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|  | **“GOOd For You”**  **“Taste on wheels, get a truck and start rolling”.** |

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**Introduction**

This document describes about the **alternatives** we have for our food truck business. There are various circumstances which can be faced during developing the business. So, as a substitute we have listed possible alternatives which can be used for growth of business. There will be some roles and responsibilities of **stakeholders.**

The list of alternatives are:

* Getting partnership with the food truck holder.
* Sole proprietorship
* Franchising or Buying
* Merger & Acquisition
* Marketing and Advertisement

The list of Stakeholders in the growing food truck business are:

* Restaurant Owners
* Employees
* Managers
* Food truck operators
* Ontario municipalities
* Collaboration with other restaurants for truck parking
* Customers
* Various Stores
* Government - Ontario Restaurant Hotel Motel Association
* Shareholders
* Various social media

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| **Internal stakeholders** | **External stakeholder** |
| Employees | Food truck operators |
| Managers | Nearby Owners |
| Restaurant Owners (CEO) | Government |
| Investors | Customers |
|  | Suppliers |
|  | Social media |

There were 5-6 alternatives that we can think can make up to the food truck business, but here is the description of 3 alternatives in brief about what we think, and which stakeholders participates.

1. **Sole proprietorship**

Sole proprietorship is the simplest form of any business where one can operate a business. Sole proprietorship simply refers to a single person or entity who is responsible for its debts. It is a popular form of business because it is easy and flexible. Moreover, they can use a fictitious name to their business. As we know, nothing interesting is completely one-sided sole proprietorship also has both advantages and disadvantages.

**As Alternative:**

The owner can instantly establish, and it is cost effective. So, giving the brand value to the food truck can increase its business. On the other hand, as the team we develop the business on our own and not take any company as our support and develop own. So, we will not need much formalities and may mix their business freely. As we know, nothing interesting is completely one-sided sole proprietorship also has both advantages and disadvantages.

Advantages

* Owners can instantly establish, and it is cost effective.
* They have very little formalities and may mix their business freely.

Disadvantages

* Owners rarely survive debts if they have completely lost the business.
* Owners are subjected to personal liability for risks and debts.

The all **stakeholders** takes part but the leading roles with roles and responsibilities are as follow:

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| **Stakeholder** | **Roles and Responsibilities** |
| Owners | -control on profit, revenue  -launching of the business plan  -investing in right thing  **Role: Investor** |
| Employees | -involve in day to day activities  -selection of the menu  -grow business by good food  -help in social media presence  -help in choosing the right strategy.  **Role: Actor** |
| Customers | -Giving review  -increasing profit  **Role: Consumers** |
| Government | -approvement for licensing  -approvement for various certificated for food handling and safety  -parking applications approval.  -make business legal  **Role: Decision Maker** |
| Customers and suppliers | -purchasing and attending  -balancing each other.ie more stock leads to more customers.  **Role: Consumers & Suppliers** |

**Business objective with regards to sole proprietorship**

* As a sole proprietor one can make his own menu and prices according to the market and his business.
* Creating social media attractions and reduced price for the first month will be a good deal at start. This decision can be easily made because he is the only owner.
* Can make customized menu.
* Can easily make revenue by making the prices low at the start and keep increasing brand value by customer service.
* Serving food all over the locality is possible if he gets good start and that can be achieved by having food trucks at events and serving them quality food.

**Sole proprietorship with regards to metrices**

* Return on investment are the primary objective or expectations every company has and that return on investment is calculated by sales. These sales are calculated for every day, week, month and even they are calculated for quarterly and for a year.
* The profit and loss from the food is entirely handled by the only owner because it comes under sole proprietorship.
* The costs metrices leads to the cost of food trucks and they are not one-time investment they have to take care of various costs and they must change them if customers are not interested.
* Every operational cost is handled by the owner, so there can be mental pressure and performance pressure on one.
* Employee wages and gas for the food truck are one of the big things for costs if sale go high or low the employee needs to be paid and food truck is already invested.

1. **Merger and Acquisition**

Mergers and acquisition are defined as complex strategies which are used by businesses to consolidate their position in market or segment. The two terms, Mergers as word suggest its kind of combination of two companies to form one, while Acquisition is the company taken over by the other company. This two Merger and Acquisition are known as major aspects of corporate finance world. Merger and Acquisition generally, given is that two separate companies together create more value compared to being on an individual stand.

**As Alternative:**

This can be a strong alternative. The company is in loss that can be taken over or offer a partnership with certain amount of ratio. The both terms has wide meaning but when merged together can-do lot better than what the individual companies are on their current state. For our business we can collaborate with the company having food truck and in loss to suggest our brand name without the government duties included and not to get external responsibilities, just start rolling if everything is present.

Advantages

* This will allow to increase value of the new entity and helps in cost savings.
* Change in economies by sharing the resources and services.

Disadvantages

* Changing to M&A, employees of small firm might need to develop some more skills
* Company may have to face major difficulties thanks to friction and internal competition
* The return of the share of company that may caused buyouts of other company was less than the return of sector as a whole

The all **stakeholders** takes part but the leading roles with roles and responsibilities are as follow:

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| **Stakeholder** | **Roles and Responsibilities** |
| Owners | -bonding with the other owners  -have collaborative nature  -offering time and money equally  **Role: Partners** |
| Employees | -involve in day to day activities  -improve skills and perform well  -maintain the equality for both companies  -manages the due diligence process  -pay attention to the customer satisfaction.  - **Role: Performer (ambassador)** |
| Customers | -Giving review  -increasing profit  **Role: Consumers** |
| Top level management or managers | -involved in integration planning  -involved in the process to provide strategic guidance  -ensure to point out the red flags and opportunities in the business  **Role: Decision Maker** |
| Restaurant owners with whom collaborating | -offer equality of profit share  -equal investment  -signing agreement with the company brand name  -legal documents for merger.  **Role: Collaborator** |

**Business objective with regards to Merger and Acquisition**

* By using Merger and Acquisition, it will reduce the risk and narrow down to one (food truck) which will prove fruitful result.
* M&A can lead to the target of the location and can make food sales.
* The revenue can be generated by overtaking the company and understand the requirements and to fair prices.
* A part of merger and acquisition the ideas and skills that are good in individual company can be merged and can increase the profit which leads to good sharing of the profit.
* M&A can increase the internal competition and gets to good wages according to their work.
* Merging with the company which loves Indian food and try to work out with that idea to match the ideas and can be peaceful merger between companies.

**Merger & Acquisition with regards to metrices**

* The M&A can increase sales because of more skills and adopting the techniques which were successful in individual business.
* Employee statistic is playing major role because the employee are the face of the company and offers good customer service.
* Operational statistic will relate to the free business because of already having food truck and no additional costs for licensing, certificate & truck.
* Business Statistic is the important lead in the graph of M&A as it depends directly to the profit sharing and the ROI.

1. **Marketing and Advertisement**

There is growing competition in the market among the restaurants fierce, so every business needs an effective strategy to develop. As per the research, success of restaurant business is beyond cooking the most palatable dishes however somehow depends on its planned marketing strategies. The assortment of marketing strategy should be top-notch.

**As Alternative:**

By increasing the social media presence, the marketing will increase. There should be balance between marketing and advertisement that increases the brand value. If anything goes wrong with the plan than social media presence is always a saviour. The hand-made posters, uploading pictures of food and brand with prices on social media will grow the business and improves brand value with growing profit.

Advantages

* Low investment. Product can be advertised on social media at considerably low price.
* Increasing brand value.

Disadvantages

* Advertisement may reach to our customer, but probability of customer to have dine-in at our restaurant place is low which ultimately will have negligible impact at revenue.
* Tough competition with higher brand value restaurant.

There will be participation of all the **stakeholders** listed above but the major roles will be played by these:

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| Employees | -involve in day to day activities  -selection of the menu  -grow business by good food  -help in social media presence  -help in choosing the right strategy.  **Role: Performer** |
| Customers | -Giving review  -increasing profit  **Role: Consumers** |
| Social Media Group | -sell food through newspapers, TV and most important Internet  -attractive pictures and good website  **Role: Digital Marketer** |

**Business Objectives according to the Marketing & Advertisement**

* Marketing will help in establishing our food product in the restaurant business. It will spread awareness about our product to people.
* Increase the brand value of the restaurant.
* Increase business sales. The advertisement for our restaurant will attract more customer and this will help in increasing our sales.
* Increase customer advocacy. Our existing customers can help in introducing our product to their network.

**Marketing & Advertisement with regards to metrices**

* Total numbers of followers on social media. More followers mean a greater number of people know about our latest food items and are aware of our latest promotions and offers. This will increase our brand.
* A total number of likes, comments on our dishes are counted weekly and monthly to check which food product is liked most by customers.
* Hashtag count of our brand name on social media.
* Increase in sales value post-marketing and advertisement for our restaurant.