

UKS31382

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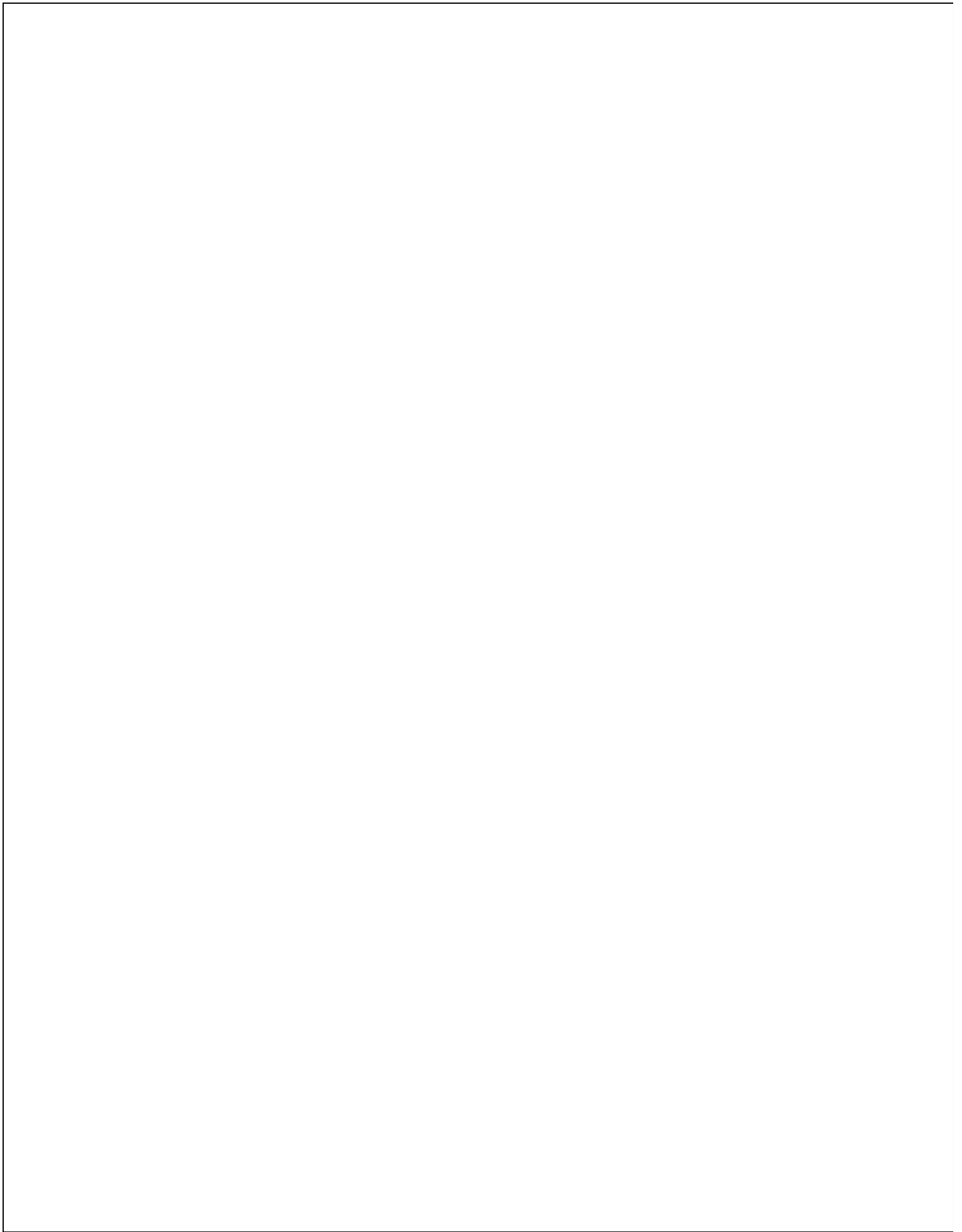
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**Individual assignment as a
a written report and a video**



Task 1: A Report

Introduction:

One of the main purposes for establishing a business is to make a profit but there is some business that is established with the motive of making the welfare of society. Not-for-profit businesses establish with the intention of making the lives of the people better through their welfare activities. To combat the effect of obesity and associated diseases Coventry City Council decided to start a not-for-profit business on cooking classes to educate people on cooking and encourage them to eat healthily and avoid processed food easily available in the market. This report will contain a details analysis of the external environment of a business through PESTEL while establishing a not-for-profit service owned and funded by the Coventry City Council, and the political and legal influence that needs to be considered while formulating the business strategy.

Advisory report

PESTEL analysis of the external environment while establishing a not-for-profit service.

Before establishing a business it is necessary to analyse the external factors. External factors are the potential risk and there are limited data available to the entrepreneurs. The risk is beyond the control of the person, but it can be identified through a strategic business tool known as PESTEL and it helps to mitigate the external threats that may arise while establishing a business. PESTEL is the abbreviation of Political, Economic, Social, Technological, Environmental, and Legal (Matović, 2020). The tool helps to evaluate the influence of these factors while starting a business project. It also helps to understand the macro environment of a business and thus helps to easily adapt to the ever-changing business environment. The Coventry City Council decided to open kitchens in schools and Universities to promote education about eating good food and to avoid the processed food that is easily available and which has negative effects on the health of the people. Covid 19 has influenced the lives of people positively to some extent. People have started adopting a healthy lifestyle and investing time in physical activities. With the advancement of the world, it has been observed that most people don't know how to cook and they completely rely on the processed food that is available widely but

this food increases obesity and also increases the chances of heart disease, diabetes at a large. The Coventry City Council aims to start a business as a not-for-profit service to make welfare for the people of the society, through this initiative they will educate people by coaching them on how to cook food and to invest in having good food that will lessen the effect of obesity worldwide. Before starting any kind of business it is necessary to analyse the external environment so that it does not affect the operation of the business for which it was intended to establish (Wisetsri, et al., 2021). The PESTEL analysis of the external environment before establishing the not-for-profit service owned and funded by Coventry City Council has been elaborately discussed here:

Political factors

Not-for-profit services are generally businesses funded by some authority. So any changes in the political environment of the Nation may slow down the funding process. Sometimes the government take initiative to provide cheap loans to encourage these businesses for the welfare of the nation. The political environment which is volatile is detrimental to the proper running of the business(Cepel, et al.,2019). Another political influence that affects these businesses is taxation policy, usually, these businesses are exempted from the strict law policy of the nation but any kind of changes due to political pressure may affect the taxation policy of the nation which act as a barrier for establishing or running the business.

Economic factors

The economic condition of a nation affects business widely. In a nation where the economy is thriving, it is beneficial for not-for-profit services, as people will be motivated to do social work. Contrary to this in a nation where the economy is sluggish, it has a negative effect on these businesses because, at a time of slow economic growth, there is a scarcity of jobs, and the earnings of people are low, thus in such situations, people are less worried about the social causes and are more self-oriented as a result the businesses which run on the funding, likely to suffer for such economic factors (MindTools, 2023). These organisation helps to grow the economy as they create employment opportunities for individuals which improve the economy and the lives of the peoples too. The Coventry City Council plans to run a cooking class to combat the effect

of obesity and other disease associated with the same which will create employment opportunities for many people.

Social factors

Not-for-profit services are generally established for the welfare of society and the basics are to uplift the vulnerable sections through training and education. This business's intent is to change society. Social factors such as health and safety consciousness among the population, and cultural aspects affect the external environment (CIPD, 2023). Not-for-profit services aim to involve more people in their initiative and to raise awareness about the social factors prevailing in society. The Coventry Coventry City Council aims to start a not-for-profit business for running cooking classes so that it creates awareness of healthy eating and can avoid obesity.

Technological factors

Technology is evolving rapidly and this creates opportunities for not-for-profit services to promote their business. By leveraging on the solution of technology like social media platform and digital marketing these services can easily stay connected with people and they can spread their ideas and work throughout the world, which in turn helps them to attract a number of people which provide an opportunity for financial and other assistants for running their operations (BBC,2023). The Coventry Council aims to educate people on the advantage of having good food and avoiding processed food, they can easily reach people through social media and digital marketing which will be beneficial for the growth of the not-for-profit service.

Environmental factors

One of the important factors in the Pestel analysis is where the not-for-profit services played a crucial role. Throughout the planet, a common trend is that to protect the planet, not-for-profit services are stepping into the footstep to do their best to protect the environment by conservation of the environment and also helping to lessen the emission of greenhouse gases (Çitilci & Akbalık 2020).

Legal factors

Not-for-profit services are also subject to legal limitations like any other business generally this not for profit services kept sensitive information and the mishandling of any critical data may lead to legal complications. The employees of this business also need to regulate their life as they are under the constant scrutiny of the social policy and they should follow the legal requirement and comply with the rules.

Influence of political and legal factors that need to be considered while formulating business strategy

Political factors:

The political environment of the nation changes according to the policies of the government that are prevailing at the federal or local level, before formulating the strategy of the business the variation in the regulations and the policies of the government need to be considered for the effective running of the business otherwise it can affect the business both positively and negatively. Political factor such as the stability in the political environment of the nation, implementing new legislative rules regarding tax policy, and change in employment policy affects the business. The United Kingdom (UK) Government can suddenly raise or lower the corporation tax which will have an impact on the profits of the business (Nibusinessinfo,2023). They can also increase the value-added tax which will have a negative effect on the business Any kind of change in the national minimum wage will affect the rights of the employees which will have a negative impact on nonprofit services.

Legal Factors:

Legal factors influence the business in various ways any changes in the legislative guidelines will have a negative impact on the business. For instance, if the UK Government introduced new health and safety legislation policy then the business running in that country has to change their way of work, they have to train their staff with the new guidelines and then have to run their business which will have a negative impact on the

business environment (Start Up Loans,2023). The Coventry City Council aims to promote education on cooking healthy food through not-for-profit services and has to comply with the legislative rules of the consumer law which is designed to protect the consumers from any kind of fraudulent practices that are prevailing and to protect the right of the consumer in the market. They also need to consider the discrimination law and avoid any kind of discrimination among the employees while running the business.

Conclusion

Political and legal factors played a crucial role in running the business for the not-for-profit services as they provide employment opportunities and help to provide a positive change in the social environment through the Welfare of the society. PESTEL analysis gives a better understanding of the external business environment and encourages entrepreneurs to have strategic thinking and helps to mitigate any kind of potential external threats. However, the factors of PESTEL are not static as the factors keep changing rapidly so the analysis should be done on a regular basis to protect the business from the influence of those factors.

Task 2: A video-recorded reflection

1. Introduction

- Consumption of processed food is increasing day by day and this is causing obesity and other health-related issues
- The benefits of good food and a healthy lifestyle were realised during COVID-19
- Most people do not know how to cook and as a result, they are bound to consume processed fast food

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The consumption of processed food is not good for health because they are high in calories and fat, which causes obesity. People these days do not cook at home because they lack cooking skills and they do not have adequate knowledge of healthy foods. However, during COVID-19 when restaurants were closed, people realised the necessity of self-cooking and all the health-related factors of good food. Therefore, cooking classes are an exceptional alternative that can enable people to cook good foods with high nutrients food.

2. The objective of Cooking classes

- The primary objective of cooking classes is to enhance the cooking skills of the pupils and develop their self-confidence
- Cooking classes help one to get familiar with the kitchen, kitchen apparatus and different food ingredients and their health benefits (Hasan *et al.* 2019)
- Cookings classes introduce international cuisines to the pupils and consequently spread cultural awareness of cooking

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Cooking classes have become quite popular because previously most people knew how to cook but at present people do not have the skills and habits to cook good foods. As a result consumption of processed and fast food has increased significantly and the obesity rate of people is constantly increasing. Therefore, cooking classes are one such alternative that can enable people to acquire adequate cooking skills. Furthermore, cooking classes help an individual to get acquainted with diverse cultures through

multicultural cuisine. Having adequate knowledge of cooking and a basic understanding of different food ingredients also boost the motivation and confidence level of people to cook.

3. Similarity between the objectives of Coventry City Council and Cooking classes

- The primary objective of Coventry City Council is to teach people how to cook good food and cooking classes have this objective at the core
- Coventry City Council wishes to teach people the benefits of healthy food and Cooking classes have this objective as well
- The objective of Coventry City Council is to make the people realise that healthy food is equivalent to good health; the Cooking classes too teach the same

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The objectives of Coventry City Council are a good synch with the objectives of cooking classes. It is because Coventry City Council aims to resolve the national concern of increasing obesity and cooking classes can make people self-dependent in terms of cooking. Cooking classes also prepare people to know the health benefits of different foods and they also teach preparation of foods of varied cuisine. People will be benefitted from cooking classes and it can be expected that the aim of Coventry City Council will be achieved as well.

4. Multicultural aspects of cooking

- The world is highly diversified so cooking and cooking classes can make one acquainted with the beauty of different cuisines
- People with the help of cooking classes learn to cook the most healthy dishes of different cuisines (Davis *et al.* 2021)
- Food is a carrier of culture, therefore, food can spread cultural harmony

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The world is diversified and cooking style differs from one place to another. Cooking classes teach cooking of multicuisine and thus cooking classes help to learn about different cultures. Furthermore, some dishes of different cuisine are rich in nutrients and

health benefits and therefore cooking classes can play a significant role in preparing individuals to cook good foods in different regions.

5. Workshops on cooking

- In my locale cooking workshops can be organised to teach people how to cook
- The workshop can be organised in schools, colleges
- Both students and guardians and even teachers can participate in the workshops
- Teachers for the workshops can be selected by the advertisement

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A cooking workshop is a great idea and I think that in my local area, this idea of a cooking workshop can be implemented. Cooking is our daily need and we cannot live without food. However, a high amount of processed food consumption is not good for our health. Thus, cooking classes can be organised to teach students and even their parents about how to cook and the potential benefits of fresh healthy food. Teachers too can participate in the workshops and learn about cooking. However, skilled cooking teachers need to be selected for the workshops, in this regard advertisement can help.

6. NFP organisations for cooking classes

- NFP organisations aim to assist people without making profits
- Different organisations like social welfare and health promoting companies can come support
- People will get immensely benefitted because of their active participation

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NFP organisations can be invited to hold the workshop programmes because the objectives of the workshops and the objectives of NFP companies are in sync. NFP organisation that works for social awareness and health programmes participate.

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