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|  | **“GOOd For You”** |

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| Business Case Template | | | | | | |
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| Proposed Project/Initiative Title | | | | | | |
| **FOOD TRUCK**  **GOOD FOR YOU, LONDON ONTARIO** | | | | | | |
| Description of proposed project/initiative | | | | | | |
| GOOD FOR YOU is a restaurant in London which is comparatively cheaper than all the  restaurants we have visited in London. Initially we planned of setting up a food truck with our own initiative but after visiting this restaurant we thought of expansion. By having a food truck instead of a restaurant will define many advantages. One of the main advantages is availability of food nearby the location you visit frequently.  The restaurant is in loss at this period of time because of its remote locations and there are many restaurants which are accessible easily. People used to prefer a restaurant which near to them. | | | | | | |
| Business opportunity | | | | | | |
| Spreading an Indian Aroma on wheels by adding street food as main course to the Indian cuisine lovers, enrich with different spices and delicious dishes serve to people and reach to maximum customer satisfaction by serving best services which is “Good For You”  The market is taking interest in the food truck. As they are accessible anywhere , anytime and can look for their own places and start spreading taste of wheels. The price offered is cheap to the people who may have to spend money for their food on daily basis with good quality and quantity. | | | | | | |
| Potential impact of business results | | | | | | |
| * Sales * Costs * Operational Metrics * Business Statics * Upselling | | | | | | |
| Alternatives chosen for analysis | | | | | | |
| The alternatives chosen for this analysis are as follows   1. Merger and acquisition 2. Sole proprietorship 3. Marketing and advertisement   **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.  **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.  **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. | | | | | | |
| Assumptions | | | | | | |
| * For the calculation of Cost Benefit analysis there were some numbers which were assumed for calculation such as revenue and margin. * The wastage for food will be less than 10% of its daily inventory. | | | | | | |
| Analysis of alternatives | | | | | | |
| Alternative 1:  Merger and Acquisition | | 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. | | | | |
| Pros   * This will allow to increase value of the new entity and helps in cost savings. * Change in economies by sharing the resources and services. | | | | | Cons   * 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 | |
| Alternative 2:  Sole proprietorship | | 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. | | | | |
| Pros   * Owners can instantly establish, and it is cost effective. * They have very little formalities and may mix their business freely. | | | | Cons   * Owners rarely survive debts if they have completely lost the business. * Owners are subjected to personal liability for risks and debts. | | |
| Alternative 3:  Marketing & Advertisement | | 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. | | | | |
| Pros   * Low investment. Product can be advertised on social media at considerably low price. * Increasing brand value. | | | | Cons   * 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. | | |
| Recommendations and Rationale | | | | | | |
| Recommendation  According to above scenarios we came to final recommendation is: **“Merger & Acquisition”**  Because it we have lot of common things for sole proprietorship and merger & Acquisition but following reason makes us select Merger & Acquisition.   1. Initial Investment is distributed, so less capital investment 2. . Legal services are already done by other party in acquisition, so much less time and money spent on it. 3. Experienced staff already, money and time is less spent compare to sole proprietorship. If there is any loss, it is not only on one party, it can be divided.   Adding the skills of two companies can get competition in market and which can increase sales and eventually increase profit.  In comparison to Merger & Acquisition with Marketing and Advertising. The following are the reasons:   1. Though the initial investment of Marketing and Advertising is very less comparative than Merger & Acquisition, but it will apply after the food truck is established. 2. It needs more employees because it has more work digitally and that can increase cost later. 3. It can be taken as a major variable in both Sole proprietorship and Merger & Acquisition but cannot be as Solo performer for developing food truck. | | | | | | |
| Rationale   * This choice has lower risk and sensitivity. * This option also has more pros than cons. * Also, this one has higher cost benefit ratio and ROI than the other option. * Payback period is faster than other options. | | | | | | |
| Risk and mitigation plans | | | | | | |
| Risks | | | | Plans | | |
| Insufficient power and water supply | | | | **Mitigate:** Reduce the probability of the risk by risk modification plan  **Avoid:** To avoid this risk, we can store enough water inside the truck.  We can purchase the generator in case of power cut.  Get the permission from the authorities to use electricity and water supply. | | |
| Fire Hazard | | | | **Accept:** Accept the risk, but all or part of the liability is moved to a third party that is insurance company. | | |
| Operator risk / working hazards | | | | **Accept:** We accept the risk, but all or part of the liability is moved to a third party that is insurance company. | | |
| Location/ robbing | | | | **Accept:** We will be taking insurance and will hire security service for the safety of | | |
| Food Contamination/ Wastages | | | | **Avoid:** This risk should be avoided because it may impact revenue costs. | | |
| Sudden changes in licensing framework that resulted from political or economic changes | | | | **Accept:** Licensing and other permit are needed for running a business. We must adapt to the new framework | | |
| Implementation Plan | | | | | | |
| Phase 1: | Project Kick off | | | | | |
| Phase/Milestone description   * Kickoff Agenda * Meeting Execution * Formation of team * Introduction session of team members (Knowing strengths and weakness) | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Business Criterion * Well introduced team knowing each other ‘s strengths and weakness. | | | 1 business day | | | * Project Sponsor * Strategic Level management * Project Manager * Business Analyst * Employees |
| Resource needed   * Pen * Paper * Laptop | | | | | | |
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| Expected level of benefit-   * People know why they are here * Get to know the team to whom they will be working for project * Easy to give the tasks once the project starts, as they know each other’s strengths. | | | | | | |
| Phase 2: | Define the problem | | | | | |
| Phase/Milestone description   * Understanding the problem * Define the problem statement * Define the opportunity statement * Define the scope of the statement | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Problem statement * Opportunity statement * Scope of the project | | | 2 days | | | * Project Manager * Business Analyst * Team members |
| Resource needed   * Subject matter expert * Brainstorming session * Creative ideas | | | | | | |
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| Expected level of benefit-   * Specific data provided by SME. * Clear about the problem and not throwing solution around symptoms of problem. * Understanding the depth of project. | | | | | | |
| Phase 3: | Feasibility Analysis | | | | | |
| Phase/Milestone description   * Feasibility analysis is conducted for gathering data by interviewing with the owner, benchmarking, brainstorming, questionnaire to know where we stand and how in depth the solution must be achieved. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Objectives of Project * Business Metrics | | | 5 days | | | * Team * SME * Business Analyst |
| Resource needed   * Business Analyst approval * Specification of data by SME | | | | | | |
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| Expected level of benefit   * Guidance on how the project is going to be built. * Getting reflection and support on the various strategies built. * Indication of the priorities for the company and provide a window on performance, ethos, and ambition. | | | | | | |
| Phase 4: | Reviewing options | | | | | |
| Phase/Milestone description  This phases gives the alternatives to move project faster. The pre-acquisition review conduct gathers the requirements to give specific data and narrow down the solution.  It give time to review the options and get final decision. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Confirmation for top three alternatives * Requirements gathering | | | 6 days | | | * Team * Business Analyst * Project Manager * Project Sponsor |
| Resource needed   * Subject matter experts * Research analyst * Requirement analyst | | | | | | |
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| Expected level of benefit-   * Narrowing the solution path * Clear discussion and decision | | | | | | |
| Phase 5: | Planning and Monitoring | | | | | |
| Phase/Milestone description  This phases include the planning of the project and discuss strategies. This phases have continuous planning on changing requirements in order to meet the goal. It also monitors every deliverables. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| Business Plan  Resource gathering plan  Budget plan  Strategies  Permits and License | | | 5-7 Business days | | | * Project manager * Sponsor * Business Analyst * Team |
| Resource needed   * Check on govt. rules and regulations * Business Analyst * Old records of the company * Brainstorming session * Financial Analyst | | | | | | |
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| Expected level of benefit-   * Clear about the plan for the project * Identification of new strategies and techniques * Resource finalization to plan for budget. * Newer ways to approach business and set determined goals for future * Finalization of licensing and permit according to government norms | | | | | | |
| Phase 6: | Detail Analysis | | | | | |
| Phase/Milestone description  This phase gives the detail-oriented study for the 3 major alternatives and also research minutely on the planning and monitoring phase. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| Cost benefit analysis  Multiple objective analysis | | | 5 days | | | Business Analyst  Financial Analyst |
| Resource needed   * Business Analyst * Market Researcher * Old companies record | | | | | | |
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| Expected level of benefit-  Detail description for the alternatives suggest  Get the options with the on the financial basis | | | | | | |
| Phase 7: | Implementing Actions | | | | | |
| Phase/Milestone description  This phases implies the actions performed on the alternatives and try to find the best solution. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| Risk Register  Mitigation Plan  Probability analysis | | | 4 days | | | * Business analyst * Project Manager * Risk analyst |
| Resource needed   * History of market analysis * Current market analysis * Competitor information * Prior risk analysis | | | | | | |
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| Expected level of benefit-   * Listing risks to be concise, so that mitigation plan can be applied | | | | | | |
| Phase 8: | Location Details | | | | | |
| Phase/Milestone description  This phase describe the details about the places to be selected for business. The task and activities required to implement the strategies for choosing. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Finalization of places * Events location * Crowd gathering places lists | | | 5-7 Business days | | | * Project Manager * Team |
| Resource needed   * Subject matter experts * Project Manager approval * Approval from management level | | | | | | |
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| Expected level of benefit-   * Detail description on the location | | | | | | |
| Phase 9: | Inventory Control | | | | | |
| Phase/Milestone description  This phase describes the implementation on stock of supplies which include all the day-to day cost, advertisement and control, Paper goods and all essential, non-essentials stuffs need to run food truck business. | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| * Operational Cost analysis * Marketing and control analysis | | | 4 days | | | * Project manager * Executive level management * Team * All Analysts |
| Resource needed   * Budgeting plan * Resource allocation * Location analysis report | | | | | | |
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| Expected level of benefit-   * Clear and concise about the stocks and supplies needed everyday for team. | | | | | | |
| Phase 10: | Signing Off | | | | | |
| Phase/Milestone description  This phase include:  Training session  Checklist of every above task completion  Signing off the agreements  Legal Formalities | | | | | | |
| Deliverables | | | Due Date | | | Accountable Person |
| Training and monitoring  Final report on the business  Signing the treaties | | | 4-5 days | | | * Project manager * Executive level management * Team * All Analysts * New Employees to work in truck |
| Resource needed   * New addition in staff * Signing off agreements * All the report to combine one final report | | | | | | |
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| Expected level of benefit-  To get the details about the projects and deciding new strategies to run business in order to earn the profit in minimum period of time. | | | | | | |