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1.0 Introduction

This essay will shed light on some of the strategic issues faced by “*Spaghetti House*” which challenge the society and sector. This study will highlight the challenges which affect the organisation as well. This assignment will highlight the outer environment issue, like, Brexit, internal issue, like, poor education approaches and the issue of competition which the restaurant sector is facing because of the online availability of available and new companies. Some challenges adopted from the issues will be highlighted and analyzed on the basis of the company. The strategies which the company can adopt to manage the challenges will be highlighted. This assignment also will create an action plan for the company. A theory called “*Labour Process Theory*” for managing the challenges will also be highlighted in this study. An action plan for the adoption of the strategies will also be covered in this paper.

2.0 Strategic issues

Outer issue Brexit: A vital strategic concern facing the UK's society as a total and the restaurant sector is Brexit (Brown *et al.* 2019). Companies in multiple sectors, like the restaurant sector, have faced multiple issues and uncertainty as an outcome of the UK's vote to exit the European Union. There are many ways that Brexit will affect UK society and the economy, and it will have a big influence on both the restaurant industry and the people who utilize its services. A possible effect on the food supply chain is the largest issue which Brexit attracts for the restaurant companies. Multiple of food utilized in the restaurant sector is imported from countries that are members of the EU. Customs inspections, tariffs, as well as other trade restrictions could lead to supply chain disruption, resulting in price rises and supply shortages (Stecke and Kumar, 2009). Furthermore, the availability and pricing of essential commodities and other supplies may be impacted by the uncertainties surrounding potential trade agreements with the EU as well as other markets. The manpower accessible to the restaurant sector could be affected by Brexit. There is ambiguity regarding their status and capability to continue employment in the UK post Brexit for a multitude of EU citizens who work in the UK's hospitality industry, especially restaurants. A lack of qualified staff could result from this, which would affect service quality and the capacity to meet need at the period of peak hours. Apart from that, it could drive up labour costs and limit worker flexibility, worsening the issues the restaurant sector already faces. The lack of clarity concerning the upcoming regulatory setting is Brexit's vital effects. New trade agreements between the UK government and the EU and other nations will need to be negotiated; as an outcome, regulations and standards pertaining to food safety, labelling, and other sectors may change (Pomfret,

1997). For firms in the restaurant sector, this might mean higher compliance costs and difficulties as they negotiate new regulatory frameworks. Overall, the UK's restaurant business and society face enormous problems as a result of Brexit. Businesses must adapt to the shifting environment and get ready for potential disruptions because of the potential influence on their supply chains, workforce, and regulatory environment. Restaurants and other firms in the sector will need to adopt techniques including supplier diversification, employee training and development investments, and regulatory change awareness to successfully manage the hurdles brought on by Brexit (Hudson and Hudson, 2017). The UK will continue to face significant strategic challenges connected to broader socio economic issues like immigration, trade, and geopolitical ties in the years to come.

Internal issue, which is the poor education process: The UK's educational system is a major strategic concern that has an impact on society in general and the restaurant industry in particular. Recent years have seen enhanced scrutiny on the UK education system as a result of worries about a number of issues, including insufficient money, a teacher shortage, and outmoded teaching techniques (Thrupp and Willmott, 2003). These issues have had a variety of detrimental effects on both society at large and the restaurant industry in particular. The lack of skilled people in the restaurant industry is one of the most important effects of the inadequate educational system (Ferlie *et al.* 2008). There is a growing need for qualified professionals in the sector because of the enhancing need for high-quality food and services. However, there is a substantial skills gap in the workforce because of a lack of financing in education. Because of a lack of qualified workers who can deliver outstanding service and prepare meals to a high degree, there is a skills gap. As an outcome, the quality of dining establishment services may suffer as firms struggle to find and keep talented staff. The quantity of new talent joining the sector is also impacted by the UK's educational system's quality (Ashley *et al.* 2000). There is a smaller pool of learners who are appropriately equipped to enter job training in the hotel industry due to an insufficient educational system. The upshot of this is a decrease in the amount of students joining the business, which could result in a future talent shortage. A bad education system also has wider societal repercussions, such as inequality and a decline in social mobility. People from underprivileged origins are more likely to have less access to learning, which could create less work scope, particularly in the hospitality sector. This could exacerbate social injustice and poverty, which would be detrimental to society. Overall, the UK's weak educational system is a serious strategic problem that has an impact on both the restaurant industry and society at large. Without managing the skills barrier and making educational investments, restaurant businesses will struggle to recruit and retain top talent,

which will lower the level of service and cuisine produced. Apart from that, the underfunding of education has wider societal repercussions, such as diminished social mobility as well as inequality. To ensure that the restaurant services and larger society may prosper in the future, the UK government as well as some other stakeholders need to prioritize education reform (Buckler and Creech, 2014).

Issue of competition, which is enhancing digital purchasing: Competition, especially in the form of internet shopping, is a strategic concern for society as well as the UK restaurant industry (Carroll and Shabana, 2010). Consumers now purchase products as well as services, like food and beverage products, in a whole new way thanks to the growth of e-commerce. The restaurant industry has been significantly impacted by this as a result of the need for firms to adjust to shifting consumer preferences and habits (Sheth, 2020). The rise in competition is one of the most important effects of online shopping on the restaurant industry. Online meal delivery services have proliferated as a result of how simple it is to purchase food and drinks online, giving customers a huge selection at affordable costs. This has made the climate for traditional eateries difficult because they now compete with both internet retailers and other brick-and-mortar businesses. To remain competitive, it could force the restaurants to lower their prices or provide more value-added services, which could have an adverse effect on their financial situation. A transformation in consumer behaviour has also been brought on by the enhancement of online shopping (Gretzel *et al.* 2006). Online ordering is becoming frequently preferred by consumers, which could affect the manners by which restaurants run their companies. For instance, to be competitive, restaurants would have to make investments in online ordering platforms or provide delivery services. Their cost structure could be effectively affected by this, especially if they are a smaller company trying to compete with a larger chain. Apart from that, the growth of online shopping could create broader societal effects. For instance, the ease of ordering food online could be a factor in the loss of conventional eating experiences and social contact (Dittmar *et al.* 2004). The social approach of communities could be hampered as an outcome, and feelings of loneliness and isolation could worsen.

3.0 Challenges and the effect of the issues on the company

Challenges due to Brexit:

The UK restaurant industry has been significantly impacted by Brexit or the UK's exit from the European Union. Due to Brexit, Spaghetti House, an Italian restaurant company with locations in the UK, has seen a number of difficulties, such as supply chain disruptions, higher costs, and changes in customer behaviour.

- "**Higher costs**" have been one of the biggest problems Spaghetti House has encountered since Brexit. With the UK exiting the EU, there are fewer foreign workers available, who frequently work in low-paying positions in the restaurant business (Fontanelli, 2023). Spaghetti House was forced to raise employee pay as a result, which enhanced labour costs. The cost of operating the firm has also grown as a result of the collapse in the value of the British pound and greater import expenses for food and supplies.
- "**Supply chain disruptions**" are another issue that Spaghetti House is currently dealing with as a result of Brexit. Since the UK left the EU, there is more paperwork and bureaucracy involved in importing and exporting products. Due to the delays and disturbances in the supply chain, it is now more difficult for Spaghetti House to find the materials required to prepare its meals (Manners-Bell, 2017). For instance, the restaurant chain has complained that it is difficult to get fresh ingredients like basil, tomatoes, and mozzarella cheese—all of which are used often in Italian cooking.
- Additionally, as a result of Brexit, "**change in consumer behaviour**", which has affected Spaghetti House's operations. Consumers have been more frugal with their spending as a result of the uncertainty surrounding economic conditions and future prospects of the UK, which has resulted in a decline in foot traffic and revenues for the restaurant business as a whole (Khan *et al.* 2022). Additionally, some customers have changed their preferences, choosing British or other foreign dishes over European cuisine.

Challenges due to poor education approaches:

Poor education approaches, particularly in relation to practical and vocational training, have been a key internal problem for the UK restaurant industry. As a consequence, Spaghetti House has had trouble hiring and keeping talented employees, which has had an effect on the level of service and cuisine it offers.

- A shortage of "**skilled employees**" is one of the biggest issues Spaghetti House encountered as a result of inadequate educational methods. The restaurant industry struggles to find skilled cooks and front-of-house workers due to a lack of hands-on experience and vocational education (Demir, 2021). As a result, Spaghetti House has had a tougher time finding qualified employees, which has raised the turnover rate and increased the demand for development and training.
- Poor educational practices have also contributed to the "**shortage of industry understanding and awareness among new recruits**", along with an absence of trained

workers. Staff members now have a limited understanding of the standards and expectations expected in the restaurant sector as a result of this. For instance, employees might not be aware of Italian cuisine's components or food hygiene requirements. This may result in errors and discrepancies in the cuisine and service offered, which might harm the experience of the customers (Lee *et al.* 2014).

- The lack of "***inclusion and diversity***" in the restaurant industry is partly a result of inadequate educational approaches. Bias and prejudice may occur during the hiring and promotion process if there is not adequate training and education (Hon *et al.* 2002). As a result, there may be less opportunity and representation for people from other backgrounds, which may reduce the pool of qualified candidates accessible to Spaghetti House as well as other eateries.

Challenges due to enhancing digital purchasing:

As more customers choose to place food orders via the Internet or through mobile applications, improving digital purchases has emerged as a competitive strategic concern for the UK restaurant industry. In order to keep up with this trend, Spaghetti House has had to overcome a number of obstacles, such as the requirement to invest in cutting-edge technology and procedures, the competition from delivery services that only operate online, and the preservation of product and service quality in a digital setting.

- The requirement to "***invest in new technology and procedures***" is one of the key difficulties Spaghetti House has encountered in improving digital purchasing. For ordering, this entails creating and maintaining a smartphone application or website, as well as making purchases of fresh software and hardware to handle orders and payments (Ghelani and Hua, 2022). Particularly for smaller organisations that do not have the capacity to participate in such technology, this can be expensive and time-consuming.
- "***Competition from online-only delivery services***" such as "***Uber Eats***" & "***Deliveroo***" has been a problem for Spaghetti House. Due to their efficiency and popularity among customers, these services have caused disruption in the traditional restaurant sector. Spaghetti House must either make investments in a delivery service of its own or collaborate with other services in order to remain competitive with these offerings, which can raise the cost of running a business.
- Another difficulty for Spaghetti House has been "***maintaining the standard of service and food quality***" in a digital setting. The nutritional value and temperature might be impacted during delivery when buying things digitally. Miscommunication or ordering problems might also happen, which could result in dissatisfied consumers. Spaghetti

House must make investments in new packing and delivery procedures to deal with these issues (Dani, 2015). It has also had to create methods for managing digital orders and answering consumer complaints.

- Spaghetti House has also had to adjust to "*shifts in consumer behaviour and tastes*" in order to improve digital shopping. Customers could, for instance, prefer to place their orders directly with the restaurant as opposed to using a delivery service that is third-party, or they can have distinct requirements for the ordering as well as delivery processes (See-Kwong *et al.* 2017). Spaghetti House has to continue keeping up with these advances and modify its digital buying approach in order to remain competitive.

4.0 Strategies to manage the challenges

Strategy to manage the issue of brexit: Spaghetti House and the UK restaurant sector as a total have been effectively affected by Brexit. Spaghetti House can take into account an amount of organizational-level strategies to lessen the effects of Brexit. To lessen dependency on imports from the EU, 1 manner is to concentrate on supply chain diversification. Increased local or international ingredient sources can help with this. To maintain a consistent supply of fresh ingredients, Spaghetti House might also look into collaborations with nearby farmers and suppliers. Spaghetti House can lower the risk of Brexit-related supply chain interruptions by diversifying their supplier network. Another option is to adjust the menu as well as pricing plan to account for the increases in ingredient costs brought on by Brexit (Ranta, 2019). To do this, examine the cost of the ingredients and modify the menu as necessary. For instance, Spaghetti House can release new meals using less expensive components or alter current recipes to account for variations in ingredient prices. Apart from that, Spaghetti House can think about providing specials or discounts to entice clients who are price-conscious. Spaghetti House can also invest money on technology to enhance customer service and boost productivity. To reach a larger consumer base, Spaghetti House, for instance, can provide delivery and purchase options (Simchi-Levi, 2010). Apart from that, it may assist cut expenses related to conventional brick-and-mortar companies. Spaghetti House can also look into using machine learning (ML) and artificial intelligence to streamline processes and cut waste. Spaghetti House can finally concentrate on enhancing client loyalty through tailored marketing and engagement methods. Spaghetti House can boost client loyalty and retention by using customer data to deliver targeted incentives and individualised experiences. The effects of Brexit could create a possible drop in foot traffic, but this can assist counterbalance that (Maxim, 2019).

Strategy to manage the issue of poor education process: Government intervention is necessary to address the complicated and long-term problem of improving the educational system in the UK. However, Spaghetti House can help the problem by putting in place a programme for employee growth and development. Spaghetti House can strengthen its workforce's abilities and knowledge by making investments in training and enhancement, which could result in greater customer service (Sachs *et al.* 2019). Apart from that, Spaghetti House can collaborate with nearby schools and colleges to offer internships as well as apprenticeships, which can give students worthwhile learning opportunities and close the industry's skills gap. Spaghetti House may help raise the standard of employment in the UK by being proactive with regard to staff training and enhancement.

Strategy to manage the issue occurred from enhancing online purchasing: For Spaghetti House, the movement in the UK to improve online shopping brings both opportunities and issues. Spaghetti House could think related to multiple organizational-level options to adjust to this trend. Creating and implementing an online payment and delivery service is one remedy. By doing this, Spaghetti House will be able to attract more clients, particularly those who value convenience above traditional ordering methods. Spaghetti House could make scope of its consumer base and enhance visibility in the saturated online market by cooperating with well-known delivery platforms (Toulikas, 2022). Another option is to spend money on digital advertising and social media marketing to raise brand awareness and connect with consumers where they hang out online. Spaghetti House may contact customers on social media sites, like Instagram as well as Facebook by producing interesting content, running specials, and utilizing targeted advertising. Apart from that, Spaghetti House can monitor online consumer behaviour and preferences using data analytics. Spaghetti House can see trends and decide on menu options, specials, and marketing tactics by examining data from orders placed online, reviews, and other sources. Finally, Spaghetti House may employ technology to enhance both in-store and online customer experiences. To speed up the ordering process and shorten wait times, this can involve utilizing mobile ordering, quick response codes for menus, and electronic payments. Furthermore, Spaghetti House may develop relationships with consumers and encourage repeat business by utilising personalised marketing and loyalty programmes. Overall, Spaghetti House could adjust to the fashion towards enhancing online purchasing in the UK and position itself for success in the digital era by creating an online purchasing as well as delivery system, financing in social media as well as digital advertising, utilizing data analytics, and utilizing technology to improve the customer experience.

Labour process theory: According to the labour process theory, how work is structured as well as managed can have a big impact on how employees feel about their jobs and how well an organisation does as a whole. Spaghetti House may think about implementing the following organizational-level fixes to alleviate the effects of subpar labour practices:

- First, Spaghetti House can implement a participative management strategy that gives employees a voice in decision-making and encourages them to take responsibility for their job. Spaghetti House can tap into employee skills and knowledge by involving them in decision-making processes, which improves procedures and produces better outcomes.
- Second, Spaghetti House can spend money on training and development initiatives to enhance staff capabilities and expertise, opening doors for career enhancement and raising job satisfaction. This can result in lower turnover rates, more employee morale, and better performance all around (Sewell and Wilkinson, 1992).
- Thirdly, Spaghetti House can set up fair salary and benefits plans to appreciate employee's activities and provide rewards for effective work. This can engage in providing health insurance, pension programmes, and paid periods off.
- Last but not least, Spaghetti House may create a work climate that appreciates work-life balance and encourages a safe working environment. This can involve offering flexible hours, fostering social contact and team building activities, and establishing explicit workplace conduct guidelines.

5.0 Plan to adopt the strategies

Establishing a brexit, inadequate educational system, and online shopping solution calls for thorough planning and evaluation of pertinent theories. A strategy to put answers into action for each of the strategic issues is:

Brexit:

- Conduct a risk analysis to determine any potential effects which Brexit could have on Spaghetti House. This will make it easier to assess the risk level and set priorities for your actions. Create a backup plan which outlines the manners in which to reduce any risks which have been identified. This entails analyzing supply chains, taking into account distinctive suppliers, examining contracts, and determining currency risk.
- Analyze personnel needs related to Brexit and any amendments to immigration regulations. This can entail hiring new employees from the UK or retraining current employees to fill in for any skill shortfalls (Saleem, 2019).

- Keep an eye on Brexit events to see how it will affect your company's operations and make any necessary adjustments to your contingency plan.

Relevant theory: Contingency theory highlights the need for organisations to be flexible and adaptable to prosper in unpredictably changing settings. Spaghetti House can anticipate risks and adapt swiftly and efficiently to changes brought on by Brexit by creating a contingency plan.

Poor education:

- Determine any skill gaps that the company could have which could be impeding an employee's capability to function or advance in their careers.
- Create a training programme which fills in identified skill shortages and provides scope for employees to gain new knowledge and abilities.
- Encourage continuous education by giving staff members access to online training materials, workshops, and conferences (Robertson *et al.* 2003).
- Encourage knowledge exchange, teamwork, and innovation inside the company to foster a culture of learning.

Relevant theory: According to the human capital theory, spending money on staff training and enhancement can enhance output and performance. To enhance performance and get a competitive edge, Spaghetti House can do this by creating a training programme and encouraging a learning environment for its staff.

Online purchasing:

- Review the current e-commerce platform and note any places which could be enhanced, like, the user experience, performance, and functionality.
- Invest in technologies to enhance the e-commerce structure, like chatbots, mobile optimization, and customized recommendations.
- Create a social media strategy containing targeted advertising as well as influencer relationships, to engage consumers as well as promote the e-commerce platform.
- Train your personnel to assist online sales by managing order fulfilment and answering consumer questions (Attar *et al.* 2021).

Relevant concept: The resource-based theory contends that by financing in and making the most of vital resources, including as technology and human capital, businesses can gain a lasting competitive edge. Spaghetti House can create a competitive e-commerce site which enhances consumer satisfaction and enhances online sales by making investments in technology and hiring qualified personnel.

6.0 Conclusion and strategies for betterment

6.1 Conclusion

In conclusion, Spaghetti House in the UK must combine a variety of strategic stances in order to effectively handle its issues. Brexit has disrupted the supply chain and driven up the price of ingredients. Spaghetti House may respond to this by expanding its supplier base, modifying their menu and pricing strategies, and spending money on technology to boost efficiency and customer service. By making investments in employee development and growth, working with surrounding colleges and universities to give apprenticeships and internships to students, and being engaged with staff development and augmentation, the inadequate educational system in the UK may be addressed. Spaghetti House can adjust to the growing trend of purchasing goods online by setting up an online payment and shipping service, spending money on online advertising and social networking marketing, utilising data analytics, and improving the customer experience via technology. By giving employees more autonomy, offering fair compensation and benefits, and fostering a healthy work-life balance, these tactics are put into practice in a way that is consistent with what is known as labour theory. To guarantee that these tactics are effective in overcoming the difficulties experienced by "Spaghetti House" in the UK, a comprehensive strategy should be created before implementing them that includes risk analysis, staff involvement and training, and performance evaluation.

6.2 Strategies for betterment

The following tactics can be used to raise Spaghetti House's effectiveness:

- **Enhance Customer Service:** Any restaurant must deliver first-rate customer service. Managers and employees should receive training on how to politely greet customers and deal with complaints quickly and effectively. client satisfaction may also be increased by incorporating client input into the food selections and daily operations.
- **Expand the Menu:** Although Spaghetti House provides a range of noodle meals, it could be advantageous to add more Italian favourites to the menu. This may both bring in new clients and keep old ones coming back.
- **Increase efforts on Marketing:** Marketing activities should be stepped up in order to draw in new clients and keep hold of current ones. Social networking sites, advertising, and promotions can all be used for this.
- **Streamline Operations:** A successful restaurant depends on operational effectiveness. Spaghetti House may make a technological investment to enhance inventory management, shorten wait times, and expedite ordering and payment procedures.

- **Enhance Ambiance:** A restaurant's atmosphere has a big impact on the experience of its patrons. Spaghetti House can spend money on lighting, furnishings, and entertainment to create a cosy and welcoming ambience.
- **Establish a Loyalty Programme:** A loyalty programme may encourage recurring business and boost sales. By eating at Spaghetti House, customers are able to earn points or incentives that can be exchanged for deals or free gifts.

Spaghetti House can boost its performance, draw in new consumers, and keep its current ones by putting these tactics into practise.

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