# BUSINESS PLAN

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# 3. Executive summary

The overall business will highlight that the pattern is helpful for the ***Foodies Knot*** for changing the object in the specific period of time. The industry is getting affected by the increasing cost of the labours which decreases the margins of the owner in the business and this results in less profit. The targeted price is the practice for selling the products in such a way that there are whole different prices for the goods and also give services individually. Initial stage business goal is to achieve growth of revenue around 120% to gain sufficient amount of financial outcome. This business is also going to explore affordable foods for customers and gain profitability with higher revenue growth. Possibilities of this business have been conducted through financial reports that would enlarge Operational profitability of this organization.

# 4. Introduction

Establishing a business plan required financial resources, operational activities and possible outcomes regarding information. Business model of food chain service is going to explore operational benefits. The ultimate outcome would be possible by **foodies knot**. Food chain business would be established in the oriented part of greater toronto in achieving expected  positive results in Few years. This business is also going to explore affordable foods for customers and gain profitability with higher revenue growth. This business plan is going to extend the total food chain by outlet and online services. Business services would be contacted through operational activities and distributional challenges, where this business plan is going to make service partners for  operating online food services.

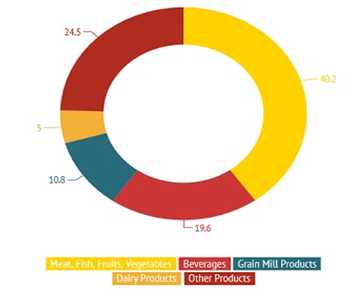
Establishing outlet services of this business is going to achieve customer attention with a more productive approach. Also it helps to gain knowledge about online business platforms for delivering food products by door to door service. restaurant outlets have Limited capability to gather customer attention, where using online services food delivery is going to achieve more profitability revenue growth by better sales volume. Achieving expected result through operational activity business plan target age group 20-30 because maximum percentage of sales has come through this customer segment.

Business model also provided better results by achieving more customer activation in the next 3 years. Financial statement of two years has conducted profitability of each month by expected sales volume and expected cost conjunction for whole operations. This operation also provides cash flow generation in the next 2 years that helps to gain knowledge about the requirement of cash for growth of this business in the next three years. Possibilities of this business have been conducted through financial reports that would enlarge Operational profitability of this organization and maximum productivity would be possible by this business plan. **a foodie's knot**  business plan has more potential to provide revenue growth by achieving an affordable pricing target for customers. Products that would be offered to customers are ***Poutine, Som tam, Tacos and Mexican Pasta*** as prime products.

Operational activities of this organization are also conducted through outlets and online business platforms that helps to gain expected revenue through business operation. Using delicious foods with home delivery options also creates more options to grow business revenue. Inventory cycling would be identified to gain knowledge about how much time is required to fulfil new inventory and gain of ability by the limited financial resource. Based on operational activity, this organization has proposed online business services to gain more potentiality, grow revenue and achieve expected profitability within two years.

# 5. Industry analysis

***Trends and statistics***



The trend analysis is the method of comparing the data of the business over time for identifying the constant of the results and trends. This usually occurs with the particular industry that is related with the price, purchasing, cost and marketing etc. this is usually used for tracking the business (Elgarhy *et al*, 2021). The people are interested in the online services that help in conducting the marketing audit and also developed the marketing mix techniques for regression. Analysing the industry, it helps in business leaders and also economists for making them understand the structure and function of the industry. The methodology that is used for analysing the pattern is helpful for the ***Foodies Knot*** for changing the object in the specific period of time.

***PEST analysis***

The PEST analysis analyses the external factors that influence the particular business. This basically examines the ***Foodies Knot***  that gets affected by the political, economical, social and technological factors.

|  |  |
| --- | --- |
| ***PEST Analysis*** | |
| ***Political (P)*** | * The political factors that create impact on the food industry are the regulatory frameworks that include the cleanliness of the kitchens and also the standards of maintenance (Elgarhy *et al*, 2021). * This also makes the food industry the most tightly regulated industry among all which insure the customers that exposed poor quality. * The regulations also take away the margins of the food businesses. |
| ***Economical (E)*** | * The economical factors that affect the businesses are the growing income of the disposal. * Increasing cost of the labour that higher the workers which is increasing across or the industries and also cause in a growing demand in the employees. * The industry is getting affected by the increasing cost of the labours which decreases the margins of the owner in the business and this results in less profit. |
| ***Social (S)*** | * The social factors that create impact on the business are the relationship with the food and the bodies which affect the personal health of the people. * The dietary restriction creates a gap on the food which is not healthy for the customers and also includes the restrictions on food (Naim *et al*, 2021). * Often this creates a negative impact on the customers that are expecting greater taste in the food. |
| ***Technological (T)*** | * The technological impact on the food industry is the automation that is growing more and more in the industry (Garachkovska *et al*, 2021). * The viral food of the hotel that is making the omelette from the Roberts are also spreading. * Overall the better thing about the technology factors are the business improves the profit ability and also reduces the error of the human. |

***Porter's five forces***

The porter's five forces identify and examine the competitive forces.

Porter's first model explains t***he competition in the industries*** which refers to the number of competitors that are present and have the ability to undercut the company.

The second is the potential of ***new entrants in the industry***, in which the company can be affected by the new entrance in the market if they keep the product prices low and also quality products to attract the customers.

The third is the ***power of the suppliers*** which addresses the suppliers that drive up the cost and also the key inputs of the goods and services.

The ***power of the customer*** is the four basic Porter's forces feature which explain the ability of the customers to bargain in the market and drive the cost of the product lower by which the market gets affected as it is not able to make more profit.

The last one is the ***threat of substitution*** which focuses on the goods and services that are used in place for the ***Foodies Knot*** services and products posing a threat. This increases the price of the product and locks the favourable terms that are available and forgets the product of the company power that can be weakened.

***Source of competitive advantage***

The source of the competitive advantages is important to game the age of the growth for the organisation. Five business strategies that can be helpful for the competitive advantages are the product attribute differentiation which includes the better customer services, location, colour and atmosphere for the existence of the foods.

Competitive advantage also includes the willingness to pay by the customers which determines the maximisation of the profit by playing strategic roles with the tools.

The third most important factor is the price discrimination which includes the different price strategies that helps to keep for the product that are different from that of its competitors. The price that is set for the product is in such a way that it helps to attract the customers and also to understand the willingness of the customers to pay.

# 6. Marketing plan

***Segmentation, targeting and positioning***

The STP that is the segmentation, targeting and positioning model approach defines the efficiency and practices of the communication. This includes the market segmentation which identifies the basis for fragmentation and also determines the characteristics of the ***Foodies Knot***. The targeted price is the practice for selling the products in such a way that there are whole different prices for the goods and also give services individually. The second most important is the market targeting which examines the potential attractiveness of the segments from one single segment (Garachkovska *et al*, 2021). The product positioning is the third important and measure plan that is included in the marketing plan which defines the positioning of the product in the food segment. Additionally, it also defines the marketing mix that is included for the food industry.

***Application of the marketing mix (4 p's of 7p's)***

The four factors that are the key to success and it should be implemented in the company for gaining more customers and attracting them.

***Product*** is the major factor that is helpful in providing services about the item that is sold which needs to satisfy the needs of the customers and their desire.

The ***price*** of an item decides the product to be sold at the good cost that is expected by the customers to attract them to buy the goods which is neither too low for them nor too high for them.

***Promotion*** includes the advertisement of the goods by which the customers can know about the products and its features and can fully feel their needs and desires by judging the product.

The ***place*** determines the location of the product that needs to be delivered and the new business that needs to be operated also determines the optimising sales and profit of ***Foodies Knot.***

***Physical Evidence***

The physical evidence includes the consistency of the brands which is done with the help of communication. This means the delivery of the goods and services to the people accurately.

***Processes***

The process includes the sales for the staff which also include the conversion. This basically defined all the processes related to the sales and transactions which is helpful for networking with the partners.

***People***

The people are inceste in the online services that help in conducting the marketing audit and also developed the marketing mix techniques for regression.

***Partners***

The partner is the major nature which helps in the media companies like the Google centre Facebook for being a local partner which includes collaborating with the research in various countries.

***CRM applications***

The customer relationship management or the CRM application is the technology that is used for managing the relationship with the customers and also to attract them for improving the business model and also improving the profitability in the ***Foodies Knot***. The CRM management features and benefits include the contact management helps in keeping the track of the leads and managing the light form with the operation CRM. This also includes the lead is not executed which automates the profitability and automations for being ready for a personal outreach (Сафар, 2021). Besides having this, the same team automation is the basic CRM management that helps in the customer action to deal with and also values them. Marketing automation helps in automatic market prospects and leads which is helpful for gathering the information. The CRM operation tool should be used for giving a clear view of the customers activity and also to get the profitability for the business by maximising the sales

# 7. Operational plan

***Analysis of basic operations***

The operation includes the purchasing of the materials that are raw materials and also checking the inventories for the preparation and examining the overall business in the commercial as well as a non commercial service providing. The operational plan includes the quality of the food that is helpful for measuring the Mass Spectrometry(MS), coupled to liquid (LC) and also the Gas Chromatography (GC). The operation includes the contributing of the total running of the algorithm of the business. The operation in the food industry includes the heat transfer and also the contact with the equilibrium process which helps in the mechanical separations (Jain *et al*, 2021). The importance of the operation management in the food industry is that it helps in addressing the supply chain of the operation management and also help s in generating the economic benefit for contributing to the social benefits and environmental benefits. The analysis of the full operation includes the method by which the current performance and the current situation of the business analyse with the performance parameters which also helps for transforming the inputs and outputs maximising the performance of the business. It measures the profit and sales of the business which is useful to measure the revenue and ensure the products that it is according to the standard according to the expectation of the customers or not.

***TQM application***

The Total Quality Management or the TQM is needed in the food industry to discuss the quality products that are supplied to the customers to improve the competitiveness and also reduce the operation of cost, increasing the sales and enhancing the customers satisfaction. The quality improvement team is also helpful in providing the quality training as well as implementing the process of an improvement in the foods that is provided to the customers. This increases the price of the product and locks the favourable terms that are available and forgets the product of the company power that can be weakened. This helps in maintaining the good hygiene for the food products and also to attract the customers and increase the sales purchase and giving good services to the customers. The TQM application includes that all the workers should be trained and also use the healthy methods of providing the food to the customers.

The farmers also use the best water and clean water for irrigation and all other agriculture practices. This is done by the organisation for maintaining the quality of the product and foods and also to maintain the hygiene. The role of the organisation is also helpful in setting up the team for the documentation of the production and services and also maintaining the external internal communication with the customers (Naim *et al*, 2021). The people are inceste in the online services that help in conducting the marketing audit and also developed the marketing mix techniques for regression. The implementation involves the conducting of the activities that are required to meet the standard and also monitoring them for ensuring the policies and procedures for performing the better functions in group and food industries. The TQM technique allows the new techniques and also the technology for providing better quality that is effective to be produced in the market for attracting the customers and gaining more.

# PPT

## Business plan

Business plans provide information and expected outcome after establishing the business, it has been determined possibilities of profitability and risks. Business plan of a restaurant would present profitability, cash flow  and possible risks of the business (Schlegel *et al.* 2020).  Establishing **foodies knot**  business in ***Brampton,  Ontario part of greater toronto*** food help to gain customer attention and probably increase sales growth in a short time frame. This business is going to start with ***$ 130000*** as initial investment to start this business. Operational and marketing activities used to identify potential customers and possible ways to activate new customers for sales improvisation.

## Vision and mission

Mission of **foodies knot** is to establish healthy food restaurant chains for customers, which prefer customer satisfaction first rather than focusing on sales. Choosing the busiest place in Canada for establishing a restaurant helps to attract the attention of customers and also provide ***extra leverage making competitive advantage* (**Cheah *et al.* 2019). This business model focuses on ***restaurant chains along with online food delivery services*** that would cover maximum potential customers. Mission of this business is to ***achieve maximum sales volume by selling food*** to customers at an affordable price. Initial stage business plan focus on establishing complete food chain service for customers.

## Business goals and objectives

Business goals and objectives focus on improvisation of food quality and service to customers to publish brand image. Initial stage business will be performing which one restaurant business plan will expand with adequate resources (Rajnoha *et al.* 2019). Objectives and goals are oriented with financial development of business plans using different business segments like online food delivery. Initial stage business goal is to achieve growth of revenue around 120% to gain sufficient amount of financial outcome. Production and cost of this organization should be under control because of managing allocated financial resources sufficient for financial productivity.

## Products offered

Product offered by **foodies knot** regarding customer expectations that is going to to achieve customer target. Revenue office organization is depending on the offered product because product quality would be going to target customers. According to the product offered by ***foodies knot*** does notexplode operational activity to achieve customer trust and meet all requirements of customers (Papageorgiou *et al.* 2019). Product quality would be maintained by efficient employees to achieve customer trust and expectations. Products that would be offered to customers are ***Poutine, Som tam, Tacos and Mexican Pasta*** as prime products. Using delicious foods with home delivery options also creates more options to grow business revenue.

## Trends and statistics

Annual growth Trend of restaurant business in Canada is 5.19% that indicates potentiality of future growth financial year 2022, listed food business has gained Growth Around 7.4%,  just presented potentiality of business model.  overall total sales of this business industry have gained 36.8% that indicate continuous revenue growth and achieve expected profitability through business operation (Kepczynski *et al.* 2018). Growing profitability in this industry means an efficient amount of economic development to the country along with that equilibrium in demand and supply has been disturbed due to lack of supply chain. This business would fill up this gap between demand and supply.

## PEST analysis

PEST analysis of the food industry identification limit of the market has not been unable to be filled up by existing business organizations in a new business plan that is going to deliver effective business operations (Wei *et al.* 2018). Positive growth potential energy in the last few years has exploded. Business plans have the potential to achieve ***30% -40%*** revenue. Economical growth of these businesses would be achieved by net profit 10-15%. Financial year 2022 the food industry of Canada has achieved ***US$137.90bn*** revenue that present net profitability growth around 10% to 20%. Continuous growth in this industry is going to deliver possible higher productivity in the next few years.

## Porter's five forces

***Product*** of this business plan identified different types of foods with affordable prices to gain customer attention. ***Promotion*** of products could be possible utilization of online portals and social media platforms targeting specific customer groups. ***Physical Evidence*** Business plan is going to establish a restaurant for customer appearance (Faccia, 2020). Increasing outlets in future vision operations also create business opportunities as positive growth. ***Processes*** Of the business oriented with online and outlet business models that help to improve productivity distribution of foods. ***People*** are considered as customers and employees of this organization where customers segment has been identified as a different age group. ***Partners*** Of the business operation would be suppliers and delivery partners to achieve continuous business operation.

## Analysis of basic operations

Operations of ***foodies knot***  is going to operate through adding new financial activities and budget planning. Additional requirement of operational activity is determined by productivity analysis and managerial process of this organization.  which operation of this organization would identify suppliers of products,  reading active staff and delivering products to customers with better experience (Gatwood *et al.* 2018). The supply chain operation of this organization is going to operate through collecting of resources from suppliers, maintaining balance of resources and achieving expected output from this business. The cost of business has been concerned $120000 Whereas remaining $10000 would be used as working capital.

## CRM applications

Marketing sale of this in a business plan going to be achieved by online advertising of the restaurant. Potential customers of this business plan have been considered in the 20 to 30 age group because maximum sales could be achieved from that age segment. Customer service is going to deliver experience to customers because of achieving a high retention rate of customers (Philips, 2019). Supportive application of this business plan is going to achieve productivity and customer service to gain customer support and trust.  An additional requirement of a CRM application is to gain better results receiving revenue growth.

## Organizational structure

The Organizational structure of this business is going to be maintained by an open leadership approach because of achieving trust of employees. Managerial position of this organization is going to present three types of managerial activities: operational, decision making and execution. Operational managers are going to identify effective corporations to gain expected productivity (Bahit *et al.* 2021). Additionally, decision making also provides risk management of the operational activity. Exhibition department is going to operate the whole operation with staff which is going to present better results for this business plan. Organization structure also presents a type of different operation to get it going to create balance between demand and supply.

## Source of competitive advantage

Competitive advantage of ***foodie’s knot*** Could be achieved by defending food items delivered to customers. Current situation of this industry has faced less customer satisfaction that would be advantageous for this organization (Armstrong *et al.* 2021). Additional requirement for competitive advantage is product pricing and going to be achieved by focusing on sales revenue rather than high profit margin. Customer service also becomes an effective competitive advantage because retention of customer percentage provides a disturbing benefit to this business plan. Competitive advantage also created by establishing better brand image among customers through improvise marketing strategy. Targeting the young generation would be to create comparative advantages.

## Segmentation, targeting and positioning

Segmentation of this business plan has identified less pricing of food products to make an affidavit for each customer's group. Pricing of food products would be less than 10% at market price because of this business plan targeting sales volume based profitability rather than achieving a  huge margin by future sales (Soegoto *et al.* 2019). Targeting the age group of 20 to 30 as to gain expected revenue by business because this age group consumes more than 40-50% foods in every year of total sales. Position of the business has been identified through financial analysis that is going to present profitability percentage and expected cash flow of each month. Positioning of this business plan would be achieved by an online advertising process.

## Financial and non-financial benefits

Financial and non-financial benefits of this organization as determined by forecasted financial statement. Non-financial benefits of this organization have been considered as market valuation among competitors. Also, customer retention rate identifies possible revenue growth in the next few years. Principle of this organization is going to be identified by 3 months financial results regarding sales and cash balance (Suriyanti, 2020). Targeting the age group of 20 to 30 as to gain expected revenue by business because this age group consumes more than 40-50%. Non-financial performance identified by customer appearance in the restaurant frequency rate by recording weekly customer presence and change of customer presence in the next week.

## Forecasted income statement Review

Forecasted income statement of **foodie’s knot** has been lost in the first financial year due to lack of revenue collection. Using these financial elements, possibilities of a business plan have been identified. Second, your financial statement has reported positive growth of profitability along with revenue growth that helps to gain knowledge about potential profitability in this business plan (Mukherjee *et al.* 2020). Broadcasted cash flow statements also determined politics as well as at the end of each financial month in second year activity that provide knowledge of the organization of productivity has potential to gain expected profitability.  Profitability of this business plan has identified result -73806.7, -77497.035 -81371.88675 in next three financial years.

## Break-even analysis

Break even analysis by initial elements has presented after 6 to 7 months this business will going to achieve a positive result in profitability. In the second year this organization and profitability growth would be positive and green watch financial output to expense business (Nekhaychuk *et al.* 2019). Breakeven point of this organization has been identified 0.544 that would be use to gain more profitability in future.

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