

The Moving Spice Vision

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1.1: Identification And Critical Analysis:

Vision

The MOVING SPICE Vision is to make locals of the country feel like tourists and tourists to feel like locals and Food to people to the place they love most.

Mission

To be more focused towards diverting the people from going to the malls and other hotels and restaurant for their food cravings. They are trying to transform the hotel and food industry by the truck restaurant that is known as a mobile restaurant too. The other goal of MOVING SPICE is to expand their market locally but towards the international levels as well.

Company Description:

The restaurant and food industry is too prevalent in the countries. People love to go out and spend quality time with their loved ones. There are different industries of food and restaurants like fast food shops, outlets, food stalls in malls and whatnot. One of the attractive things in the food industry is the truck restaurant, which is based on a moveable truck. This is one of the concepts which is very innovative and can get much attraction if its expansion can be focused towards the international countries. This particular study will focus on the launch of MOVING SPICE trucks in the food industry. MOVING SPICE would be more attractive as the primary mission of MOVING SPICE is towards the urban experience of food that provides people a delicious food in those environments that they love. The idea behind the MOVING SPICE is that the real ingredients have better taste and satisfaction. They focus on bonding people together to enjoy their life after getting disconnected from their normal day-to-day routine. Their truck had long lines along with the attraction of large crowds wherever it appeared. Their one truck is permanently parked towards the Beach, and besides this, the MOVING SPICE trucks have expanded in different areas and locations where people can hang out and spend time with their loved ones; they can enjoy their lifestyle with the food from MOVING SPICE and the fantastic environment that is full of music, fresh air, and relaxing surroundings.

The launch of MOVING SPICE has been done in different areas that are situated in the U.K. They are focusing on spreading the lifestyle movement that can give a social experience. So MOVING SPICE would become one of U.K's most attractive dining spots, with its simple and beautiful decor and the

most delicious mini burgers. MOVING SPICE would be famous as a moving food truck, but because of the increasing demand.

Type of Industry:

The primary focus of MOVING SPICE is the creation of a different kind of food industry, so my attention is towards the production of the truck that serves the food on the streets, which is not very common, and this can become their competitive advantage for entering into the new market of food.

Industry Analysis:

To give a new experience to food lovers, MOVING SPICE is offering a menu from Inspiration New York. We are providing fresh homemade street food that is based on the modern concept and innovation that restaurants can be situated on the street, too. The truck concept is the main innovation on which we have focused. To create value for the food, we are trying to offer the best environment to them that can add value to their meal. The atmosphere is based on the provision of relaxing music, suitable and comfortable surroundings and the other necessities that are required by the food lovers.

Environmental Analysis:

To enter a new business or if an industry is trying to come in a new geographical area. An environmental analysis is necessary as it helps the organization to understand and analyze the environment and its condition that how are the requirements that need the products. The tradition of food in U.K is very famous as everyone loves to eat food outside their homes. They love to hang out with their friends and gather. The culture of the U.K. is related to the food industry in that they are a food addict. Their habit towards the food industry is that once or twice a week, they go outside to eat a morsel of food from any of the restaurants or hotels. They mostly love to eat fast food. Food lovers like to try new products, whether they are from the international or even the national.

They give value to the other products, and they love to try new global products. MOVING SPICE trucks would be getting much attention from the people of the U.K., so they can capture a good market that can provide value to the people. There are different classes in the U.K., starting from the celebrities who fall under the segment of the upper-upper class; there are different other classes that belong to the upper-class portion. Besides this U.K is known as one of the countries that come in the category of all sectors. Besides this, the selected state for the launch of the food brand UK, has a good family life, and most people are upper class. The customs of business in the U.K. are based on the fact that people love to greet each other and take care of each other. They give time to each other, and they take time for their family. They just don't focus on the business, but they create a good family life along with the business life. They even take care of the people who are not well, and they focus on the hospitality of the sufferers. Culture is known as the human mind's programs that create

differentiation from one group to another.

Target Market and Positioning:

The target market of the MOVING SPICE truck is those individuals who are food lovers and who love to eat in the outside atmosphere. MOVING SPICE can provide this customer with an ambiance and relaxing music with a great environment and surroundings that can give them comfort and satisfy their needs and wants.

The positioning of MOVING SPICE truck is based on the customers of U.K, especially the upper class and upper-upper class segment, as the price strategy is selected on the basis of the upper class that the MOVING SPICE will be providing high facilities and values, so their prices would be high too as this is going to be an international brand.

Positioning Statement:

For the people who think that food should be delicious, healthy and should be based on a great environment, we are the brand of food restaurant that provides the facility of aromatic food on the streets so that you feel comfortable and satisfied.

Competitive Analysis:

The competitive strategy that is based on the international purpose is that they are one of the unique companies in the food industry that is focusing on creating a new way of food restaurant that is based on the truck. So, the strategy is based on the differentiation technique as MOVING SPICE truck is a different concept that is not very common. This is the competitive advantage of MOVING SPICE, which can attract different customers.

Porter's Five Forces model:

Competitive Rivalry or Competition

1. Large number of firms (strong)
2. High diversity of firms (strong)
3. Low switching costs (strong)

MOVING SPICE is facing strong competition because of its rivals. Rivals limit the success of the company. Moving Spice has many competitors in the industry. There are many innovative things the MOVING SPICE is focusing on like the movable kitchen, etc. The switching cost for the customer is very down because it is not difficult to switch from MOVING SPICE to any other food industry. The low

moving cost is one of the steady forces on the MOVING SPICE.

Bargaining Power of Buyers

1. Small size of a single buyer (weak)
2. Increasing demands from the buyers (weak)
3. Moderate information (moderate)

The bargaining power of buyers is quite weak in inducing MOVING SPICE growth. The buyers make a contribution that is small compared to the revenue of MOVING SPICE. This is a weak force for the MOVING SPICE. Whereas the high, increasing demand from the buyers and other competition companies influence minimum to the MOVING SPICE. On the other side, to moderate level of information means the knowledge is just limited to the customers. The advertisers receive the advertisements from MOVING SPICE, but it is limited to them.

Bargaining Power of Suppliers

1. High availability of supply (weak)
2. A large number of vendors (weak)

The relation of high availability of supply with a larger number of suppliers and vendors reduces the negotiation power effect on the MOVING SPICE. That shows MOVING SPICE can switch from one supplier to another supplier easily.

Threat of Substitutes or Substitution

The threats for MOVING SPICE are the substitutes that include the other food channels and firms that are operating in the same field. The threats are the low switching cost and the high number of available substitutes. They both are moderate. Customers can move and switch easily from MOVING SPICE to any other food firm because of the low switching cost.

Threat of New Entrants or New Entry

There are some threats for new enterers, like the moderate cost of operating a business that can let other companies operate and organize the same business. The brand development is weak because it is not easy to develop the brand as it is high in cost. Besides this, it is not easy for the other companies to sustain themselves in the market because MOVING SPICE has already held a name in the market because of the innovation factor.

1.2: The Strength And Overall Case:

The strategy is based on the differentiation technique as MOVING SPICE truck is a different concept that is not very common. This is the competitive advantage of MOVING SPICE, which can attract different customers.

2.1: Business Objectives And Strategies:

Marketing Strategy:

To launch its business in the international market of the U.K., MOVING SPICE is trying to create some marketing strategies that are based on the vision of the company. The marketing strategy helps the company to execute its product in the market that can give the maximum output to the industry. The strategies are the backbone of any company to create a brand image and brand recognition among the customers (Wirtz & Lovelock 2016).

2.2: Business Operation And Management Details:

Management team and employees.

The management of Moving Spice is based on different departments and is looked after by the administration. The management team consists of high-end developers and skilled people who can run the business very well. Besides this, the cooking team consists of different chefs who are famous for their expertise.

Organizational Chart

2.3: Promotion And Marketing Plan:

Price:

Initially, the offered price will be low, not very high, because at the start, the price will be based on the introductory offer that will last for a few days after the inauguration. After that, the random price will be based on high rates because this product is primarily for the upper class, so the costs will be high too, with the value addition of music, environment and other things that satisfy the requirements of the people. Different deals will be created on an occasion basis that would be of low cost. This will let other people take the benefits of the low-cost deal.

Place:

The geographical location of U.K has been selected due to the celebrities who live there. There is a Hollywood industry that can help the brand MOVING SPICE to get fame around the world as this concept can be taken in the shoots and advertisements too. So the U.K. cannot only be a destination, but it can develop some more new destinations by making the MOVING SPICE truck famous around the world. In the future, some more areas can be selected too to place the MOVING SPICE truck, but currently, the main target is the food streets of the U.K.

Product:

The product is a MOVING SPICE truck; the MOVING SPICE is a moveable truck that provides food to the consumer. This product has been formed to diversify the food industry so that the food is not limited to restaurants and hotels. This concept of the truck can be a great source of attraction for the people. The product is based on the diverting the food plans of the customers that now food is not just limited to the malls and restaurants.

Promotion:

To promote the MOVING SPICE truck, for a few days, different trucks will be roaming around in the city so that everyone can come to know about our offering to the public. We will offer free testing service on our first three days. Besides this, we will offer 50% off the price on the second entry, which would be an introductory offer to attract food lovers. Moreover, posters, billboards and other ATL and BTL activities will be conducted, including the balloon advertisement and aerial advertisements. The different other modes of promotion can be focused too. MOVING SPICE can focus on the marketing alliance with Coke to make the brand more famous.

Research and development.

Before the launch of Moving Different Spice researchers have been done that helped to find what the people are looking for. Besides this MOVING SPICE is investing a lot towards research and development to provide the best comfort and delicious level to people.

Production processes.

The production process of MOVING SPICE is based on the cooking of food. The process is based on the order that people are going to make and then the order would be processed by the waiter to the chef.

Inventory control systems.

To serve the customers, the inventory holding should be maintained because when the customer needs something, there should be no shortage.

Quality assurance methods.

There are different methods that can be a great help to maintain the quality one of them is feedback from the customers. The feedback that is based on critiques is one of the best methods that can help to keep the place.

2.4: Forecasting And Budgeting:

Financial projections:

All amount is measured in dollars.

Assets	Amount (dollars)
Current Assets	
Cash	2500000
Account receivable	200000
Inventory	1000000
Total current assets	3200000
Fixed Assets	1800000
Total Assets	5000000
Liabilities and Capital	

Current liabilities	2000000
Accounts payable	500000
Long term liabilities	700000
Capital	1800000
Total liabilities	5000000

Funding request

Amount of funds needed

The startup of MOVING SPICE would need different funding in order to launch its operations in the desired areas. What can be done is that the partnership method can be chosen in order to bring more investment to the business.

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