, income, family size and occupation: - builders, students, tourists, office buildings, young couples', single and old people demographic areas.

Marketing Plan:

Marketing plans are unavoidable when it comes to acquiring clients and increasing sales volume. This new restaurant will be advertised locals' newspaper, billboard, online platforms, and social media. To advertise the *BGMamaFood*, this business will also offer a discount and coupon. (Laursen, 2016)

Product: The product will be conventional and well-known Traditional Bulgarian foods. The meal products will be seasonally rotated according to consumer preference and demand. Here, a low-cost leadership strategy will be used.

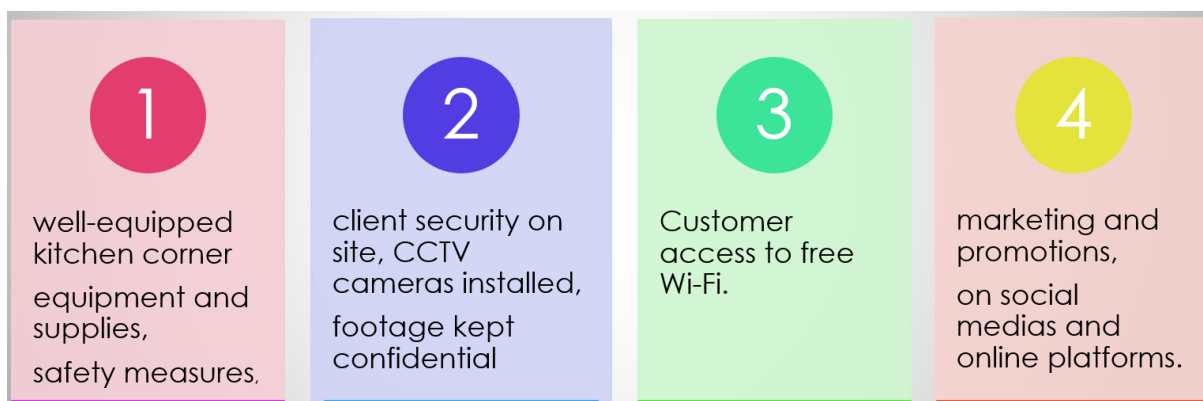
Price: For the customer, the price will be affordable. The market penetration pricing will be adopted, and the price will be set same as competitors, but multi orders will have a discount.

Place: This truck will be moving location depend on demands in Hounslow West, Windsor, Hayes, and other west towns of London, including Windsor, due to tourist attractions, Windsor Castle is one of the most frequented places in London.

Promotion: Several marketing and promotion tactics will be employed to catch customer attention, including direct selling, sales promotion, advertising, direct marketing, and so on. Digital marketing will be used for attracting customers.

Technology plan

Includes



Management and organisation

Management Team:

All managerial tasks would be done by the sharers. Namely by Facility Manager, Operational Manager, and a Finance Manager.

Employees with advanced skills will be hired as well. With the start, 5 staff will be hired. The chef and kitchen team, frontline team, HR, and accounting services will be hired. (Harding, 2018).

Each manager has their responsibilities and duties to manage as follows:

- The **Facility manager** will take care of the supply chain, the hygiene and quality control.

- The **Operational manager** will manage the chef and the kitchen team including frontline team and delivery drivers.
- The **Finance manager** will manage the HR and accounting services which will be hired. There will be internal relation between the supply chain hygiene and the quality control. The kitchen chef and their team, the frontline team and delivery drivers will be related to the ordering and budgeting supplies.

Financial Plan

Start-up Cost = £410 500

Fund Raising:

The overall initial start-up cost for this new firm will require 410 000 British pounds in funding. 70% of the money will come from the two partners sharing 35%. The remaining 30% are coming from an invited specialist in business planning which will take an active managing role in the *BGMamaFood* business.

Budgeting cost:

Below is a budget for start-up costs, as well as expected sales and net income have been estimated.

Lunch year 2022	Start up Cost in £	410 500 £
Fixed Costs	Payroll and HR	250000
338200 £.	License and permit fees	2000
	Truck wrap and design	5000
	Truck insurance	5000
	Equipment	10000
	Buying a food truck	50000
	Vehicle tax	3000
	Liability insurance	1000
	POS device	3000
	Business insurance	3000
	Generators	5000
	Web hosting	200
	CCTV	1000
Variable Costs	Repairs and maintenance	5000
72300 £.	water	350
	Food supplies	60000
	Cleaning products	800
	electricity	550
	Advertising and marketing	1000
	Fuel	3000
	Office supplies	800
	Supplies (napkins, cups, cutlery etc.)	800

(mypos.uk, 2021)

Forecasted sales:

Forecasted sales revenue in 2022	in £ :	
Forecast Yearly Sales Total :	486000	
January:	24000	
February:	24000	
March:	30000	
April:	40000	
May:	60000	
June:	60000	
July:	60000	
August:	60000	
September:	40000	
October:	24000	Break Even
November:	24000	
December:	40000	
End of 2022 Revenue	486000	
Fixed+Variable Costs for 2022	410500	
£ PROFFIT Before Corporate TAX	75500	

*(mypos.uk, 2021)***Exit Plan:**

The owners have big expectations for this establishment.

To manage this firm for a long time, proper plan and strategies will be taken.

In the next two years, the company wants to create a new branch.

Skilled staff, on the other hand, will be employed to put in extra effort to accomplish the company's goals. (uk.indeed.com, 2021)

The exit strategy is to grow the business to 10 branches and increase turnover of 65% and then to look for a private placement or a public offering.

Conclusion

Creating and applying of this business plan, can only be a challenge and an opportunity given to once who take the step to achieve it. A new business needs good preparation on a structural, financial, and marketing site. That's why the newly presented *BGMamaFood* business plan here, has been built after wide research of the factual situation in UK and is made after research on the customer targeted in this business.

Good Luck!

References

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Task 2: Online Presentation

MANAGING ENTERPRISE IN THE 21ST
CENTURY(BMSW4006) ZAINAB ATTA

Presenting to you !

BGMama
Food - Ltd.

Aleksandar Mitev (2020637)
degree in Operation Managing



BGMamaFood

Introduction

- There are about 3000 eateries in London alone.
- *Traditional Bulgarian foods* are rare, especially in the west part of London.
- People enjoy Bulgarian cuisine, although there are few Bulgarian restaurants and shops in the United Kingdom.
- *The concept of bringing Traditional Bulgarian food to people*
- *A Restaurant on Wheels and online delivery has been chosen here. New food track called "BGMamaFood" will open in the West London with pure Bulgarian-Mediterranean food.*
- *BGMamaFood, introduce to people, deliciously made by authentic recipes meals,*
- *Delivered near building sites and other pre-arranged daytime work break areas,*
- *At a reasonable price.*

BGMamaFood

Executive Summary

- ▶ Small and medium businesses have become the backbone of the UK economy. Entrepreneurs prefer to run their own business while also assisting others in finding work (Burns, 2014).
- ▶ A good business plan can assist an entrepreneur in launching a new firm into the market.
- ▶ A business strategy for a new firm called "BGMamaFood" limited is produced in this report.
- ▶ BGMamaFood is a readymade food truck selling business and part of the Service Area Businesses.
- ▶ The business idea, market situation and business environment, marketing function, target consumer, operation management budget, and other aspects of Bulgarian - Mediterranean Cuisine have been defined in this business plan.

BGMamaFood

Business Description

- ▶ Industry: Mobile food service industry
- ▶ Vision: To introduce traditional and authentic Bulgarian-Mediterranean homemade and fast food. The "BGMamaFood"- Ltd. truck's main goal is to gain a dominant position in the street food industry and turn it into a leading "by occasions" food service chain.
- ▶ Mission: BGMamaFood 's mission is, to provide people with healthy and pure Bulgarian fast food and hot meals at an affordable price. People will be able to enjoy delicious and healthy meals being visited at their building sites, near their offices, schools, or any occasions on open space or near their buildings or pickup their online orders.

BGMamaFood

Business Description

- ▶ Business concept: to open a Traditional Bulgarian food truck, that also offers online delivery.
- ▶ Customers can either consume the food in person at the arranged sites or purchase it online, and have it delivered to their premise.
- ▶ The food in the business will have a distinct Bulgarian - Mediterranean flavours and taste.
- ▶ Customers can order their favourite food and meals online and have it delivered to them (Blanchflower, 2017).
- ▶ This truck will be moving location depend on demands in Hounslow West, Windsor, Hayes, and other west towns of London. Due to tourist attractions, Windsor Palace is one of the most frequented places in London. As a result, this place has a priority.
- ▶ The food truck will be designed with modern equipment and a pleasant look. It will provide an attractive look for the customer.

BGMamaFood

Aim & Objectives

- ▶ The business plan aims to start a new business that will have a key market position and make profit.
- ▶ The goal of this business plan is to open a new Bulgarian ready made food selling business with a healthy profit margin.

The **Business plan's Objectives** are as follows:

- To buy a food truck all prepared and ready to function near the west parts of London.
- To make a profit of 15% by 2022.
- To achieve a 5% market share in 2022.
- To complete all targets between January 1st and December 31st, 2024.



BGMamaFood

Fund Raising

- ▶ This new firm will require £410,000 in funding (explained in the next slide) .
- ▶ The 70% of the money will come from the 2 partners sharing 35% each.
- ▶ The remaining 30% are coming from an invited specialist in business planning which will take an active managing role in the FMF Ltd. business.

Financial Plan

BGMamaFood

- ▶ The overall initial startup cost for this idea is estimated to be £410 500
- ▶ Funds will be raised from the partners shares, and the firm will begin as planned.

Lunch year 2022	Start up Cost in £	410 500 £
Fixed Costs	Payroll and HR	250000
338200 £.	License and permit fees	2000
	Truck wrap and design	5000
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	Equipment	10000
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Forecasted Sales

BGMamaFood

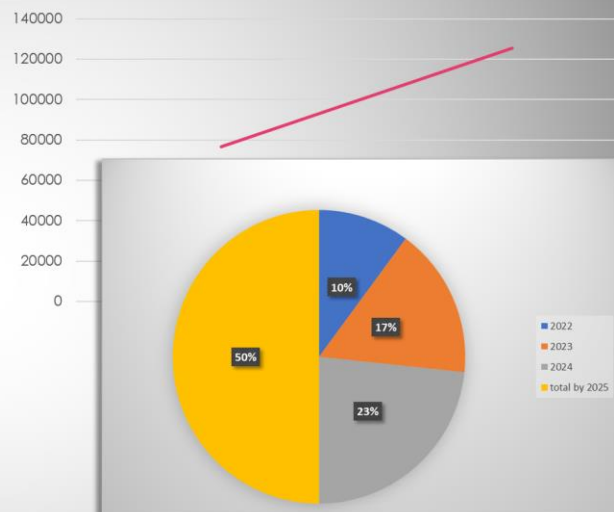
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November:	24000	
December:	40000	
End of 2022 Revenue	486000	
Fixed+Variable Costs for 2022	410500	
£ PROFFIT Before Corporate TAX	75500	

BGMamaFood

Income Statement

BGMamaFood – ltd. PROFIT forecast table		
	2022	75500
	2023	125340
	2024	176450
total by 2025		377290

BGMamaFood – ltd. Profit Forecast 2022-2024



BGMamaFood

Product
and
Service description

BGMamaFood

Product and
Service
description**Bulgarian traditional food range:**

- Beef -Shkembe-Chorba,
- Beef -Shkembe-Chorba (cooked beef insides in herbs and milk),
- Lamb/Beef Kurban-Chorba (cooked insides in herbs and rice),
- Beef/Lamb stake with side (sliced tomato, cucumber, onions, olive oil and herbs) and chips.
- Musaka (egg, mincemeat and potato made pie)
- Panagiurski eggs meal
- Banitsa (handmade cheese pastry)
- Tikvenik (handmade pumpkin pastry)
- Bulgarian natural Yogurt products



BGMamaFood



Product and Service description

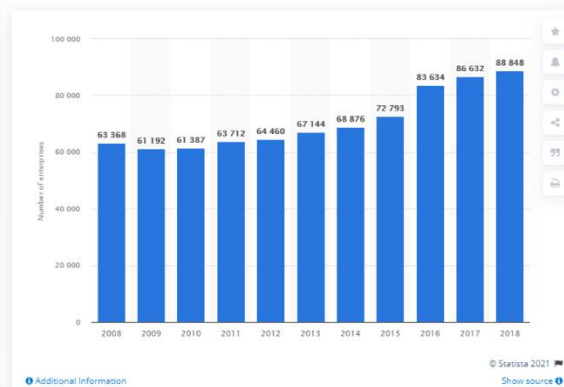
- ▶ The food and drinks served at the BGMamaFood track will be the readymade and pre-ordered food product, which will be available to the consumer.
- ▶ The BGMamaFood will accept food and beverage orders via the internet.
- ▶ Food and beverages will be delivered to the customer's sites and appointed address.
- ▶ All the dishes will be prepared with healthy and fresh ingredients (Ries, 2011).



BGMamaFood

Market Analysis and Market Trends

Number of restaurants and mobile food service enterprises in the United Kingdom (UK) from 2008 to 2018



Rivalry:

Great number of restaurants and mobile food businesses has lunched in the UK between 2008-2018. Since 2009 the amount of eateries in the UK has been gradually rising. In 2018 there were 88,848 companies running in the restaurant and mobile food service industry in the UK.

In the restaurant industry, there is high competition. There are also some well-known food trucks in London like the Fishdog, Pizza, Pilgrims, Rainbo, Mother Clucker, You Doughnut, Bhangra Burger, The Orange Buffalo, Healthy Yummies etc. They will be the major competitors of BGMamaFood.

(Laursen, 2016)

BGMamaFood

Market Analysis and Market Trends

SWOT Analysis

Strengths:

- In the present Covid 19 circumstance, online orders will be taken, and food will be sent to homes, offices, and appointed sites.
- Experienced and skilled people will be hired (Gomes, 2019).
- A high level of hygiene will be maintained, as will the food line.

Weaknesses:

- A huge amount of money is required to create the business
- As it is a new one, there is no goodwill or brand image of the business
- For entrepreneurs and businesses, having little experience might be an issue.
- Because of Covid 19, service costs will be high (Johnson, 2020)

BGMamaFood

Market Analysis and Market Trends

SWOT Analysis

Opportunities:

- In this pandemic, customers will be drawn to online food delivery.
- Tourists will be drawn in because of location as well as effective marketing and promotion (Gomes, 2019).

Threats:

- The food truck's costs and profits will be affected by the economic downturn in London (Harding, 2018).
- Competition in the market is high for Bulgarian Mama's Food

BGMamaFood

Marketing Plan

BGMamaFood

Product: The product will be traditional and well-known Bulgarian foods.

Price: For the customer, the price will be affordable. The market penetration pricing will be adopted, and the price will be set same as competitors, but multi orders will have a discount.

Place: This truck will be moving location depend on demands in Hounslow West, Windsor, Hayes, and other west towns of London. Due to tourist attractions, Windsor Palace is one of the most frequented places in London. As a result, this place has a priority

Promotion: Several marketing and promotion tactics will be employed to catch customer attention, including direct selling, sales promotion, advertising, direct marketing, and so on. Digital marketing will be used for attracting customers. (Laursen, 2016)

BGMamaFood

Technology Plan

1

well-equipped
kitchen corner
equipment and
supplies,
safety measures.

2

client security on
site, CCTV
cameras installed,
footage kept
confidential

3

Customer
access to free
Wi-Fi.

4

marketing and
promotions,
on social
medias and
online platforms.

BGMamaFood

Development, Milestones and Exit Plan

- ▶ The owners have big expectations for this establishment.
- ▶ To manage this firm for a long time, proper plan and strategies will be taken.
- ▶ In the next two years, the company wants to create a new branch.
- ▶ Skilled staff, on the other hand, will be employed to put in extra effort to accomplish the company's goals. (uk.indeed.com, 2021)
- ▶ The exit strategy is to grow the business to 10 branches and increase turnover of 65% and then to look for a private placement or a public offering.

BGMamaFood

Conclusion

Creating and applying of this business plan, can only be a challenge and an opportunity given to once who take the step to achieve it.

A new business needs good preparation on a structural, financial, and marketing site. That's why the newly presented *BGMamaFood* business plan here, has been built after wide research of the factual situation in UK and is made after research on the customer targeted in this business.

Good Luck!

BGMamaFood

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BGMamaFood

Thank you!

Questions and Answers