BTEC Tech Award in Enterprise

Unit 1 Exploring Enterprises

**Report on Business 1 and Business 2**

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**Section A**

**Introduction to Albany Tandoori**

**Albany Tandoori is a local Indian restaurant at 571 Hertford Rd, Enfield EN3 5UL it is open between 5:30 to 11PM It roughly has a staff range of 5-10 Which is a micro business and is a private limited company incorporated on 29 October 2009 Albany tandoori is also reported as dissolved, but this is also false as if you drive past Albany tandoori you can see that it is clearly open between its opening hours**

**Purpose, activities and aims of Albany Tandoori**

**It allows Dine in’s Takeout’s and Delivery and serves Indian food like Chicken Tikka Masala They have a website where u can order online on the** [**Albany Tandoori Website**](https://albanytandoorionline.co.uk/) **They provide a service making food. The Business’ status is currently dissolved meaning that it has shutdown which is a mistake on the company’s house website because if you still look up the website they are still a thriving business according to their website as they still do delivery and Dine in The busiest time for Albany Tandoori is around the evening as it is dinner time There purpose is to deliver tiptop food made for all people of any kind They also have a fast response time to enquires whether that be buy email phone or there website if you are calling to order they pick up after 1-2 or put you on hold for up to 5 minutes and most of the time pick up the phone to you and they also have an order system where you can order online and it will ring there phone to tell them your order so you can get your food as soon as possible**

**Characteristics and skills of the entrepreneur who runs enterprises 1**

**AWAL, Mohammad Abdul was the old owner of the company and is the old director his Occupation is a Restaurateur and Country of residence is currently the United Kingdom England his nationality is British There are 2 owners/directors [not including the chef’s] at Albany Tandoori. The current director and owner at Albany Tandoori is KASHEM, Mohammed Abdul His occupation is also a Restauranteur and has the same country of residence and has the same nationality according to the Companies House Website**

**Introduction to Cross Kebabs‎‎‎‎‎‎‎‎ ‎ ‎**

**Cross Kebabs is a local kebab shop at 61 High Street, Waltham Cross, Herts, EN8 7AE it is a micro business only having 4 officers in its history with 3 of them resigned and 1 left there are about 5-10 employees working at cross kebabs the Current owner of Cross kebabs and is labelled as a private limited company and was incorporated on the 10th of April 2008 and the nature of the business is a restaurant the most busy time for this restaurant is around the evening when people are buying their dinner Cross kebabs according to the companies house government website is Dissolved which isn’t true as if you go to cross kebabs address [at 61 High Street, Waltham Cross, Herts, EN8 7AE] you can see that it is still open and Companies house has false information on the business**

**Purpose, activities and aims of Cross Kebabs**

**The purpose of the company is to make authentic Turkish food and serves to wanting customers and aims to serve local people kebabs and authentic food to them Cross kebabs has been open since 2008 even though it is reported as closed and has had 4 owners in its history which suggests that it is a quite good food business Its purpose is to provide a fast food and to make profit from its sales and customers. It has 4.4 stars on google with 179 more reviews to back up the rating to make it able to make more profit you can also order on Uber Eats to allow delivery from the comfort of your own home They also have a fast response time to enquires whether that be buy email phone or there website if you are calling to order they pick up after 1-2 or put you on hold for up to 5 minutes and most of the time pick up the phone to you and they also have an order system where you can order and they call you once they have sent out your food to your home address**

**Characteristics and skills of the entrepreneur who runs Cross Kebabs**

**The people who ran cross kebabs in the past are CAKALLIK, Dogan & FORM 10 DIRECTORS FD LTD. Form 10 Directors FD LTD is a parent company of Cross Kebabs before it was shut down and past to CAKALLIK, Dogan between 10th April 2008 to the 20th of October 2010 his nationality is British and country of residence is England and his current occupation after working at Cross Kebabs is a Businessman and has resigned from cross kebabs The Current owner of Cross kebabs is Hasan incegoz Appointed on the 10th of April 2008 at the same time as Dogan this means this company used to be a partnership but now is a private limited company after being taken over by Hasan incegoz ever since 2008 the characterises of this enterprise is determination and risk taken because when the business opened they took a big risk to buy all that stock without even knowing if the business would survive or not. In the end they did**

**Comparing Enterprise 1 and Enterprise `**

**Comparing both companies’ together they are very similar as they sell food and provide a service and are in a similar area between both there is 5 minutes approx. to get from Albany tandoori and Cross Kebabs between them and one is in Waltham cross, and one is near Albany Park which is very close and they both took a risk with opening there business’s as they may have failed but they haven’t many people still go to both places on a day to day basis to buy there fast food either to get a kebab from Cross Kebabs or a Indian Takeaway from Albany Tandoori Another similarity is that they both have Delivery and eat in service They both use Uber Eats but Albany tandoori also uses Just eat. They both have good response to enquiries and when ordering online they process and deliver your order as fast as possible they also have a good response to their phone orders as they pick up after 2-3 rings and if they don’t they will put you on hold and pick up the phone asap‏‏‎‎ they both have nearly a 5 star review and some of the review are about their phone lines and there fast response and there delivery service and how they have a 10 minute approximate response time to delivery’s**

Section B

Customer Needs of Enterprise

**Price** is how much a business charges for its product or service. Customers want a fair price when purchasing a product or service. Usually, low prices will draw in many customers, although people ultimately want value for money.

It is important for a price to match the quality of the product or service that the business is selling. For example, if a jewellery shop sells rare diamonds, customers will expect a high price. In this instance, having a low price could put people off. However, if a discount shop sells its own brand of chocolate, customers may expect a low price as they will assume the product is of low quality.

Quality

**Quality** relates to the standard of the product or service being offered. Customers always expect some level of quality, no matter how much they pay for a product or service. Generally, those paying a low price will expect a lower level of quality and those paying a higher price will expect a higher level of quality. For example, if a person buys a handbag for £15, they may expect it to last for six months. However, a person who spends £500 on a handbag may expect it to last for five years or longer.

Similarly, the levels of service offered by businesses also vary in quality. Low prices often mean a lower-quality service whereas higher prices often mean a higher-quality level of service.

Choice

**Choice** is very important – many businesses have a range of products and/or services available to suit different groups of customers. Customers have different needs and desires when buying items. They might want different styles or sizes, or even completely different products altogether. For example, a clothing shop may need to stock a range of styles of clothing, and a range of sizes for each item of clothing it offers. Similarly, a sandwich shop would need to offer a range of sandwiches to cater to a range of customers. For example, a customer on a vegan or vegetarian diet would not be interested in a tuna sandwich.

Businesses that operate through e-commerce can have a wider choice available, as they are not restricted by the display area in a physical shop.

Convenience

Customers and consumers want **convenience** and are often willing to pay more for it. Convenience relates to something being easier, quicker or generally less hassle for customers. An example of this would be being able to order stuff online like in my business’ case food and their meal and get it delivered to there front door without even getting off their sofa or whatever they are doing and can get their Food delivered to their house

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| --- | --- | --- | --- |
| **Primary Method** | **Description** | **Advantage** | **Disadvantage** |
| Questionnaire / Survey | A survey questionnaire is a set of questions used in a survey. The survey questionnaire is a type of data gathering method that is utilized to collect, analyse and interpret. | All people get the same questions. | People can lie on questionnaires. It also can be expensive to produce questionnaires |
| Interview | A meeting of people faces to face, especially for consultation. | People tend to lie less face to face. | People can lie in an interview. |
| Experiment | An experiment is when u go on thew internet and research | Experiments can be repeated | Can cost a lot of money |
| Observation | the action or process of closely observing | You get to see what the person is doing and how they work | You are under a lot of stress |

**Types of Research Methods**

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| --- | --- | --- | --- |
| **Secondary Method** | **Description** | **Advantage** | **Disadvantage** |
| Internet / Website | A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name | You can find a lot of information for your business on the internet, and it can help you set it up | It can be misleading |
| Company materials | Company Materials means all Materials that Executive [makes](https://www.lawinsider.com/dictionary/makes) or conceives, or has made or [conceived](https://www.lawinsider.com/dictionary/conceived), [solely](https://www.lawinsider.com/dictionary/solely) or [jointly](https://www.lawinsider.com/clause/jointly), during the period [of Executive](https://www.lawinsider.com/clause/of-executive)’s [retention](https://www.lawinsider.com/clause/retention) | They have other people to help them make decisions | Some people may disagree |
| Market Reports | A market report is a kind of report which contains the information regarding the overall market situation of a product of a group of products or service. | It shows how the company is doing and how to improve it | It can be inaccurate if data is recorded incorrectly |
| Government Reports | Government Reports means any reports issued by any Governmental Authority with respect to the compliance or non-compliance of any Company Party with Applicable Laws. | Increases transparency and accountability.  Develops trust, credibility and reputation. | Reports are time-consuming to create |
| Newspapers | A newspaper is a periodical publication containing written information | Newspaper is read by huge number of populations | high waste factor and inability to target audience. |
| Books / Diaries/ Journals | Books that contain information on business | Its shows history on the business | It might be outdated |

Market Research used in Enterprises

Market research is an effective tool to assist your business planning. It is about collecting information that provides an insight into your customers thinking, buying patterns, and location. In addition, market research can also assist you to monitor market trends and keep an eye on what your competition is doing.

Section C

What are internal factors of Albany Tandoori:

Customer needs affects the enterprise because if the enterprise does not find out the needs and wants of their customers, they will fail in starting their business and shut down, but Albany tandoori has this covered as before they didn’t have Tandoori Salmon but due to request of their customers, they have added to the menu showing that they are on top of their review and requests from their customers.

Price is also important to an enterprise because it draws in customers if the price is just right therefore allowing the business to make profit and provide a good price for the customer for what they get, Albany Tandoori prices their food at reasonable prices allowing it to draw more customers to their business.

The quality of the food is an influence because if there is a change in quality some customers may leave and not come back to the business due to it being bad quality and maybe not tasting the same as before this will cause the average customer revenue to drop massively.

If the product has limited availability this can affect Albany Tandoori as they will lose customer due to them not having what they want and what food they like, but Albany Tandoori has a supply 24/7 and doesn’t run out of food therefore they have a massive influx of customers every day waiting to buy their food.

Promotion can be very expensive and so this can influence a small enterprise such as Another restaurant to open in the area, but this also helps the business find new customers and new clients and Albany tandoori promote on Instagram and Facebook

Convenience: Albany tandoori’s convenience is very good as they have a bus stop right outside their shop

Internal factors for Enterprises

The three main internal factors are:

* human resources
* finance
* current technology

Another factor is that it is very cheap and tastes very good

External factors for Cross Kebabs and Albany Tandoori

* **political** - For example, new legislation
* **economic** - For example, inflation and unemployment
* **social** - Changes in taste and fashion or the increase in spending power of one group, for example, older people
* **technological** - For example, being able to sell goods online or using automation in factories
* **environmental** - For example weather conditions affecting sales or production and growing interest in being ‘green’, for example by recycling
* **Income tax** – For example when the company makes profit, they get a fee to receive the money from the government called income taxes
* **competitive** - The impact of a rival firm which may have a similar product, or which may lower its prices
* **The premises**- They must pay either rent or for the Property this is one of the most important factors

Analysis of internal and external factors

Internal factors and external n

They can be competitive or social

Evaluating internal and external factors

References

**Market Research used in your chosen Enterprise:**

**Enterprise 1**

Graphical user interface, application

Description automatically generatedGraphical user interface, text, website

Description automatically generated

Graphical user interface, diagram, application

Description automatically generatedTimeline

Description automatically generated**When did they start the business? How did they gather information on people’s opinion?**

**They started Albany Tandoori on the 29th of October 2009, and they used their websites and interests in their area to find out about people’s opinions on restaurants They also have some good reviews and Social Media account such as Twitter and Instagram and have a 4.4-star review on Facebook and 4.2-star review on Google with 115 people reviewing it**

Graphical user interface, application

Description automatically generated

**Enterprise 2:   
Cross Kebabs used their websites to find out about people and there reviews they don’t have any social media, but they do have a Google review of: 4.5 as shown here with 181 people reviewing it the advantages of reviews is like they basically get free promotion**

**Did they use primary or secondary research?  
  
They used both primary and secondary research such as the internet to see the demand of restaurants in the area they established their company in and see the demand of shops in that area**

**Comparing two Enterprises:**

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| --- | --- |
| **+**  **Comparing Enterprise 1** | **Comparing Enterprise 2** |
| **Sells food** | **Sells food** |
| **Has Delivery** | **Has Delivery** |
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