

UKS32142

by Uks32142 Uks32142

Submission date: 30-Apr-2023 10:23AM (UTC-0400)

Submission ID: 2079787935

File name: UKS32142.edited.docx (74.84K)

Word count: 5048

Character count: 28629

3

Entrepreneurship and Leadership of Business Ventures
BSS018-2

Student Name:

University Name:

Date:

Executive summary

In this business report, a start-up company concept is described that uses medicinal plants to produce nutrient-dense food and promote general health among the UK population. The research thoroughly examines the market, industry, product, management, operations, finances, and marketing strategy.

With the use of relevant theories like Porter's Five Forces and PESTEL analysis, the industry study that forms the basis of the research first analyses the opportunities and challenges that the proposed firm would face. It also includes a competitor analysis that outlines the benefits and drawbacks of the competition, in addition to a comprehensive explanation of the product and its unique qualities. The proposed venture appears to be well-led and well-equipped to manage and build the firm, according to the management team's discussion of the sales and marketing strategy and the sales and marketing strategy, which describes a clear plan for promoting the product and reaching the target market.

Overall, this business study offers a thorough and well-researched plan for a start-up company specialising in wholesome food and wellness through the use of medicinal plants. The proposed business has a good chance of succeeding in the UK market, and with proper execution, it may generate a sizable return on investment while meeting the growing demand for nutritious food items that support well-being.

1 Table of Contents

Introduction	4
Business Details	4
Location	5
Industry Analysis	6
Product Description	9
USP and Competitor Analysis	10
Operations Plan	11
Risk and Contingency Plans	12
Marketing and Sales Tactics	14
Plans for Funding and Finances	15
Team Management.....	16
Conclusion	17
References	19

Introduction

This business report describes a start-up business plan that focuses on providing nutritious food and promoting overall health among the UK population by utilising medicinal plants. The industry, market, product, management, operations, finances, and marketing strategy are all in-depth examined in the research. The research starts with an industry analysis that identifies the possibilities and obstacles the planned enterprise will face utilising pertinent theories like Porter's Five Forces and PESTEL analysis. Along with a thorough explanation of the product and its distinguishing features, it also includes a competitor analysis that identifies the competition's advantages and disadvantages.

The operations plan outlines a detailed plan for bringing the product to market, including how it will be manufactured, how it will be delivered to clients, and how the necessary raw materials will be obtained. The study also identifies and assesses potential hazards as well as backup measures to reduce them. The financial sources, including loans, possible investors, and starting cash, are described in the finance and funding plan. Additionally, a thorough financial plan is presented, including cash flow forecasts, break-even analysis, and return on investment. The report concludes with a sales and marketing strategy that describes the target market, pricing policy, and advertising campaign. The discussion of the management team, including the management student's capacity to successfully lead and manage the planned enterprise, comes to a close.

Business Details

The core objective of the suggested business plan is to offer nutritious food options that are specifically created to enhance well-being and reduce anxiety by utilising medicinal herbs. The new company wants to supply customers with a variety of meals and items made from plants that are not only delicious but also healthy.

To ensure that the freshest and most nutrient-rich produce is used, the company is devoted to procuring the best quality products and collaborating with regional suppliers and farmers. A crucial component of the business strategy is the usage of medicinal plants, with the intention of utilising their inherent healing abilities to benefit the people of the UK. The firm plans to sell a variety of goods, such as ready-to-eat meals, snacks, and beverages created from therapeutic plants (Hasanov *et al.*, 2022). Nutritionists and chefs will create the meals to ensure that they are both scrumptious and healthy. Additionally, the company will provide customers with educational materials to help them comprehend the advantages of a plant-

based diet and how particular plants can help them achieve better health and well-being in general.

Helping people who are suffering from anxiety, which is becoming a bigger problem in the UK, is one of the company's main priorities. Through the use of medicinal plants that have been demonstrated to have calming and soothing effects on the body and mind, the company hopes to accomplish this. Chamomile, lavender, and lemon balm are a few of the herbs that will be employed (Gardiner, 2017). The firm will collaborate with health professionals and nutritionists to provide a variety of personalised meal plans and product offerings that are suited to each customer's specific requirements in order to increase the effectiveness of the items. This will enable the company to promote health and well-being in a way that is genuinely personalized (Brown *et al.*, 2018). The company will primarily concentrate on online channels, such as social media and e-commerce platforms, for marketing and sales. The startup will also collaborate with nearby companies and community groups to advertise its goods and services. The startup is dedicated to environmental sustainability and friendliness with the aim of reducing its influence on the environment. The company will engage with suppliers who share its commitment to sustainability and use recyclable packaging.

Location

There are a number of crucial elements to take into account when choosing the site for a company that emphasises healthy food options and wellness promotion through the use of medicinal plants. The demand for such products in the local market and the closeness to potential customers are two of the most important factors.

Healthy eating is becoming more popular in the UK, and people are becoming more aware of the advantages of a plant-based diet. An organisation that promotes health and well-being by utilising medicinal plants may benefit from this trend. As a result, it would be advantageous to locate the company in a region where there is a significant demand for healthy food options and wellness items. The distance between local farmers and suppliers is also a crucial factor (Mahdad *et al.*, 2022). The success of the company depends on obtaining high-quality, fresh goods, and having access to local vendors can assist lower shipping costs and guarantee a dependable supply chain. Another important factor to take into account is the local competition. Finding out if there is a market for the business and if there is a chance to stand

out from the competition by researching nearby firms that already provide comparable goods will help.

There are a number of potential benefits to establishing the firm in a certain location. For instance, putting the business in a highly crowded urban region could provide it access to a sizable customer base, whilst doing so in a suburban area might offer customers a more laid-back and tranquil setting in which to enjoy nutritious foods and products (Bocken and Short, 2021). A large concentration of health and wellness professionals, such as those found at yoga studios, gyms, and wellness centres, may also present the potential for partnerships and collaborations.

Industry Analysis

Using pertinent theories like Porter's Five Forces and PESTEL analysis, one can do an industry analysis of the proposed business idea that focuses on healthy food options and boosting well-being via the usage of medicinal plants.



(Source: WallStreetMojo, 2023)

The five main factors that affect an industry's profitability and level of competitiveness are examined through Porter's Five Forces model. The first force is the threat of new entrants, which is minimal for the proposed firm because existing competitors currently control most of the market. However, the rising popularity of plant-based diets and the growing awareness

of their advantages offer a chance ⁸ for new players to enter the market (Bock and George, 2017).

The second element is supplier bargaining power, which is strong for the proposed business because using premium, fresh products is crucial to its success (Flammini *et al.*, 2017). To secure a dependable supply chain, the company will need to build strong ties with regional farmers and suppliers.

The third force is the purchasers' negotiating power, which in the case of the proposed business is moderate. Customers ⁹ have a variety of healthy food options to choose from, and their preferences may differ, but the emphasis on increasing well-being through the usage of medicinal herbs can be a standout selling feature (Plan, 2018).

Threats from substitutes, which are moderate to high in the case of the proposed business, make up the fourth force. Customers have the option of selecting alternative wellness products to treat anxiety and other health issues or healthy food selections that are not made from plants.

The amount of rivalry among businesses, which is moderate to high in the case of the proposed firm, is the fifth force (Blackwell and Russell, 2022). Although there are numerous players in the market for healthy foods, concentrating on using medicinal plants to promote well-being can offer a special competitive advantage.

A framework called PESTEL analysis is used to look at the macro environmental elements that might have an impact on an industry. Political factors could affect the availability and regulation of specific plant-based materials and goods the first factor (Suckling *et al.*, 2020). The second issue is the economy, which may have an effect on consumer spending and the company's access to financing.



(Source: Edrawsoft, 2023)

The third aspect, which is social, is crucial when it comes to the suggested business. A good social climate for the business is created by the rising popularity of wellness products and healthy eating trends, as well as by the increased public knowledge of the advantages of plant-based diets.

The fourth factor, technology, may have an effect on how the goods are produced and distributed. Technology can be used to advertise the company and reach a larger customer base.

The proposed business's emphasis on sustainability and environmental friendliness is aligned with the fifth factor, which is environmental (Corporations, 2022). Customers are becoming more aware of how their food choices affect the environment, and businesses may set themselves apart by practising environmental responsibility.

The use of medicinal herbs in food products and industrial regulation are two possible effects of the sixth factor, which is legality. The company will have to abide by all applicable laws and make sure that all of its products are suitable for consumption.

An industry study of the suggested company idea, which focuses on providing healthy food options and fostering well-being through the use of medicinal plants, shows that there is

moderate to high competition in the market and that there are different levels of outside influences that could have an impact (Galai *et al.*, 2016). However, the company can position itself for success in the industry by capitalising on differentiators like the use of medicinal plants and a focus on sustainability and eco-friendliness.

Product Description

The proposed company would provide a selection of nutritious food choices that support health by utilizing medicinal plants. High-quality, fresh ingredients will be used in the preparation of the goods, which will be done so with a focus on sustainability and the environment.

A range of plant-based meals, snacks, and beverages will be part of the product line, and they will be made to help with common health conditions including stress, anxiety, and digestive troubles. By incorporating medicinal herbs into the products, the company will be able to stand out from other healthy food options on the market and offer additional health benefits (Ekanem, 2017). There will be a variety of meals on the menu, including ²vegan, gluten-free, and low-carb alternatives, to accommodate various dietary requirements and tastes. Each dish will be meticulously prepared to ensure a harmony of flavour, nutrition, and therapeutic qualities.

For instance, a quinoa and vegetable salad with a dressing prepared from turmeric and ginger, both of which are known for their anti-inflammatory effects, might be on the menu. A food that is believed to improve digestion and support a healthy gut is a lentil and vegetable stew spiced with cumin and coriander.

Protein bars made from nuts and seeds with adaptogenic herbs like ashwagandha and reishi added, which are known to help control stress and promote relaxation, are one choice for a snack. Medicinal plants with relaxing characteristics like chamomile and lavender could be used to make herbal teas, among other beverages (Ciaburri *et al.*, 2017). The company may also sell wellness items like essential oils, natural vitamins, and food that go along with its food offerings and have additional health advantages. To assure quality and efficacy, these products will be carefully chosen from reliable vendors (Ferrerias-Garcia *et al.*, 2019). In general, the product line will meet the rising need for nutritious food choices that support well-being by utilising medicinal herbs. The company may appeal to a large consumer base and establish itself as a prominent player in the healthy food sector by providing a variety of dishes that cater to various dietary demands and tastes.

USP and Competitor Analysis

The capacity to provide a distinctive blend of taste, nutrition, and health advantages is the proposed business's unique selling proposition (USP), which focuses on healthy food options and encourages wellbeing through the use of medicinal plants. A unique selling point that differentiates the company from other healthy food options on the market is the inclusion of medicinal plants in the products.

The proposed business's strengths, weaknesses, opportunities, and threats relative to its rivals can be determined by competitor analysis employing pertinent theory, such as the SWOT analysis.

Strengths:

- A differentiator that can set the company apart from other healthy food options on the market is the inclusion of medicinal plants in the goods.
- Customers who are concerned about their environmental impact may be drawn to products that have an emphasis on sustainability and eco-friendliness.
- A wide choice of items on the menu accommodates various dietary requirements and tastes, attracting a larger clientele.

Weaknesses:

- Finding premium, fresh foods that satisfy the company's sustainability and environmental standards could be difficult.
- The types of products that the company can sell may be restricted if the usage of medicinal herbs in food products is regulated.
- Competing with well-established firms in the healthy food industry could be difficult for the company.

Opportunities:

- The expanding popularity of wellness and healthy eating goods offers the company a chance to capitalise on a developing industry.
- Technology can be used to advertise the company and attract a larger clientele.
- The company can broaden its range of goods to incorporate wellness items like organic vitamins and essential oils.

Threats:

- The market for healthy foods is crowded with established businesses and is fiercely competitive.
- Pricing its goods competitively in relation to other healthy food options may be difficult for the company.
- The industry may be impacted by external factors like changing legislation or the state of the economy.

Overall, the USP of the proposed company, which focuses on increasing well-being through the use of medicinal herbs, offers a distinctive value proposition that can set it apart from other companies selling healthy food. The growing trend towards healthy eating and wellness products gives an opportunity for the firm to establish itself as a major player in the market, despite the fact that the industry is competitive and presents a number of hurdles (Besems *et al.*, 2020). The company may put itself in a position for success and growth in the industry by carefully managing its strengths, weaknesses, opportunities, and dangers.

Operations Plan

By utilising medicinal plants, the proposed company will function as a healthy food café that promotes well-being. The operations strategy will be centred on providing premium food goods and top-notch customer service while upholding sustainability and environmental friendliness.

Location:

The company will be situated in an easily accessible, high-traffic area, such as a crowded street or a retail centre. The site will be selected taking into account things like foot traffic, accessibility, and competitiveness.

Menu Development:

The dishes will be thoughtfully prepared to strike a balance between flavour, nutrition, and therapeutic benefits. High-quality, fresh ingredients will be used in the items' preparation, which will be purchased from nearby farmers and suppliers. The meal will include ²vegan, gluten-free, and low-carb alternatives to accommodate various dietary requirements and tastes.

Suppliers:

Based on criteria including quality, dependability, and sustainability, suppliers will be carefully chosen. To guarantee a consistent supply of high-quality ingredients, the company will forge close ties with its suppliers.

Staffing:

The company will need a group of capable, committed employees that share its values and dedication to providing excellent customer service. The team will receive training in the best practices for product preparation and servicing as well as first-rate customer care.

Equipment and Facilities:

Equipment like industrial cooking appliances, refrigeration, and storage facilities will be needed by the firm. The buildings will be built to guarantee effective operations and abide by health and safety laws.

Marketing and Promotion:

To reach its target market, the company will use a range of marketing and promotion tactics. Advertising on social media, neighbourhood gatherings, and partnerships with related companies are a few examples of this.

Sustainability and Eco-friendliness:

Sustainability and environmental friendliness will be priorities for the company as it runs its operations. This can entail utilising eco-friendly packaging, putting into practice energy-saving procedures, and obtaining locally sourced ingredients to lessen the carbon imprint.

Overall, the proposed business's operations strategy would be centred on providing high-quality food goods and first-rate customer service while upholding sustainability and environmental friendliness. To ensure effective operations, the company will need a group of experienced employees, a list of well-vetted suppliers, and the right tools and facilities (Kiznyte *et al.*, 2016). The company may position itself as a key participant in the healthy food market by developing efficient marketing and promotion tactics and placing a strong emphasis on sustainability.

Risk and Contingency Plans

There are a number of hazards associated with the suggested business model for a healthy food cafe that promotes well-being through the use of medicinal plants. To reduce these risks

and guarantee business continuity, a comprehensive risk management and contingency plan would be required.

Supply Chain Risk:

Finding premium, fresh foods that satisfy the company's sustainability and environmental standards could be difficult. The company will build ties with several suppliers and have a reserve stock of vital materials to lessen this risk.

Regulatory Risk:

There may be restrictions on the types of products that the company can sell regarding the use of medicinal herbs in food products. The company will thoroughly investigate regulatory requirements in order to reduce this risk, and it will make sure that all applicable laws and regulations are followed.

Operational Risk:

The company can experience difficulties running its operations, such as equipment breakdowns or a lack of staff. The company will keep backup equipment and create staffing contingency plans in order to lessen this danger.

Competitive Risk:

The market for healthy foods is crowded with established businesses and is fiercely competitive (Plan, 2019). The company will concentrate on its USP of encouraging well-being through the use of medicinal plants and offering top-notch customer service in order to reduce this danger.

Economic Risk:

The industry may be impacted by external factors like changing legislation or the state of the economy. The company will keep a strong financial management plan in place, including backup plans for economic downturns, to reduce this risk.

Contingency Plan:

The following contingency plan will be implemented by the company in the event that a significant risk manifests:

- To lessen the impact of the risk, activate the risk management plan.

- Analyse the situation thoroughly to establish the impact's scope and pinpoint any potential hazards.
- Create a contingency plan that addresses any adjustments to business operations and stakeholder communication, such as personnel and customers.
- To maintain business continuity, put the contingency plan into action and evaluate its performance.
- After the occurrence, analyse the contingency plan's effectiveness and note any lessons learned for future risk management.

In order to reduce the risks connected with the suggested business idea of a healthy food café that promotes well-being via the use of medicinal plants, a thorough risk management and contingency plan would be required (Authority, 2016). The company may assure its success and longevity in a fiercely competitive field by putting efficient risk management and contingency strategies in place.

Marketing and Sales Tactics

Effective sales and marketing methods that reach the target market are essential to the success of the suggested business idea for a healthy food café that promotes well-being via the use of medicinal plants. To market the company, the following sales and marketing techniques might be applied:

6

Social Media Marketing:

Social media sites like Facebook, Instagram, and Twitter offer great chances to connect with potential customers (Barlow *et al.*, 2021). The company can use social media to highlight its distinctive goods and services, advertise deals and discounts, and interact with customers by holding competitions and surveys.

Influencer Marketing:

To build brand awareness and draw in new clients, businesses should collaborate with social media influencers that share their values and target demographic.

Referral Programmes:

Providing referral programmes that compensate current customers for introducing new clients might aid in encouraging word-of-mouth advertising and luring in new clients.

Email Marketing:

Email marketing is a useful tool for businesses to educate clients about new products, exclusive deals, and forthcoming events. Customer loyalty can be increased and sales can rise thanks to personalised emails that use the recipient's name and offer recommendations that are specifically suited to them.

Loyalty Programs:

Implementing a loyalty programme that pays patrons for returning business can help to encourage patron loyalty and boost patron retention.

Overall, a combination of these sales and marketing techniques can be employed to market the company and connect with its intended clientele. The company may become a dominant force in the healthy food sector by concentrating on its unique selling proposition of encouraging well-being through the use of medicinal plants and offering top-notch customer service.

Plans for Funding and Finances

A healthy food café that promotes well-being via the use of medicinal plants is a proposed business idea, and starting a firm takes large financial resources. To successfully launch the business, use the fundraising and financial strategy described below:

Personal Investment:

The initial start-up expenses, such as equipment purchases, lease payments, and initial inventory, can be covered by the business owner using personal funds or assets.

Crowdfunding:

It can utilise websites like Indiegogo and Kickstarter to raise money from a lot of investors in exchange for perks or stock in your company.

Bank Loan:

Traditional bank loans are another way to raise money; the interest rates and repayment terms vary based on the lender and the creditworthiness of the business owner.

Loan from the Small Business Administration (SBA):

SBA loans are backed by the government and provide small firms with favourable interest rates and payback conditions. Start-up expenditures can be covered through a number of credit programs provided by the SBA, such as microloans and 7(a) loans.

Angel Investors:

⁵ High-net-worth individuals known as angel investors lend money to startup companies in exchange for shares. Angel investors can offer a business not only money but also advice and experience to help it develop.

Venture Capital:

In exchange for shares, venture capital firms finance new businesses. Venture capitalists often invest in rapidly expanding companies that have the potential to provide large returns.

Grants:

There are many different grants available from governmental organisations, nonprofits, and foundations that aid start-up firms. These funds could be sector- or location-specific or geared towards advancing social or environmental objectives.

To ensure its long-term success, the company will need to maintain a sound financial plan after securing the initial capital. Regular financial forecasting, monitoring of key performance indicators (KPIs), and reviews of expenses and revenue streams are a few examples of this (Puspita, 2019). To increase profitability, the company may also think about taking cost-cutting initiatives, such as negotiating better supplier contracts or optimising staffing levels (Authority, 2018). An effective financial and funding strategy is necessary to launch the firm successfully and guarantee its long-term viability. The company may build a strong foundation for growth and success in the healthy food market by taking into account the numerous financing alternatives available and creating a sound financial plan.

Team Management

I now have a strong foundation in the management concepts of the company, including finance, operations, marketing, and strategy. Despite the fact that I may lack specific business management experience, I think that my training and other relevant experiences have given me the skills I need to lead and manage a venture.

First of all, throughout my academic career, I have continuously shown leadership potential and have a solid academic record. My involvement in extracurricular activities has included planning events, managing student organisations, and taking part in case contests. I've been able to hone my leadership abilities, including delegating, problem-solving, and communication, through these experiences.

Second, I have the capacity for critical and analytical thought as well as a strategic attitude. I have learned about topics like market analysis, competitive strategy, and financial management through my courses. I think I can use this information to create and carry out a clear strategy that supports the mission and objectives of the business.

Thirdly, throughout my academic career, I have established clear standards for myself and have a results-driven mentality. I think I can use this same mindset in the business endeavour and establish clear expectations and goals for the team to make sure we are moving in the right direction for the company's aims.

Fourthly, I have good interpersonal skills that enable me to collaborate well with people, forge lasting bonds with them, and take advantage of the team's advantages to realise shared objectives. I am dedicated to developing a supportive and collaborative work atmosphere since I think it is crucial for the success of any endeavour.

Last but not least, even though I don't have any firsthand business management experience, I have completed classes in entrepreneurship, accounting, and finance. I think that this coursework has given me a thorough understanding of the market, the industry, the level of competition, and the risks and possibilities the company faces.

Overall, I think I'm well-equipped to lead and manage the planned company successfully because of my education, leadership potential, strategic approach, results-driven mentality, interpersonal skills, and pertinent coursework.

Conclusion

In conclusion, there is a strong chance that the recommended startup company strategy, which focuses on healthy eating and well-being using medicinal plants, would succeed in the UK market. The industry, market, product, operations, finances, and marketing strategy have all been thoroughly examined in the report, which also highlights the advantages and opportunities of the proposed business venture.

The market analysis indicates that there is a rising need for healthy food products that address certain health needs, and the proposed business is well-positioned to take advantage of this demand thanks to its distinctive selling points and aggressive pricing policy. The procurement of raw materials, production of the product, and delivery to clients are all outlined in the operations plan in a clear and well-defined manner. The risk and contingency plans also offer a thorough strategy for managing potential hazards and guaranteeing business

continuity. The finance and funding plan offers a thorough study of the launch expenses, potential funding sources, and a detailed financial strategy, indicating that the proposed enterprise is financially viable and has the potential for sizable returns on investment.

References

- Authority, F.C., 2016. Business Plan 2016/17. *Agenda*.
- Authority, N.I.F.H., 2018. Business Plan.
- Barlow, P., Baehr, M., Beyerlein, S., Horton, J., Hurd, B., Jain, C., Mahaffey, L., Moore, M., Smith, P., Ulbrich, I. and Watts, M., 2021. Business plan.
- Besems, J., de Mangelaere, L., Mast, S. and Spits, I., 2020. Business plan. *Southern Philippines Argi-Business and Marine and Aquatic School of Technology: Malita, Philippines*.
- Blackwell, I. and Russell, E., 2022. UK Food Surplus Sector: distribution & processing business model guide.
- Bock, A.J. and George, G., 2017. *The Business Model Book: Design, build and adapt business ideas that drive business growth*. Pearson UK.
- Bocken, N.M. and Short, S.W., 2021. Unsustainable business models—Recognising and resolving institutionalised social and environmental harm. *Journal of Cleaner Production*, 312, p.127828.
- Brown, D., Kivimaa, P. and Sorrell, S.R., 2018. How can intermediaries promote business model innovation: the case of ‘Energiesprong’ whole-house retrofits in the United Kingdom (UK) and The Netherlands.
- Ciaburri, M., Napolitano, M. and Bravo, E., 2017. Business planning in biobanking: How to implement a tool for sustainability. *Biopreservation and Biobanking*, 15(1), pp.46-56.
- Corporations, T., 2022. Business Plan.
- Edrawsoft, 2023. Wondershare EdrawMax. What is A PESTEL Analysis with Examples. [Online] Available at: <https://www.edrawmax.com/pestel-analysis/> Accessed on: 30/04/2023
- Ekanem, I., 2017. *Writing a business plan: a practical guide*. Taylor & Francis.
- Ferreras-Garcia, R., Hernández-Lara, A.B. and Serradell-López, E., 2019. Entrepreneurial competences in a higher education business plan course. *Education+ Training*, 61(7/8), pp.850-869.

Flammini, S., Arcese, G., Lucchetti, M.C. and Mortara, L., 2017. Business model configuration and dynamics for technology commercialization in mature markets. *British Food Journal*.

Galai, D., Hillel, L. and Wiener, D., 2016. *How to create a successful business plan: for entrepreneurs, scientists, managers and students*. World Scientific.

Gardiner, P., 2017. *Project management: A strategic planning approach*. Bloomsbury Publishing.

Hasanov, M., Mahdad, M., Isakhanyan, G. and Dolfsma, W., 2022. A smart web of firms, farms and internet of things (IOT): enabling collaboration-based business models in the agri-food industry. *British Food Journal*, 124(6), pp.1857-1874.

Kiznyte, J., Welker, M. and Dechange, A., 2016. Applying project management methods to the creation of a start-up business plan: the case of Blendlee. *PM World Journal*, 5(5), pp.1-24.

Mahdad, M., Hasanov, M., Isakhanyan, G. and Dolfsma, W., 2022. A smart web of firms, farms and internet of things (IOT): enabling collaboration-based business models in the agri-food industry. *British Food Journal*.

Plan, B., 2018. Fiscal Year 2019.

Plan, B., 2019. Annual Report 2017–2018 and.

Puspita, D., CORPUS BASED STUDY: STUDENTS' LEXICAL COVERAGE THROUGH BUSINESS PLAN REPORT WRITING. 16 November 2019, Bandar Lampung, Indonesia I.

Suckling, J., Druckman, A., Moore, C.D. and Driscoll, D., 2020. The environmental impact of rearing crickets for live pet food in the UK, and implications of a transition to a hybrid business model combining production for live pet food with production for human consumption. *The International Journal of Life Cycle Assessment*, 25, pp.1693-1709.

WallStreetMojo, 2023. WallStreetMojo. Porter's Five Forces. [Online] Available at: <https://www.wallstreetmojo.com/porters-five-forces/> Accessed on: 30/04/2023

ORIGINALITY REPORT

3%

SIMILARITY INDEX

2%

INTERNET SOURCES

0%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to University of Bedfordshire Student Paper	1 %
2	Submitted to London College of Contemporary Arts Student Paper	1 %
3	www.coursehero.com Internet Source	1 %
4	Submitted to City University of Hong Kong Student Paper	<1 %
5	Submitted to University of Birmingham Student Paper	<1 %
6	www.dailyheraldmedia.com Internet Source	<1 %
7	Submitted to University of South Australia Student Paper	<1 %
8	lucris.lub.lu.se Internet Source	<1 %
9	repository.nwu.ac.za Internet Source	<1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On