BTEC Tech Award in Enterprise

Unit 1 Exploring Enterprises

**Report on Albany Tandoori and Cross Kebabs**

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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 This business is a sole trader and can be contacted online via their website and by phone number or email therefore There are only about 7-9 workers making the business a microbusiness. They are also both an easy accessible business for anyone on the high street at that time. One of the purposes is to serve customers food and allow them to get a quick snack or meal on the go. They make profit about 100k a year according to a unknown source and makes more if there are more customers it is also a private enterprise as it is run by a family and the head of the family is the main owner one of there aims is to be one of the best reviewed Curry houses in the area which they are currently one of the top 3 according to google so they are making there aims and hopes and dreams reality. They provide deliver and takeout and free delivery on the weekend which is a promotional technique to entice more customers to come and eat or get it delivered which helps them reach there goal as one of the best curry houses in the area

**Political, Social and Ethical Issues**

**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 Cross Kebabs is a sole trader and they can be contacted via email or phone the amount of people who work there are about 5-7 from what I have seen so this means the company/business is a micro business one of there

**Characteristics and skills of the entrepreneur who runs Albany Tandoori**

**Innovative**

**Resilient**

**Good interpersonal ans communication skills**

**Planning**

**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 z 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

**Characteristics and skills of the entrepreneur who runs AWAL**

AWAL, Mohammad Abdul was the former 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 two 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

**Comparing Albany Tandoori and Cross Kebabs**

**Similarities**

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

**Differences**

**Section B**

**Customer Needs of Albany Tandoori**

**Customer Needs of Cross Kebab**

**Types of Research Methods**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 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 vast 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 Albany Tandoori**

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.

Graphical user interface, diagram, application

Description automatically generatedTimeline

Description automatically generatedGraphical user interface, application

Description automatically generatedGraphical user interface, text, website

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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 complimentary 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

**Market Research used in Cross Kebab**

Cross Kebabs used their websites to find out about people and there reviews they do not 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 get free promotion

Graphical user interface, application

Description automatically generated

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

**Section C**

**Internal factors for Albany Tandoori**

**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 a decent number of customers, although people 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. 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 especially important – many businesses have a range of products and/or services available to suit diverse groups of customers. Customers have diverse needs and desires when buying items. They might want unique styles or sizes, or even completely various 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 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 their front door without even getting off their sofa or whatever they are doing and can get their Food delivered to their house.

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 exactly right therefore allowing the business to make profit and provide a competitive 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 substandard quality and 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 customers due to them not having what they want and what food they like, but Albany Tandoori has a supply 24/7 and does not run out of food therefore they have a massive influx of customers every day waiting to buy their food.

Promotion can be 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 for Albany Tandoori is exceptionally good it is extremely easy to get to and have Eat In seating and is quite comfortable. and has parking outside and up the road if there is no space to park

**Internal factors for Cross Kebabs**

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 for example cross kebabs never had tomato in their kebabs before but after a couple of suggestions to add tomato’s they added them gaining more respect because they listen to them 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, Cross Kebabs’ prices their food at reasonable prices allowing it to draw more customers to their business and for more people to respect them.

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 inferior quality and 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 Cross Kebabs as they will lose customers due to them not having what they want and what food they like, but Cross Kebabs has a 24/7 food delivery supply on hand that they can call when they run out of a certain product and doesn’t run out of food therefore they have a massive influx of customers every day waiting to buy their food.

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**External factors for Albany Tandoori:**

Raw Materials: If the suppliers put their prices up then it will be more expensive for Albany tandoori to source their food so they can make their menu items so they have multiple suppliers so if one price goes they will just switch up supplier

Borrowing: Borrowing is a important external factor for any business including Albany Tandoori borrowing finances from the bank or investor Depending on the agreement such as how much interest will be paid when they can pay it back For example if Albany Tandoori borrows £10,000 from the bank you have to pay it back with interest for example 10% this means you would have to pay back £10,000 + 10% is paid back on top of the original loan

Premises: This is where the enterprise is found for example Albany Tandoori is located on a high street but there is a cost of staying there This is in the form of paying rent or paying a mortgage Crime rate of where the business is located can affect the cost and insurance on the business

Taxation: This is out of Albany Tandoori’s control because it is set by the government

This is things such as:

Income Tax

Corporation Tax

And VAT

Costs: Any changes in cost will affect Albany Tandoori; Decrease in costs can lead to more profit, increase in costs could lead to loss in profit, consider marketing costs selling costs etc

Competitor Behaviour: When rivals start changing the prices this could cause an either negative or positive effect such as Loss or gain of customers Well known brand or enterprise Change in trends

Consumer Behaviour: Different customers want different items such as brands or quality

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**SWOT Analysis for Albany Tandoori**

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| **Albany Tandoori SWOT Analysis** |
| **Strengths:**  One of the strengths of Albany tandoori is it is in a busy area, and this means more customers  Another strength is they have a good reputation in the area of making tasty food. |
| **Weakness’:**  One weakness of Albany tandoori is sometimes they have long waited times due to the number of orders once the restaurant opens |
| **Opportunities:**  Albany Tandoori has an opportunity to increase the number of tables as there is enough space in the restaurant to be able to add more eat in tables |
| **Threats:**  A Threat to Albany tandoori is A New Restaurant is down the street causing less customers to try Albany Tandoori and try the new restaurant. |

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**PEST ANALYSIS:**

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| **Albany Tandoori PEST Analysis** |
| **Political:** If war were to break out this is a political factor which could affect Tax etc |
| **Economical**: This is based on the Exchange rate and can change the price of raw materials |
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**References**