**Business plan for burger, chips, and smoothies' restraint**

Student’s name

Institution affiliation

Course name and number

Date

*Comments*

*The work is exemplary. I would like you to do the financial analysis and add the appendix but deal with adjustments in the content section first*

Table of contents

You forgot to include the table of contents but no worry about this

# 1.0 Executive Summary

## 1.1company and industry

Urban eats and bites are a new fast-food startup restaurant situated in Liverpool in the UK. It will be located at the intersection of the high trafficked area surrounded by retail shops and other businesses frequently visited by all people. It will be comfortable and convenient, attracting different consumers of various backgrounds and incomes. It will accommodate different sitting options in the sitting arena and a drive-thru for those in a hurry.

## 1.2product and services

Urban eats and bites will offer high-quality fast, served meals including fries, bugger, and drinks, mainly smoothies.

## 1.3 market analysis

The UK fast food market has been worth approximately 19 billion $ in the last five years. Their competitor is the bars and pubs mainly offering dining out for traditional services. The target market for urban eats and bites will be around areas with the most crowds, including shopping malls, weekend markets, local businesses, university or college campuses, and recreational centers with big lunchtime crowds.

## 1.4 management

Top management and owners of urban eats and bites have long experiences in hospitality, business management, and advertising. The owners are longtime friends who have dreamt of starting a business for a long time. One of them will be in charge of kitchen operations, manage inventory, place orders, train and oversee workers, manage vendors and ensure customer satisfaction. The other will manage all administrative and tax responsibilities and accounts for the corporative. His role will entail training on proper cash handling by cashiers and maintaining high customer service.

## 1.5 financial plan

The financial plan of Urban eats and beats is to seek $200 000 for starting a fast-food restraint. The cash will expand and design the restraint, drive-through, and kitchen, including working capital, payroll expenses for the first three months, cooking supplies and equipment, and opening inventory.

*What is the source of this capital?*

*In tabular form show how this capital will be distributed. You can use a pie chart as well or both*

*Eg*

*Financial plan Table summary*

*Table 1.1*

|  |  |  |
| --- | --- | --- |
| *Items* | *quantity* | *Price $* |
| *Cooking supplies* | *000* | *234* |
| *Equipment* | *111* | *325* |

# 2.0 Company Background

## 2.1 Company History

After working in the hospitality field and management, the two friends spend approximately three years of five years of dreams surveying the various fries restaurants within Liverpool. The visual entertainment in these restaurants supplemented the street culture and the fresh-cooked bites. They felt the serious-minded restaurants were missing a lot and could not accommodate various people. Additionally, they noted that fast food business outlet was not restricted to one location and thus an advantage for business expansion in various outlets within the city or outside. It is expensive to start shopfronts in better locations such as Liverpool. Hygiene, effective re-supply network, adherence to health standards, and production of quality, consistent and professional meals are crucial to success in the fast-food business venture.

## 2.2Mission Statement

The mission statement for urban eats and bites is to provide hearty bites, soothing drinks, and a safe space to gather and converse. The cooperative aims to provide quality and fast bites for all people nearby.

# 3.0 The Marketing Environment- Environmental Scanning

The urban eats and bites will be operating in a very competitive environment. Understanding the company's industrial environment is vital to manage and compete favorably among the other top competitors. The competitive forces that will shape the industrial market will be analyzed using porter's five forces.

## 3.1 Microenvironment

### 3.1.1Suppliers

Urban eats and bites will utilize local suppliers for their raw materials and purchase in the nearby stores. A connection with local farm suppliers provides an excellent opportunity for providing quality and original meals for corporate consumers. Local supplies will be the best suppliers since the Urban eats, and bites ingredients are more natural such as potatoes, fruits, and milk. Additionally, natural foods from the farm are healthy and good for the health of all consumers, from children to the elderly. The corporate will also manage the competitive pressure by partnering with most suppliers as a strategy to reduce bargaining power and protect food quality.

### 3.1.2 Marketing Intermediaries

A franchise business system will be employed in the Urban eats and bites. The method is essential since it helps reach a wide range of customers faster and thus increases the overall revenue. Urban eats and bites will move most of its stock using physical distribution firms upon expansion of the outside outlets. Urban eats and bites aim to expand and create outlets within Liverpool and other towns within the first three years of operation. The corporate will also use an advertising agency to increase awareness using good and appealing advertising content.

### 3.1.3 Competitors

There is high competition in the fast-food industry and market. The urban eats and bites will compete against the famous UK fast foods bosses, including KFC, Bugger king, Wendy's, and Pizza Hut. Urban eats and bites aim at being unique through systematic strategies in its services to be the best and grow in the competitive economy.

Please research some more information about competitors like area of operation, strengths, and weaknesses, net income, revenue… Then relate such information with your company

## 3.2 Macro environment

Urban eats and bites will operate considering its target market to minimize potential problems in the management environment. Proper analysis, planning, implementation, and control of the business plan by this corporate will enhance the achievement of the organization's short and long-term objectives. Urban eats and bites, similar to other fast food businesses, will encounter various forces in its outside environment that might affect the business, including;

### 3.2.1 Political Factors

The government imposes rules and regulations on the fast-food industry and businesses. for instance, the rising global health concern issues on heart problems and cholesterol have ensued the control of fast food corporations by the respective governments. Law enforcement is a political factor in any business, with some governments focusing on different laws with varying intensity levels. The government controls licensing and other business regulations for all fast food businesses. The success of businesses in foreign markets depends on their relationship with the governments of the states they operate. Business ethics are also a significant business focus in the current business industry. Corporations must follow stipulated ethics for business and provide quality products for consumers. The frequent change in government legislation on the fast-food industry consistently affects and standardizes their operations. Therefore, corporations must adhere to standardized laws, including maintaining minimum hygiene levels, customer services, storage of items, number of employees, and employees' payments.

### 3.2.2 Economic Factors

People and purchasing power are essential in the growth of the market the fast-food business. The urban eats and bites must face various economic variables outside the company since it is a business entity. Acknowledgment of supply and currency exchange is vital because urban eats and bites corporation seeks to expand its operations on more outlets. The expansion of business means expansion of supply to meet the increasing demand from customers. The purchase cost is affected by fluctuations in the value of currencies, especially dollars. The urban eats and bites also face government regulations on entertainment, operational profits, and restaurant service task. Governments differ in the types and scale of taxes. Thus adherence to the variations enhances the smooth running of business operations. Change in commodity prices dramatically affects the company's output and overall revenue generation. The economy of the state of operation dramatically affects the operations and output of fast-food restaurants. Therefore, the urban eats and bites should strive to maintain the country's economic standards.

### 3.2.3 Socio-Cultural Factors

The fast-food industry is affected by health and lifestyle trends, including health awareness that affects the entire food industry. Health awareness has changed how people eat with drastic changes in how people eat. The change in feeding habits has forced most food businesses to invest in low-calorie food compared to the past. Social media greatly influenced the profound change in social perception of health. Various critiques are evident on the fast-food industry being considered a target for kids alone. Additionally, the fast-food industry has been associated with junk food supplies and thus its liability for most cases of childhood obesity. Therefore, urban eats and bites must adopt measures to reduce the calories content in their products to prevent conflicts with governments.

Cultural practices differ among different cultures, with restrictions on the consumption of particular products. Additionally, most cultures prefer local foods products. Following the outgrowth of the coronavirus pandemic, online orders and deliveries have constantly increased in the fast-food industry, including a drive-thru. Therefore, to fit in the growing market and compete favorably, the urban eats and bites must consider the culture of most residents in Liverpool. Environmental conservation is an essential aspect of hygiene in any corporation's operation, and individuals are increasingly being associated with good firms with values for the environment. The urban eats and bites must ensure deep concern for environmental conservation. Universal and global trends of foods, including religious practices, are other essential factors to consider to avoid compromising the cultures of neighboring residents.

### 3.2.4 Technological Factors

Technology dramatically impacts the fast-food industry as a significant component of the macro-environment variables. The employment of technology in fast food corporations improves management and operations. Ease of supply, product ordering, and ease of payment have been enhanced by using wireless technology in the inventory system. Long-term management that is more effective and cheap involves implementing technology in all its business operations. Following a drastic growth in technological operations, fast food corporations are obligated to have a close follow-up to prevent potential threats to survival. The drastic innovation improves not only customer satisfaction but also customer loyalty.

Customer loyalty and market share are important and require frequent surveys n the fast foods industry to prevent high research and development budgets. Another factor is increased regulation of personal information. The internet has become a dangerous platform following cases of information mishandling and specific personal information. Therefore, the urban eats and bites must carefully handle and ensure the security of customer personal information, which will increase customer trust and loyalty and brand loyalty. The fast-food industry has grown drastically with various shops offering similar products and services. Therefore, the urban eats and bites should primarily focus on the smaller and minor improvements, including changes in décor, packaging, availability of menu, and customer service enhancement.

### 3.2.5 Ecological Factors

The environment is essential for our daily living following the supply of fresh oxygen. Fast food raw materials are sometimes a disaster to the natural environment following improper disposals that cause pollution to the air, water, and land. Expansion of business outlets and through customer request, the urban eats and bites may consider introducing other foods whose consequences might be harmful. Therefore, environmental management and preservation should be a more significant consideration before introducing new services that might compromise the business. For instance, an increase in greenhouse methane gases is a consequence of waste products in the animal ranches for meat fast food business.

Packaging of the products offered by fast-food firms is essential to impression and customer satisfaction, and the environment. Compared to polythene, designed paper packaging is suitable for both customers and the environment upon disposal, which is non-degradable and thus harmful for both land, air, and water. Excellent awareness and restrictions must be followed to mitigate potential and harmful environmental effects following an increase in the global warming effect and its consequences on the environment.

The maintenance and care for the natural environment prevent depletion of natural raw materials essential and common raw materials for the fast-food industry. Proper recycling of waste materials, including reusable packaging, promotes the growth of natural resources such as forests. Additionally, the urban eats and bites should maximize alternative methods of preparing their products rather than using natural oil, coal, or gas that may deplete shortly. Finally, the firm should adhere to the stipulated rules and regulations governing and controlling the minimization of environmental damage.

### 3.2.6 Legal Factors

A certified fast-food corporation is obligated to various procedures and regulations. For instance, Muslim consumers always consider certified restraints for their meals. Therefore, the urban eats and bites must consider the Halal certification following various ethnic groups in its area of operation. Additionally, customer integrity and confidence should highly have appreciated as claimed. Adherence to working hours, tax requirements, ISO certification, business registration, laws, and quality labor and employment. Defying legal laws creates conflict with respective authorities, and consequences might follow, including a company ban.

## 3.3 SWOT Analysis

Launching the urban eats and bites requires many resources, including bank loans for the startup. Approval for business startups by loaning institutions will require a report on the corporation's SWOT analysis indicating performance and operations and the market, including strategic ways to compete in the large industry.

### 3.3.1 Strengths

1. Staff training

Skilled and trained workers at international hotels and restaurants play of vital role. A high probability of company failure results from inexperienced workers providing customer service. Skilled and well-trained employees offer quality and best customer services, including management of the company resources. Since the urban eats and bites is a startup business, critical factors of employee selection involve include qualifications for various jobs at the firm. Additionally, the firm will train to ensure they are adequately equipped with proper skills for operations towards the firm's mission and values.

1. Better options on the menu

The menu's urban eats and bites corporation products include burgers, fries and accompaniments, and smoothies. For a start, the business focuses on specific products and consistently introduces new products as per the customer requests during its few years of operation. The choice for burgers and fries follows the population that loves them and follows their natural content with low calories and high natural content. Additionally, smoothies will be prepared from natural fruits, maintaining the products' locality.

1. Restaurant’s brand image

Brand image has excellent value in the fast-food business following the wideness of the industry. Urban eats and bites have strategic ways of communicating to its target market, and therefore, through consistent advertising, the company will create awareness of the brand and its image. Additionally, since the business is a fresh startup, brand image is essential in building customer trust. Thus, tasty and quality food, including satisfactory services from qualified employees, will be ahead.

1. Uniqueness in food products

More prominent successful fast-food restaurants are known for specific quality foods. The urban eats and bites aim at uniquely offering natural smoothies and buggers. Since similar products exist in the giant fast-food industry, the key to success is uniqueness.

1. Innovations in the style of service

A new and better style of customer service not in the market is essential, accompanied by unique products, brand image, and a wide range of menus. Innovations in the business should be new, charming, satisfactory, unique, and attractive to the consumers. Innovations are sources of new customers following satisfaction by company's loyal customers and hence advantage to the brand operations.

1. Affordable prices

Fast food restaurants and hotels are frequently visited by consumers daily. Therefore, product pricing should be more considerate and welcoming, encouraging more visits. The urban eats and bites target market is big and targets people of various income levels. Therefore, lower and affordable prices with quality food mean increased sales and overall profit.

1. Hygiene

Hygiene is highly valued in all successful fast-food businesses. Hygiene at the restaurant runs from the overall presentation of the space, the employees, and the food quality. Cleanliness and tidiness indicate a commitment to quality food and value for people's health. A more significant hygiene advantage also entails keenness on the quality of supplied raw materials from the suppliers and other third-party intermediaries.

1. Drive-through

The urban eats and bites seek to offer a drive-through for customers in a rush or passersby. Since the restraint will be located in Liverpool, a big city in the UK, it is designed to have a drive-through with ample parking. A drive-through is a chance for new customers or passersby interested in trying out new restraint.

1. Location

Fast food restaurants should be in locations convenient for easy reach by consumers. The urban eats and bites will be located within Liverpool city along streets and near other businesses that are a good source for customers. Its location is convenient for the frequent flow of customers at all hours, thus a great advantage.

### 3.3.2 Weaknesses

1. Similar menu to competitors

Urban eats and bites are potential in the fast-food market; however, its disadvantages include offering similar products to its giant competitors, including Mcdonald's and Burger King. In building its name as a startup company, it is essential to differentiate itself from the other firms’ operations through taste, interior and exterior, and menu.

1. Limited funding

As a startup business, the urban eats and bites require many funds for stability in functioning for the first three months. Additionally, it is fundamental for the firm to open up various outlets for international cooperation. Therefore, the available funds are limited following many essential operations, including updating the menu, exterior and interior upgrading, employee training, innovations and launches, and service quality improvement.

1. Startup business

Startup businesses face various problems, including recruiting new customers with a first taste of the products. Marketing and campaigns are essential in increasing brand awareness in a vast market. Additionally, patience for the consumers to earn trust in a firm's commodities is essential and enhances loyalty. Therefore, consistency and proof of commitment are essential.

### 3.3.3 Opportunities

1. Chance for expansion

Urban eats and bites is a new business in the market with chances of expansion following raised brand awareness. Additionally, the managers have identified a spacious building with ample parking following the venture in the drive-through for a startup. The chance for spacious is advantageous, and the chances are very for business startups.

1. Competitor close down

Close down of business in the street of operations is a chance for expansion. Increasing campaigns and advertising strategies are an opportunity to attract the customers of the closed competitor. Immediate actions upon closure increase chances for flows of customers.

1. New housing

Introduction of an outlet of relocation to new locations and spaces is also a chance for widening business. Marketing and advertising such opportunities create awareness alerting loyal customers and searching for new customers within the area.

1. New outlets

The opening of outlets is beneficial as they increase revenue generation and increase the number of customers. Advertising using billboards is essential before opening up new outlets.

### 3.3.4 Threats

1. Higher prices than competitors

A new startup business must price lower than its existing competitors. Higher prices for new business ventures are a turn-off for interested customers hence opting for competitors.

1. High costs

Businesses face various problems during their operational timelines. Economic crises are common downfalls for businesses following increased costs on various essentials for business operations, including rental, supplies, operational, and employee salaries.

1. Introduction of a new brand in street

Creating similar and new business ideas within the operational location is a significant threat to business surge, reduction in sales, and loss of customers if consistency and approval for products are not upheld. For survival, urgency in strategic ways for survival is essential.

# 4.0 Target Market, Market Size, Segmentation Strategy, and Market Opportunities, Product Characteristics

## 4.1 Target Market

### The Urban eats and bites will serve food fit for everybody in the society, even from different countries.

### **4.1.1** Demographic characteristics

Age, gender, income, educational levels, location, and ethnicity will be the primary consideration in the target market. All generations will be targeted, including generation Z, millennials, and baby boomers. Most targeted frequent customers are youngsters below 24 years of age and between 35 and 55. The target consumers are both females and males. The quality products can be taken by all types of ethnicities following various ethnic groups within the central business city. Most of these generations go out spending on food, with most prefer natural ingredients. It will also target urban consumers working around the location of the restraint and other outlets, including commercial and residential dining, friends, and families. The restraint will accommodate all consumers with varied income levels. Since the location is around business centers, universities, and recreational areas, all customers are served irrespective of their educational levels. Students are a bigger target since they often spend money on fast food with friends.

### 4.1.2 Psychographic characteristics

Personality, lifestyle, and motives of customers are among the factors urban eats and bites will consider. Most target customers include persons who prefer low-calorie foods and highly prefer natural ingredients. Additionally, most of the target customers work around the corporation, thus lunch meals. Most target customers spend time together during breaks, holidays, and even working days and are thus the best customers for the corporate.

### 4.1.3 Benefits sought

Through thorough research on major fast-food restaurants, the Urban eats and bites seek to be consistent in customer requests on particular and added bites to its menu. A survey on various customer feedback on introducing new foods and feedback on the current menu will increase the corporate market opportunities.

### 4.1.4Usage rate

Since urban eats and bites is a startup with an international target, the expansion and growth of outlets in different states is an essential market target. Urban eats and bites seek to open various outlets in other cities and towns upon increased demand following business success in its earlier working years.

### 4.1.5 Geographic location

The urban eats and bites restraint will be located in Liverpool city in the United Kingdom. 4.1.6 Organizational Size: segmenting by the size of the company. The city is approximately 111km2, with approximately half a million. Most of the city population resides in the urban areas, a more significant advantage and probability of the high customer numbers. The city has people from different ethnic groups. Liverpool is located near various cities, including Manchester, Bradford, Sheffield, Leeds, Wolverhampton, and derby, each located 31, 57,62,64,68, and 70 miles, respectively. The temperate maritime climate is the typical climate in Liverpool city. Its rainfall is well distributed through the years, with mild summers and cool winters. Sunshine periods are recorded and thus favorable for the fast-food business.

## 4.2 Product/ Service Characteristics

### 4.2.1 Brand Name and Product/ Service Name

The brand name for the startup business plan is "The Urban eats and bites ."The company's primary aim is to provide quality fast eats, including chips and burgers and hence the name. It is a fast-food corporation offering quality and hygiene-oriented products. The company headquarters will be in Liverpool, United Kingdom.

### 4.2.2 Features and Benefits

The main products served at the urban eats and bites include chips served with accompaniments, burgers, and smoothies. These fast foods offer not only advantages but benefits to the consumers. Most fasts are cheap, healthy, natural, and fresh, offer good taste and nutrition, and are favorites for kids. They are called fast food since they save time, thus providing stomach satisfaction for a shorter time, and are suitable for lunch breaks during busy schedules.

### 4.2.3 Points of Differentiation

The unique proposed way of the urban eats and beats corporation entails packaging, food quality, flavor, naturalist and surrounding atmosphere. Customers of the fast food industries are moving to more natural, flavored, and quality eateries following an increase in the fast-food products and companies. Therefore, the urban eats and bites point of differentiation will entail the nature of its service and natural products, including smoothies and buggers.

### 4.2.4 Communication

Communication and the creation of brand awareness is an essential aspect of any startup business. Therefore, the urban eats and bites will promote its business further from its earlier development stages. A deeper analysis of the customer demographics facilitates the achievement of target groups through advertising. Both offline and online marketing strategies are best for the corporation. However, with drastic changes and the growth of technology, the best marketing and advertising strategy is online. The target customers for the urban eats and bites are youths below 24 years and individuals between 35 and 55 years. Television will suit the parents, who are among the large percentage of its target consumers. Additionally, most teens below 24 years of age check for food menus on their mobile devices. Therefore, social media will be a perfect communication pillar for these targets. Offline strategies, including billboards, secure greater awareness to other potential customers beyond the target.

Urban eats and bites seek to use social media platforms, including Twitter, Facebook, Instagram, and TikTok, to share pictures and clips of its delicacies. The growing use of social media will increase awareness by sharing these products on different platforms in a blink of an eye.

# 5.0 Financial Considerations

## 5.1 Price Strategy and Competitive Position

Target costing, competition-based pricing, standard pricing, and bundle pricing are among the main pricing models used by fast-food eateries. Fast-food brands accommodate target markets, and the product's price can be a growing business decision and marketing technique. The restaurant business is quite competitive. Unless the company owns a celebrity chef or a unique food, it must struggle to distinguish itself from the throng. Gaining a competitive advantage necessitates a thorough examination of the neighboring area's demographic trends and the characteristics of current rivals. Even if the business is relatively prosperous, potential entrants are unpredictable, stealing would steal customers.

### 5.1.1 General Pricing Strategy

To penetrate an industry, penetration pricing involving placing the beginning sales price substantially below the typical selling price is a good strategy. Penetration pricing aims to appeal to a broad audience and expand market share. Since the urban eats and bites are launching a new food product for the first time, it will use penetration pricing. For instance, urban eats and bites might initialize lower sale costs, and the sales price might rise following launch time.

#### 5.1.1.1Profit Maximization Strategy

Various profit-maximizing strategies set for use by the urban eats and bites restaurant include;

1. Enhancement of customer experience

Customer experience is essential to the achievement of any food service industry. Many of today's technologies assist businesses in providing more incentives for consumers to interact with them across numerous channels. They also assist businesses in engaging with customers by creating a way for them to contact a professional customer service agent. Encourage customers to share their beautiful times with others to provide a pleasant experience. It is common knowledge that happy consumers are more inclined to tell their friends about the business. Sharing happy experiences is an effective method to boost its reputation. Finally, communication with clients frequently improves their experience. Staying in touch with consumers via e-mail, blog postings, texts and calls, and online forums provides ideas on products and services and thus a chance to improve products and services. A good communications plan that helps a business and its consumers form a genuine relationship fosters loyalty.

1. Maximization on procurement

The process by which a corporation receives commodities, services, or workforce from an outsourcing supplier, usually through an open bidding or contracting procedure, is known as procurement. A company's procuring goal is to obtain products or services at an affordable cost. Acknowledging how bids are created and processed is key to enhancing the acquisition process. This entails devising a method for collecting and executing both efficient and precise orders. All purchases will be validated and verified promptly upon order gathering and handling. Furthermore, this assures that availability of raw materials and delivery dates are accurate.

Becoming a sustainable organization requires control and tracking of the status of every order. The ability to absorb information faster is the most vital factor for the successful acquisition process. Obtaining products should take as little time as possible. Thus, suppliers will be able to receive orders on time, allowing them to deliver them as quickly as feasible. It is common for suppliers to turn down attractive bargains since they believe the bidding process is too lengthy. To avoid such risks, use a guide and deal with providers who offer excellent pricing and quality products.

1. Reduce waste produce

Food wastage is a global issue approximated to 1.3 billion tonnes of food. Restaurants and other food enterprises account for 40% of all food waste. Food waste has a detrimental influence on the firm since it overstretches expenditure and provides to this global problem. Thus, while also increasing company earnings, environmental management can be attained by reducing food manufacturing waste. Urban eats and bites can reduce production waste by tracking food waste and scale to production, minimizing overproduction, using sustainable and reusable packaging, and converting food scraps into fertilizer. Waste minimization is an excellent strategy despite the inevitable waste production. Waste can also be managed through waste exchange by other institutions capable of managing it.

#### 5.1.1.2 Market Share Pricing

The urban eats and bites seek to employ the value-based market share strategy. The fast-food industry is an extensive market that requires strategic operations to survive. The sharing of marketing operations strongholds is a distinct advantage for every firm in the market. Therefore, the urban eats and bites target natural foods among innovations in its operations that will enhance its value in the market and compete favorably with its rivals.

### 5.1.2 Comparative Pricing Strategy

Based on the particular corporate goals and targets, organizations nowadays employ various pricing tactics. However, in today’s modern, highly competitive market, having the proper pricing plan is critical to maximizing revenues and profits. In getting a competitive position in the industry, the urban eats and bites must also closely watch their opponents' pricing methods and plans. The main restaurant and retail corporations adopt competitive pricing tactics to set their prices.

Competitive pricing at a cheap cost is the best. Products or services have to be less expensive than those offered by competitors. Always apply a cheaper price approach following an economic advantage in the business industry. In addition, Matched Price's competitive pricing strategy can be highly effective with the prices of products or services being comparable to those of competitors. Because the product attributes are the same, manufacturers aim to differentiate themselves by offering a unique purchasing experience.

## 5.2 Market Share

Many vendors make up the fast-food industry, which is highly fragmented. McDonald's had the highest market share in the Fast Food Restaurants Industry in 2018, followed by Starbucks, KFC, Subway, Domino's Pizza, Pizza Hut, Burger King, Tim Horton, and Chipotle in consecutive positions with 21.4, 7.52, 2.82,2.8, 1.57, 1.24,1.16,1.09, and 1.02 percentages respectively. The expansion of the working-age population, which is dependent on fast food, and the industry's capacity to adjust to changes in buying patterns, such as healthier choices, such as vegetarian dishes food options, and the advancement of home delivery, are driving the fast-food industry expansion. The expansion of the fast-food industry is primarily due to the workforce's desire for simple, inexpensive, and quick solutions. On the other hand, fast food joints will have to adjust to new food patterns, mainly in terms of healthier selections and the addition of meatless services for customers. The sector must adjust to environmentally friendly packaging and extend its operations by including new delivery choices. The fast-food industry faces difficulty in responding to the changing trends while keeping pricing low.

## 5.3 Sales Forecast

The fast-food market is expected to grow significantly over the projected timeframe, owing to an increasing number of fast-food joints, a spike in working women, possible internet approaches, an increment in hub for global culinary traditions, and a change in customer preferences and tastes. However, obstacles such as fancy restaurant construction costs and increased health issues among quick food buyers are projected to impede the market's expansion.

Furthermore, the emergence of fast-casual meals is expected to impact the quick food sector's development negatively. Fast food is an example of healthy ingredients that may be enjoyed anyplace, at any moment.

The quick-service restaurant market is growing as fast food joints, also called quick-service restaurants (QSRs), gain traction. Customers value fast food in sit-down eateries. The need for quick service meals is growing in response to the growing desire for healthy, delicious, and pleasing food at an accessible price. Furthermore, preserving the taste while sustaining the fresh and nutritious elements enhances overall growth. In extending its market share, maximizing profits, and maintaining relevance, fast food companies, including urban eats and bites, should use product introduction and investments as important developmental methods, excellent and strategic for urban eats and nibbles.

6.0 **Summary**

The eats and bites is a new startup fast-food restraint being sought for launching in Liverpool city in the UK. The restraint will serve all kinds of people a variety of fast food, specifically chips, burgers, and smoothies. Therefore, proper implementation and evaluation of the stipulated business plan is an advantage towards attaining its goals.