



(Logo created by Author using Canva, 2022)



DoMy Assignmentuk

Business Development Plan prepared by:

MBA Student, York St John University

14/01/2022



Executive Summary

This business plan focuses on the project Planet Based, a take-out plant-based café aimed at filling the gap of missing options for people following a plant-based diet. The analysis conducted on customers, industry and finances in the sections of this paper have identified the

viability and relevance of the business idea, therefore based on the results obtained the business idea could be implemented successfully.

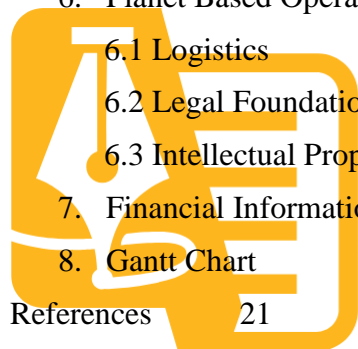


DoMy Assignmentuk

Table of contents

Executive Summary	4
Table of Contents	5
List of Figures	6
1. Contextualising Planet Based	7

2. Planet Based Business Description	8
2.1 Enterprise Typology	8
2.2 Geographical Positioning and Reach	8
2.3 Market Life Cycle	9
3. Description of Product/Service	10
4. Market Analysis	12
4.1 Customer Primary Research	12
4.2 Planet Based competitive environment	13
4.3 Macro-environmental analysis	14
4.4 Business Model Canvas	15
5. Marketing Strategy	15
5.1 Mission and Vision statement	15
5.2 Planet Based Value Proposition and Marketing Mix	16
5.3 Communication Plan and Channels	17
6. Planet Based Operations and Logistics	18
6.1 Logistics	18
6.2 Legal Foundation	18
6.3 Intellectual Property and Risk Management	18
7. Financial Information	19
8. Gantt Chart	19
References	21
Appendix I	28



DoMy
Assignmentuk

List of Figures

Figure 1. Planet Based Location (Google.com/maps, 2022)	9
Figure 2. The Market life cycle (Burns, 2016, p. 120)	10
Figure 3. App Concept. Created using Canva (2022)	13
Figure 4. Business Model Canvas. Adapted from: Osterwalder and Pigneur (2010)	15

Figure 5. Planet Based Marketing Mix	17
Figure 6. Financial cash flow forecast for Plant Based	19
Figure 7. Balance Sheet for Plant Based	20
Figure 8. Gantt chart for Planet Based Project. Adapted from: Clark, Polakov and Trabold (1923).	20



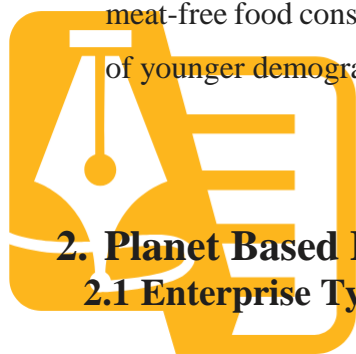
**DoMy
Assignmentuk**

1. Contextualizing PLANET BASED

The new age brought by increasing effects of globalisation, as well as regular developments in social, economic and technological dimensions, have caused the business environment to change dynamically (Jahan et al. 2021). Still, as accentuated by the findings of Beumer, Figge and Elliott (2018), this has also created a context where organisations are driven by an individualist perspective causing issues related to climate change, economy and health. Additionally, as emphasised by numerous recent studies, given the increased information available on sustainability issues, a shift in consumer behaviour and lifestyles occurred (Khan et al. 2020). Moreover, sustainability and ethics in business are increasingly influencing consumer choices, especially when it comes to food consumption (Cohen 2020; Wang et al. 2019; Saari et

al. 2021; Savelli et al. 2019; Nosi et al. 2020; Hunecke and Richter, 2019). Consequently, the work Gregori et al. (2019) emphasise that the factors previously introduced have created a gap in the industry, where sustainable entrepreneurs create financially viable businesses, while also creating environmental and social value.

In this context, during the past years several academic studies have found that plantbased diets play a fundamental role in the transition towards a more sustainable future, while also producing huge health benefits for the consumers (Sabate and Soret, 2014; Vinnari and Vinnari, 2014; Perez-Cueto, 2020; Lacour et al. 2018; Sadhukhan et al. 2020). In the UK alone, as stated by the last Statista (2021) industry report, there is a growing interest in reducing meat consumption. Additionally, the report emphasises that that the current sales revenue of vegan and vegetarian food and drink amounts to £1.1 bn yearly and 3% of the population follows a vegan diet, while 11% of the population follows a vegetarian diet (Statista, 2021). Finally, the report stresses that meat-free food consumption will grow in the years to come, given the increased interest of younger demographics in such diets (Statista, 2021).



DoMy

2. Planet Based Business Description

2.1 Enterprise Typology

Assignmentuk

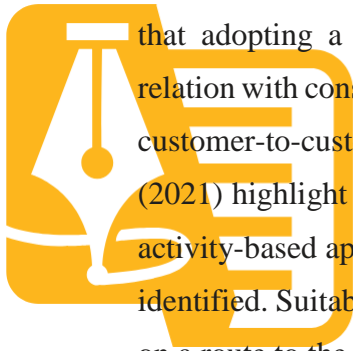
Research conducted by Pohjolainen, Vinnari and Jokinen (2015) on consumer perceived barriers to following a plant-based diet has identified difficulty in preparing such foods as a main barrier to the diet. Accordingly, Planet Based concentrates on the development of a sustainable focused take-out café serving consumers fresh plant-based food and drinks, in an area which is lacking a similar outlet, therefore filling a gap in the local market.

As previously introduced, Planet Based will serve the niche market as well as the general public with food and drinks products made from plant-based ingredients. Although a limited number of seats will be available within the outlet, the main revenue will consist of take-out items, which will enable the enterprise in its starting stages to reduce the cost of labour (Darnihamedani et al. 2018). Moreover, as found by Guillard et al. (2018) a further problem of the food and drinks industry is represented by the persistent plastic waste created by food packaging. To address

this, Planet Based will adopt bio-degradable packaging made from recycled materials. Furthermore, to address the issue of carbon emissions, the outlet will be powered by suppliers of green energy (Trovato, Nocera and Giuffrida, 2020). Additionally, to contribute to the reduction of food waste, the enterprise will seek agreements with local suppliers of fruit and vegetables to ensure the procurement of primary ingredients 'too ugly to sell' or close to the 'use by' date (Van Giesen and de Hooge, 2019). Finally, to further eradicate the waste within the value chain of the enterprise, all products unsold by the end of the shift will be donated to local food banks.

2.2 Geographical Position and Reach

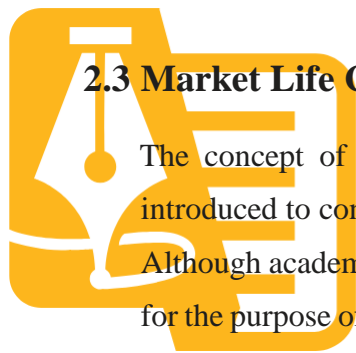
Although the enterprise aims at quickly growing and expanding the concept onto more outlets, given the constraints of a start-up, it will follow a more refined local strategy. Accordingly, the work of Coca-Stefaniak, Parker and Rees (2010) suggests that adopting a localisation strategy for small retailers creates an interpersonal relation with consumers which in turn can translate into benefits from word-of-mouth customer-to-customer marketing. Additionally, the findings of Mumford et al. (2021) highlight that through a narrow local classification of the area, based on the activity-based approach, appropriate retail locations with maximised footfall can be identified. Suitably, as indicated in Figure 1, Planet Based first outlet will be located on a route to the York City Centre and in proximity of York St John University and the NHS York Hospital. In such regard, Statista (2021) indicates vegetarianism and veganism in the UK are more popular among the ages 18-24 and the proximity to a university, where these age groups are more common, could represent a success factor.



**DoMy
Assignmentuk**



Figure 1. Planet Based Location (Google.com/maps, 2022).



2.3 Market Life Cycle

The concept of Market Product life cycle refers to the period a product is introduced to consumers until its removed from the market (Rink and Swan, 1979). Although academic studies present variations for the model, as indicated in Figure 2, for the purpose of analysis of the plant-based industry the five-stages model has been adopted, more specifically: completely new, emerging, growing, mature and declining (Burns, 2016). As indicated by different recent industry reports, the plantbased market is an emerging market foreseen to grow at an average of 11% by 2027 (Research and Markets, 2021; Fortune Business Insights, 2021; Statista 2021; EMR

2021). This, as presented by Burns (2016) presents several implications for Planet Based as a new start-up. On one hand, as advantages, few competitors are present in the market, the consumer niche is defined in the early stages, processes and procedures can still be improved through trial and error, and finally the first mover advantage still plays a significant role (Kumar and Srivastava, 2020; Buchanan, English and Gordon, 2011). On the other hand, Burns (2016) advises that marketing costs can still represent a barrier for start-ups in the emerging stage.

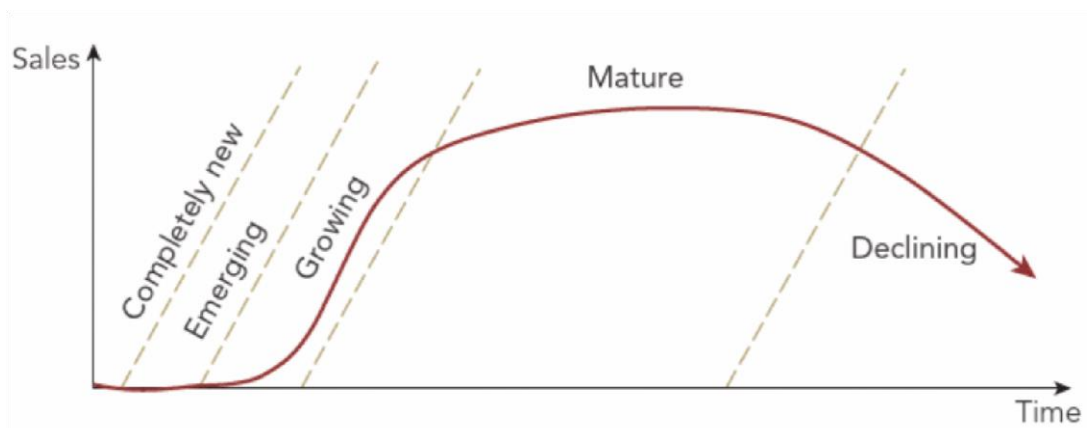
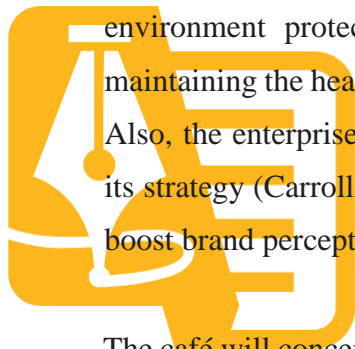


Figure 2. The Market life cycle (Burns, 2016, p. 120)

3. Description of Product/Service

Planet Based aims to be an all-around sustainable company creating economic, social and environmental value. Hence, the service and products provided by the enterprise will be environmentally friendly, respecting all available scientific data in terms of environment protection and the products sold will be aimed at improving and maintaining the health of the customers (Jones, Hillier and Comfort, 2016; Lim, 2016). Also, the enterprise will proactively adopt Corporate Social Responsibility as part of its strategy (Carroll, 2015). As indicated by the findings of Advantage (2020) this can boost brand perception and improve competitive advantage.

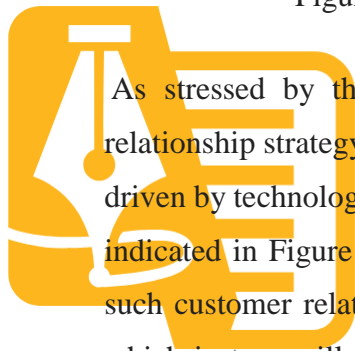


DoMy Assignmentuk

The café will concentrate on featuring a plant-based menu influenced by seasonality of products, further adding to the sustainability of the enterprise (Higgins-Desbiolles and Wijesinghe, 2019). To ensure that the coffee beans used by the company have been produced in a responsible manner, the café will only use fair-trade coffee (Andorfer and Liebe, 2015). The drinks menu will also feature cold pressed juices. As emphasised by the research of Khaksar, Assatarakul and Sirikantaramas (2019), cold pressed juices when refrigerated present higher nutritional values for a period of five days and consumers generally perceive cold-pressed products to be of higher quality. The menu will feature cold takeaway food in the form of sandwiches, wraps and salads freshly prepared daily, which upon decision of the customer can be warmed up. The decision of selling cold products is dictated by the UK taxation system which classify take-out cold food and drink as zero-rated, therefore VAT free (Gov.uk, 2022a).



Figure 3. App Concept. Created using Canva (2022).

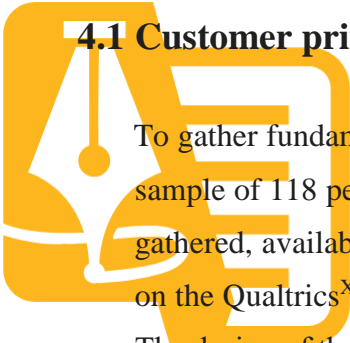


As stressed by the work of Krämer, Tschilzik and Bongaerts (2017) customer relationship strategy and management play a fundamental role in the modern industry, driven by technology. To address this, Planet Based will develop a smartphone app, as indicated in Figure 3. The findings of Lee and Lee (2015) indicate that investing in such customer relationship strategies can produce several benefits for the company, which in turn will enhance customer value. In addition, The Planet Based App will allow to improve customer loyalty through generation of points for repeated custom, reach higher customer engagement levels by connecting the app to the social media channels, measure customer insights and have a direct avenue for customer feedback. Furthermore, the app will enable to develop affiliate marketing with its loyal customers. More specifically, customers will be able to recommend Planet Based to friends and family and a unique code will be generated. Upon a purchase in the store through the code generated, the customer who has generated the code will receive points, which will be transformed into discounts and free items. As emphasised by the work of Olbrich et al. (2019), affiliate marketing represents an innovation avenue for small firms and start-ups to increase revenue through a form of free marketing, from which Planet Based could significantly benefit giving the financial constraints of a start-up. Finally, the app will give the possibility to send the purchase receipts directly to customers' smartphone, further contributing to the reduction of waste created.

4. Market Analysis

Preceding the launch of any type of enterprise, extensive industry research must be carried out to test the viability of the business concept. Prior to the launch of Planet Based, research will be conducted to contribute to the customer knowledge, profitability and competition. The research will consist of two types of research, desk research and field research. The work of Burns (2016) cautions that in order to be relevant, research must be conducted on data that is not outdated. Appropriately, Planet Based in-depth research will include customer research carried out in the period 2021-2022 and the application of three academic models, Porter's Five Forces to analyse the company's competitive environment, Pestel Analysis to analyse the external macro-environment and the Business Model Canvas to develop a rationale on how the organisation will create, deliver and capture value (Becker and Jaakkola, 2020; Porter, 1979; Osterwalder and Pigneur, 2010; Shtal et al. 2018).

4.1 Customer primary research



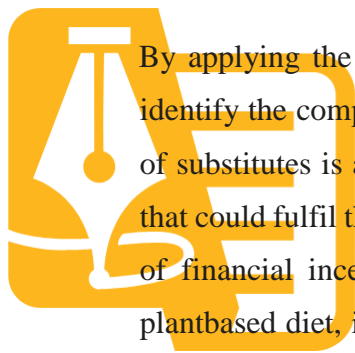
To gather fundamental customer insights, quantitative research was conducted on a sample of 118 persons and has produced 117 valid responses. The information was gathered, available in Appendix I, from a self-administered online survey provided on the QualtricsSM platform during the period 2 February 2021 to 11 January 2022. The design of the survey was aimed at defining customers' view of sustainable food products and their purchasing behaviour in relation to these products. The survey has been distributed using York St John email database. This further brings to the relevance of the primary research conducted as Planet Based will be conveniently located in proximity of the University. Although the findings identified a reduced number of respondents following a plant-based diet, 8 vegetarian and 6 vegan, approximately 60% of the respondents (N=70) have declared to have a tendency to purchase food and drink products considered to be sustainable. Additionally, 48% of the respondents (N=57) have indicated to pursue a 'mixed healthy diet'.

Furthermore, the respondents have identified the perceived health benefits as a main purchasing decisional point when purchasing food and drink products. Finally, the correlation analysis has identified significant relationships between the intention to purchase sustainable alimentary products and the variables health consciousness and trust in sustainable products. Moreover, in the sample studied, the correlation

analysis has also identified a significant positive relationship between the intention to purchase sustainable alimentary products and the willingness to pay higher amounts for such products.

4.2 Planet Based competitive environment

To analyse the competitive environment of Planet Based, Porter Five Forces model has been adopted. The model ideated by Porter (1979) is aimed at identifying and analysing the five competitive forces that shape every industry's strength and weakness, frequently applied to shape organisational strategy. Although it is argued that the framework might be outdated given the dynamic hypercompetitive business environment of the 21st century, the work of Dalen (2014) argues that even if the features that shape the industry have changed, the framework cannot be considered outdated or irrelevant (Isabelle et al. 2020).



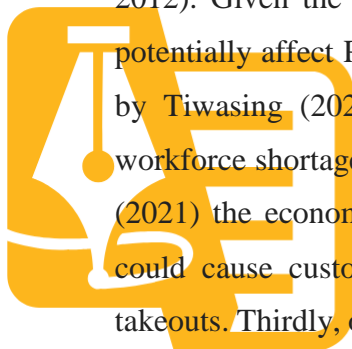
By applying the Porter Five Forces framework to Planet Based, it is possible to identify the competitive environment of the plant-based industry. Firstly, the threat of substitutes is assumed to be low. Porter (2007) indicates substitutes as products that could fulfil the same function and could cause the customers to switch by means of financial incentive. Given the distinctive beliefs of the customers conducting a plantbased diet, it is unlikely that they would renounce to their beliefs to switch to more cost-effective products (Miki et al. 2020). Secondly, the bargaining power of buyers is considered to be medium-low. Again, Porter (2007) relates the power of buyers to the influence they have on controlling the prices due to the number of substitutes in the industry. As the plant-based industry is an emergent one, there are not many alternatives in the market, therefore the bargaining power of buyers is assumed to be medium-low. Thirdly, the power of suppliers, which relates to suppliers' power to increase prices for primary goods or reduce product quality, is considered to be low (Porter, 2007). Planet Based will initiate as a local café and a multitude of options

DoMyAssignment

for supply are available in the area. Fourthly, the threat of new entrants, which is described by Porter (2007) as a result of the barriers to entry in the industry, is identified as high, because of the low financial barriers to entry and the attractiveness of an emergent industry. However, as stressed in the previous sections of this report, Planet Based could benefit of the ‘first mover’ advantage to build brand loyalty (Burns, 2016). Finally, given the features previously analysed, the overall rivalry in the industry can be assumed to be medium-low.

4.3 Macro-environmental analysis

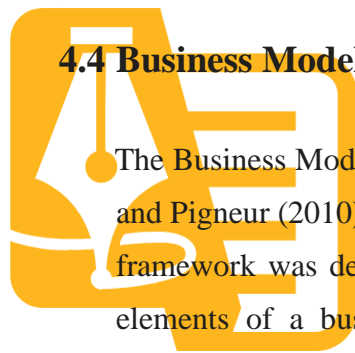
A PESTEL analysis is a framework adopted by organisations to analyse the external macro-environmental factors that could affect the organisation, examining the political, economic, social, technological, environmental and legal factors (Yüksel, 2012). Given the restraints, the paper will only introduce the factors that could potentially affect Planet Based. Firstly, in relation to the political factors, as found by Tiwasing (2021) Brexit could negatively affect the enterprise in terms of workforce shortages. Secondly, as economic factors, as observed by Almeida et al. (2021) the economic uncertainty and impact brought by the Covid-19 pandemic could cause customers to reduce the disposable income and avoid purchasing takeouts. Thirdly, on social factors, as previously emphasised the plant-based diet is becoming increasingly adopted by different demographics, which could have a positive effect on the enterprise (Statista, 2021). Fourthly, as a legal-environmental factor, as stressed by Hagmann et al. (2019) a widely discussed carbon tax could be introduced. Planet Based would potentially gain competitive advantage from such an introduction, as from its setting the enterprise focuses on organisational sustainability. Finally, as a legal factor, the hospitality industry could face further restrictions due to the Covid-19 pandemic (Gursoy and Chi, 2020). However, the enterprise could potentially benefit from it as it is designed to mainly trade as a takeout.



DoMy
Assignment.tuk

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMERS RELATIONSHIPS	CUSTOMER SEGMENTS
Plant-based ingredients suppliers Loyal customers for affiliate marketing	Production and sale of plant-based food and drinks Marketing activities	Unique value proposition in the area of take-out sustainable, plant-based food and drinks	Communities – Provision of plant-based food and drinks to the niche market	Vegetarians Vegans Health-conscious <u>general public</u>
	KEY RESOURCES		CHANNELS	
	Financial – income from sales Physical – material assets Human – Environmentally and health-conscious staff		Direct sales	
COST STRUCTURE		REVENUE STREAMS		
Fixed and Variable costs such as: labour, insurance, cost of sales and marketing		Recurring revenue from sales		

4.4 Business Model Canvas



DoMy Assignment

The Business Model Canvas is a strategic management tool ideated by Osterwalder and Pigneur (2010) aimed at assessing and visualizing a business idea. This popular framework was designed to provide an easier way to overview the different components of a business, in contrast to the conventional business plan (Keane, Cormican and Sheahan, 2018). In this regard, the study carried out by Ladd (2018) found that there is a discrepancy between hypothesis in the model and actual performance. Contrarily, Umar, Sasongko and Aguzman (2018) argue that the model represents a fundamental tool for drawing strategy in small business. The model is usually presented as a three-layer overlooking environmental, economic and social areas (Osterwalder and Pigneur, 2010). However, given the restraints of the paper, as presented in Figure 4, in this section only the economic layer has been analysed.

Figure 4. Business Model Canvas. Adapted from: Osterwalder and Pigneur (2010).

5. Marketing Strategy

5.1 Mission and Vision statement

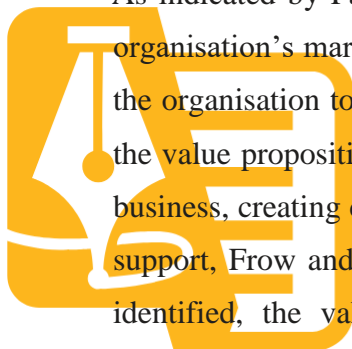
As defined by Bowen (2018) on one hand, the mission statement outlines an organisation's purpose and primary objectives, one the other hand, the vision

statement is also connected to the purpose, but it focuses more on goals and aspirations. Additionally, as indicated by Burns (2016) the vision and mission statements enable organisations to share their core beliefs with the stakeholders and general public. Moreover, it embodies a basic aspect that has great importance for the organisation (Burns, 2016). Hence, the mission and vision statements for Planet Based can be formulated as following:

- **Vision Statement:** Revolutionise the alimentary industry by creating value in a sustainable manner.
- **Mission Statement:** Promoting healthy people on a healthy planet.

5.2 Planet Based Value Proposition and Marketing Mix

As indicated by Payne, Frow and Eggert (2017) a value proposition is part of an organisation's marketing strategy and indicates the value vowed to be delivered by the organisation to its customers. In addition, Osterwalder et al. (2014) advise that the value proposition can assist organisations to tackle the core challenge of every business, creating compelling products and services customers want to purchase. In support, Frow and Payne (2016) indicate that when stakeholders are successfully identified, the value proposition strategy represents a key success factor for businesses. Given the relevance to Planet Based, the 4Ps marketing mix developed by Kotler (1994) has been adopted, as it focuses on price, product, promotion and place. Although the concept has been used for many years, the work of Lahtinen, Dietrich and Rundle-Thiele (2020) argues that the concept is still relevant to the modern business environment. Hence, Figure 5 shows the Marketing Mix for Planet Based, relevant to the main segments identified. As indicated in Figure 5 and as previously emphasised in this paper, Planet Based will integrate Corporate Social Responsibility and Sustainability at all levels of the organisation in order to create economic, social and environmental value.



DoMy
Assignment

Segment	Vegans and Vegetarians	Health-conscious customers	Environmentally conscious customers	Food Banks (General public in need)
Price	Value for money	Value for money	Value for money	Free goods
Promotion	Social media targeted marketing and affiliate marketing	Social media targeted marketing Focus on health benefits of plant-based products	Social media targeted marketing Focus on environmental sustainability of plant-based products	Desk research Direct Donation
Place	Planet based outlet point	Planet based outlet point	Planet based outlet point	Food banks
Product	Take-out food and drinks free from animal derivatives	Healthy food and drinks	Food and drinks produced in a sustainable manner, producing no waste or impact on the environment	Free healthy food and drinks for the people in need within the community

Figure 5. Planet Based Marketing Mix

5.3 Communication Plan and Channels

Considering the financial restraints of a start-up, Planet Based will mainly use Social Media platforms such as Facebook and Instagram, as well as email marketing and Google, given its cost-effective results (Poddar and Agarwal, 2019; Basri, 2020). Additionally, Sheth and Kellstadt (2021) suggest that the increasing data recognition points available on these platforms allow organisations to create relevant content and successfully target their preferred segment. The organisation will adopt Guerrilla Marketing and through its marketing messages will aim to inform and educate on the health and sustainability effects of alimentary products (Yuniarto et al. 2020). However, it is possible to foresee that the messages conveyed on social media will raise controversy from meat-lovers and climate change deniers (Samantray and Pin, 2019; Harvey et al. 2018; Sanford et al. 2021). However, multiple studies indicate that adopting such a strategy can produce beneficial results in terms of brand awareness and recognition (Yildiz, 2017; Ahmed et al. 2020; Gupta and Singh,

2017). In addition, as previously introduced in the paper, the company will make use of its loyal customers to further market the brand by the adoption of affiliate marketing techniques (Olbrich et al. 2019).

6. Planet Based Operations and Logistics

6.1 Logistics

The products and service provided by Planet Based are classified as consumer goods (Burns, 2016). The products produced by the business will be directly sold to the customers through its outlet point. However, if the sales foreseen by the financial part, which will be introduced in the following sections of this paper, will not be met, the organisation will take into consideration the partnership with delivery platforms such as Deliveroo, JustEat and Uber Eats to increase revenue (Richardson, 2020).

6.2 Legal Foundation

The legal foundation of the Planet Based will be limited company, as it provides benefits such as the possibility to claim business expenses, zero-rated VAT for sales of cold take-out food and drinks, increased credibility of the business and greater opportunity for tax planning (Gov.uk, 2022a; Gov.uk, 2022b). However, as downside a limited company requires a certain amount of paperwork such as PAYE, company tax and corporation tax, therefore extra accountancy costs will be involved (Gov.uk, 2022b).

6.3 Intellectual Property and Risk Management

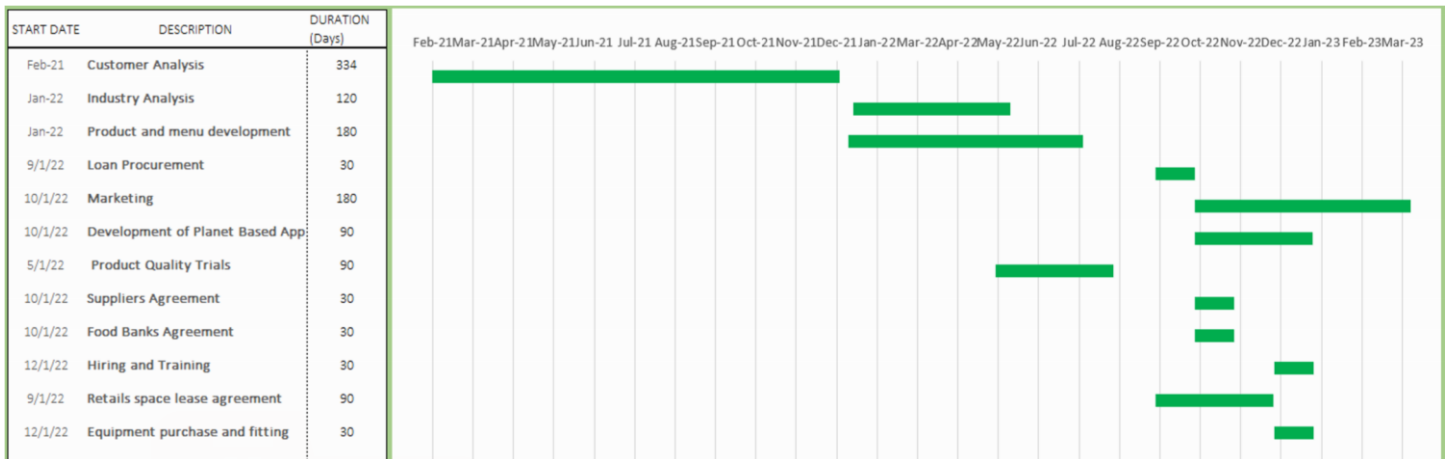
By analysing Planet Based is possible to identify two main risks. The first risk is related the financial survival for the initial period of business. As stressed in the 'Logistics' section of the paper, if the financial performance foreseen will not be met, the organisation will seek partnership with delivery platforms to increase revenue (Richardson, 2020). The second risk is related to the intellectual property. In order to achieve its growth and expansion aims, Planet Based must build and protect its brand from improper appropriation. Hence, the Planet Based brand will trademark its intellectual property (Castaldi, 2018; Burns, 2016).

Cash Flow Forecast for Plant Based 2023													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	£	£	£	£	£	£	£	£	£	£	£	£	£
Receipts													
Cash Sales	30643	18083	18083	21670	21670	14466	9042	12850	21670	18083	16274	14466	217000
Loan	25000												25000
Capital	20000												20000
Total Receipts	75643	18083	18083	21670	21670	14466	9042	12850	21670	18083	16274	14466	262000
Payments													
Purchases	7967	4702	4702	5634	5634	3761	2351	3341	5634	4702	4231	3761	56420
Fixed Assets	17000												17000
Rent	800	800	800	800	800	800	800	800	800	800	800	800	9600
Utilities	400	380	350	300	300	200	200	200	300	350	380	300	3660
Business Rates	375	375	375	375	375	375	375	375	375	375	375	375	4500
Telephone	80	80	80	80	80	80	80	80	80	80	80	80	960
Salaries	4644	4320	4644	4644	4644	3612	3612	3612	4644	4644	3612	3612	50244
Marketing/Advertising	2500	200	200	200	200	200	200	200	500	200	200	200	5000
Accountancy	29	29	29	29	29	29	29	29	29	29	29	29	350
Loan Repayment	417	417	417	417	417	417	417	417	416	416	416	416	5000
Interest	140	140	140	140	140	140	140	140	140	140	140	140	1680
Total Payments	34352	11443	11737	12619	12619	9614	8204	9194	12918	11736	10263	9713	154414
Net Tax (reclaimable)			7164			3168			3116			3080	16527
Opening Bank Balance	0	41291	47931	61441	70491	79542	87562	88400	92056	103923	110270	116281	0
Add receipts	75643	18083	25247	21670	21670	17634	9042	12850	24786	18083	16274	17546	278527
Less payments	34352	11443	11737	12619	12619	9614	8204	9194	12918	11736	10263	9713	154414
Closing Bank Balance	41291	47931	61441	70491	79542	87562	88400	92056	103923	110270	116281	124113	124113

7. Financial Information

Financial forecasting represents one of the major challenges when drawing a project for a new venture (Burns, 2016). Although different methods of forecasting are available, this paper will concentrate its efforts onto a year cash flow forecast and a balance sheet (Timmermann, 2018). Accordingly, Figure 6 offers an overview of the forecasted cash flow for first year of trading for Plant Based. Assumptions have been made by considering the financial data available on the café industry in the UK published by Sage (Cooper, 2021). As distinguished on Figure 6, January is expected to be the busiest month for Planet Based, due to the ‘Veganuary’ trend and the University’s summer and winter breaks will represent quieter periods for the enterprise (Vorster, 2020; Veganuary.com, 2021). Additionally, Figure 7 indicates the balance sheet of Planet Based as at 31 December 2023, in relation to liabilities and assets (Burns, 2016).

Figure 6. Financial cash flow forecast for Plant Based



Balance Sheet for Planet Based 31st Dec 2023			
		£	£
Fixed Assets at cost			17000
Less Depreciation			3400
Net Book value			13600
Current Assets			
Cash at bank		124113	
Inventory		1880	
		125993	
Current Liabilities			
Payables		1800	
			Accrued expenses at year end
Net Current Assets			124193
Long Term Debt			20000
			4 years of repayment remaining
Net Assets/Liabilities			117793
Equity			
Capital			20000
Profit/(loss)			97793
Total Equity			117793

Figure 7. Balance Sheet for Plant Based.

8. Gantt Chart

Figure 8. Gantt chart for Planet Based Project. Adapted from: Clark, Polakov and Trabold (1923).

The Gant Chart is a popular bar chart that illustrates a project schedule by indicating the relationship between activities involved and schedule status (Robles, 2018).

Furthermore, Robles (2018) suggests that adopting the planning tool aids management in the successful implementation of all the different stages in the project. Contrarily, Liu and Hao (2021) argue that although it provides a useful planning tool, the chart cannot take into consideration unpredicted factors during the implementation stage. Accordingly, Figure 8 above indicates the schedule of the key milestones involved in the Planet Based Project.

Reference List

Advantage, C. (2020) Corporate Social Responsibility. *CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies*, pp. 65-78.

Ahmed, R.R., Qureshi, J.A., Štreimikienė, D., Vveinhardt, J. and Soomro, R.H. (2020) Guerrilla marketing trends for sustainable solutions: Evidence from SEM-based multivariate and conditional process approaches. *Journal of business economics and management*, 21(3), pp.851-871.

Almeida, V., Barrios, S., Christl, M., De Poli, S., Tumino, A. and van der Wielen, W. (2021) The impact of COVID-19 on households' income in the EU. *The Journal of Economic Inequality*, pp.1-19.

Andorfer, V.A. and Liebe, U. (2015) Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee. *Social science research*, 52, pp.330-350.

Basri, W. (2020) Examining the impact of artificial intelligence (AI)-assisted social media marketing on the performance of small and medium enterprises: toward effective business management in the Saudi Arabian context. *International Journal of Computational Intelligence Systems*, 13(1), pp.142-152.

Becker, L. and Jaakkola, E. (2020) Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), pp.630-648.

Beumer, C., Figge, L. and Elliott, J. (2018) The sustainability of globalisation: Including the 'social robustness criterion'. *Journal of cleaner production*, 179, pp.704-715.

Bowen, S.A. (2018) Mission and vision. *The international encyclopedia of strategic communication*, pp.1-9.

Buchanan, B.G., English II, P.C. and Gordon, R. (2011) Emerging market benefits, investability and the rule of law. *Emerging markets review*, 12(1), pp.47-60.

Burns, P. (2016) *Entrepreneurship and small business*. Palgrave Macmillan Limited, London.

Carroll, A.B. (2015) Corporate social responsibility. *Organizational dynamics*, 44(2), pp.87-96.

Castaldi, C. (2018) To trademark or not to trademark: The case of the creative and cultural industries. *Research Policy*, 47(3), pp.606-616.

Clark, W., Polakov, W. N. and Trabold, F. W. (1923) *The Gantt chart: a working tool of management*. New York, Ronald Press.

Coca-Stefaniak, J.A., Parker, C. and Rees, P., 2010. Localisation as a marketing strategy for small retailers. *International Journal of Retail & Distribution Management*, 38(9), pp. 677-697.

Cohen, M.J. (2020) Does the COVID-19 outbreak mark the onset of a sustainable consumption transition?. *Sustainability: Science, Practice and Policy*, 16(1), pp.1-3.

Cooper, T. (2021) *How much profit do coffee shops make annually?* [Internet]. Available from: <https://www.sage.com/en-gb/blog/how-much-profit-coffee-shops-annually/> [Accessed 9th January 2022].

Dälken, F. (2014) *Are Porter's five competitive forces still applicable? A critical examination concerning the relevance for today's business* (Bachelor's thesis, University of Twente).

Darnihamedani, P., Block, J.H., Hessels, J. and Simonyan, A. (2018) Taxes, start-up costs, and innovative entrepreneurship. *Small Business Economics*, 51(2), pp.355-369.

EMR (2021) *Vegan food Market Report* [Internet]. Available from: <https://www.expertmarketresearch.com/reports/vegan-food-market> [Accessed 5th January 2022].

Fortune Business Insight (2021) *Meat substitutes market industry report* [Internet]. Available from: <https://www.fortunebusinessinsights.com/industry-reports/meat-substitutes-market100239> [Accessed 11th January 2022].

Frow, P. and Payne, A. (2011) A stakeholder perspective of the value proposition concept. *European journal of marketing*, 45(1/2), pp. 223-240.

Google.com/maps (2022) *36A Clarence Street, York* [Internet]. Available from: <https://www.google.com/maps/place/36a+Clarence+St,+York+YO31+7DE,+UK/@53.9666503,-1.0846405,17z/data=!3m1!4b1!4m5!3m4!1s0x487931a143818afb:0x927b787e7a030efc!8m2!3d53.9666503!4d-1.0824518?hl=en-IT> [Accessed 8th January 2022].

Gov.uk (2022a) *Catering, take-away food and VAT notice* [Internet]. Available from: <https://www.gov.uk/guidance/catering-takeaway-food-and-vat-notice-7091> [Accessed 9th January 2022].

Gov.uk (2022b) *Limited Company Formation* [Internet]. Available from: <https://www.gov.uk/limited-company-formation> [Accessed 10th January 2022].

Gregori, P., Wdowiak, M.A., Schwarz, E.J. and Holzmann, P. (2019) Exploring value creation in sustainable entrepreneurship: Insights from the institutional logics perspective and the business model lens. *Sustainability*, 11(9), p.2505.

Guillard, V., Gaucel, S., Fornaciari, C., Angellier-Coussy, H., Buche, P. and Gontard, N. (2018) The next generation of sustainable food packaging to preserve our environment in a circular economy context. *Frontiers in nutrition*, 5, p.121.

Gupta, H. and Singh, S. (2017) Sustainable practices through green guerrilla marketing—an innovative approach. *Journal on Innovation and Sustainability RISUS*, 8(2), pp.61-78.

Gursoy, D. and Chi, C.G. (2020) Effects of COVID-19 pandemic on hospitality industry: Review of the current situations and a research agenda. *Journal of Hospitality Marketing & Management*, 29(5), pp.527-529.

Hagmann, D., Ho, E.H. and Loewenstein, G. (2019) Nudging out support for a carbon tax. *Nature Climate Change*, 9(6), pp.484-489.

Harvey, J.A., Van Den Berg, D., Ellers, J., Kampen, R., Crowther, T.W., Roessingh, P., Verheggen, B., Nuijten, R.J., Post, E., Lewandowsky, S. and Stirling, I. (2018) Internet blogs, polar bears, and climate-change denial by proxy. *BioScience*, 68(4), pp.281-287.

Higgins-Desbiolles, F. and Wijesinghe, G. (2019) The critical capacities of restaurants as facilitators for transformations to sustainability. *Journal of Sustainable Tourism*, 27(7), pp. 1080-1105.

Hunecke, M. and Richter, N. (2019) Mindfulness, construction of meaning, and sustainable food consumption. *Mindfulness*, 10(3), pp.446-458.

Isabelle, D., Horak, K., McKinnon, S. and Palumbo, C. (2020) Is Porter's Five Forces Framework Still Relevant? A study of the capital/labour intensity continuum via mining and IT industries. *Technology Innovation Management Review*, 10(6), pp. 28-41.

Jahan, S., Alrajawy, I., Ali, S.A. and Martin, P. (2020) ANALYSING THE IMPACT OF GLOBALISATION ON BUSINESS PERFORMANCE: CASE OF UAE FOOD INDUSTRY. *International Journal for Quality Research*, 15(2), pp. 665-678.

Jones, P., Hillier, D. and Comfort, D. (2016) Sustainability in the hospitality industry: Some personal reflections on corporate challenges and research agendas. *International Journal of Contemporary Hospitality Management*, 28(1), pp. 36-67.

Keane, S.F., Cormican, K.T. and Sheahan, J.N. (2018) Comparing how entrepreneurs and managers represent the elements of the business model canvas. *Journal of Business Venturing Insights*, 9, pp.65-74.

Khaksar, G., Assatarakul, K. and Sirikantaramas, S. (2019) Effect of cold-pressed and normal centrifugal juicing on quality attributes of fresh juices: do cold-pressed juices harbor a superior nutritional quality and antioxidant capacity?. *Heliyon*, 5(6), p.e01917.

Khan, M.S., Saengon, P., Alganad, A.M.N., Chongcharoen, D. and Farrukh, M. (2020) Consumer green behaviour: An approach towards environmental sustainability. *Sustainable Development*, 28(5), pp.1168-1180.

Kotler, P. (1994) Reconceptualizing marketing: an interview with Philip Kotler. *European Management Journal*, 12(4), pp.353-361.

- Krämer, A., Tachizik, T. and Bongaerts, R. (2017) Technology and disruption: How the new customer relationship influences the corporate strategy. In *Phantom ex machina* (pp. 53-70). Springer, Cham.
- Kumar, V. and Srivastava, R. (2020) New perspectives on business model innovations in emerging markets. *Journal of the Academy of Marketing Science*, 48(5), pp.815-825.
- Lacour, C., Seconda, L., Allès, B., Herberg, S., Langevin, B., Pointereau, P., Lairon, D., Baudry, J. and Kesse-Guyot, E. (2018) Environmental impacts of plant-based diets: how does organic food consumption contribute to environmental sustainability?. *Frontiers in nutrition*, 5, p.8.
- Ladd, T. (2018) Does the business model canvas drive venture success?. *Journal of Research in Marketing and Entrepreneurship*, 20(1), pp. 57-69.
- Lahtinen, V., Dietrich, T. and Rundle-Thiele, S. (2020) Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), pp. 357-375.
- Lee, I. and Lee, K. (2015) The Internet of Things (IoT): Applications, investments, and challenges for enterprises. *Business Horizons*, 58(4), pp.431-440.
- Lim, W.M. (2016) Creativity and sustainability in hospitality and tourism. *Tourism Management Perspectives*, 18, pp.161-167.
- Liu, S. and Hao, W. (2021) Forecasting the scheduling issues in engineering project management: Applications of deep learning models. *Future Generation Computer Systems*, 123, pp.85-93.
- Miki, A.J., Livingston, K.A., Karlson, M.T., Polta, S.C. and Medendorp, J.M. (2020) Using evidence mapping to examine motivations for following plant-based diets. *Current developments in nutrition*, 4(3), p.nzaa013.
- Mumford, C., Parker, C., Ntounis, N. and Dargan, E. (2021) Footfall signatures and volumes: Towards a classification of UK centres. *Environment and Planning B: Urban Analytics and City Science*, 48(6), pp.1495-1510.
- Nosi, C., Zollo, L., Rialti, R. and Ciappei, C. (2020) Sustainable consumption in organic food buying behavior: the case of quinoa. *British Food Journal*, 122(3), pp. 976-994.
- Olbrich, R., Schultz, C.D. and Bormann, P.M. (2019) The effect of social media and advertising activities on affiliate marketing. *International Journal of Internet Marketing and Advertising*, 13(1), pp.47-72.
- Olbrich, R., Schultz, C.D. and Bormann, P.M. (2019) The effect of social media and advertising activities on affiliate marketing. *International Journal of Internet Marketing and Advertising*, 13(1), pp.47-72.
- Osterwalder, A. and Pigneur, Y. (2010) *Business model generation: a handbook for visionaries, game changers, and challengers* (Vol. 1). John Wiley & Sons, New Jersey.

- Osterwalder, A., Pigneur, Y., Bernarda, G. and Smith, A. (2014) *Value proposition design: How to create products and services customers want*. 2nd ed. John Wiley & Sons, New Jersey.
- Payne, A., Frow, P. and Eggert, A. (2017) The customer value proposition: evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*, 45(4), pp.467-489.
- Perez-Cueto, F.J. (2020) Sustainability, health and consumer insights for plant-based food innovation. *International Journal of Food Design*, 5(1-2), pp.139-148.
- Poddar, N. and Agarwal, D. (2019) A comparative study of application effectiveness between digital and social media marketing for sustainability of start-ups. *International Journal of Business Insights & Transformation*, 12(2), pp.50-54.
- Pohjolainen, P., Vinnari, M. and Jokinen, P. (2015) Consumers' perceived barriers to following a plant-based diet. *British Food Journal*, 117(3), pp. 1150-1167.
- Porter, M.E. (1979) The structure within industries and companies' performance. *The review of economics and statistics*, 61(2), pp.214-227.
- Porter, M.E. (2007) Understanding industry structure. *Harvard Business School*, 13, pp.1-16.
- Research and Markets (2021) *Global plant-based food market report 2020* [Internet]. Available from: <https://www.prnewswire.com/news-releases/global-plant-based-food-market-report-2020-2027-rising-industry-concentration-with-growth-in-mergers-and-acquisitions-in-the-plant-based-products-space-301268737.html> [Accessed 11 January 2022].
- Richardson, L. (2020) Platforms, markets, and contingent calculation: The flexible arrangement of the delivered meal. *Antipode*, 52(3), pp.619-636.
- Rink, D.R. and Swan, J.E. (1979) Product life cycle research: A literature review. *Journal of business Research*, 7(3), pp.219-242.
- Robles, V.D. (2018) Visualizing Certainty: What the Cultural History of the Gantt Chart Teaches Technical and Professional Communicators about Management. *Technical Communication Quarterly*, 27(4), pp.300-321.
- Saari, U.A., Damberg, S., Frömbling, L. and Ringle, C.M. (2021) Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention. *Ecological Economics*, 189, p.107155.
- Sabate, J. and Soret, S. (2014) Sustainability of plant-based diets: back to the future. *The American journal of clinical nutrition*, 100(1), pp.476S-482S.
- Sadhukhan, J., Dugmore, T.I., Matharu, A., Martinez-Hernandez, E., Aburto, J., Rahman, P.K. and Lynch, J. (2020) Perspectives on “game changer” global challenges for sustainable 21st century: plant-based diet, unavoidable food waste biorefining, and circular economy. *Sustainability*, 12(5), p.1976.
- Samantray, A. and Pin, P. (2019) Credibility of climate change denial in social media. *Palgrave Communications*, 5(1), pp.1-8.

Sanford, M., Painter, J., Yasseri, T. and Lorimer, J. (2021) Controversy around climate change reports: a case study of Twitter responses to the 2019 IPCC report on land. *Climatic change*, 167(3), pp.1-25.

Savelli, E., Murmura, F., Liberatore, L., Casolani, N. and Bravi, L. (2019) Consumer attitude and behaviour towards food quality among the young ones: Empirical evidences from a survey. *Total Quality Management & Business Excellence*, 30(1-2), pp.169-183.

Sheth, J. and Kellstadt, C.H. (2021) Next frontiers of research in data driven marketing: Will techniques keep up with data tsunami?. *Journal of Business Research*, 125, pp.780-784.

Shtal, T.V., Buriak, M., Ukubassova, G., Amirbekuly, Y., Toiboldinova, Z. and Tlegen, T. (2018) Methods of analysis of the external environment of business activities, 39(12), p. 22.

Statista (2021) *Veganism and Vegetarism in the United Kingdom – statistics & facts* [Internet]. Available from: <https://www.statista.com/topics/7297/veganism-in-the-unitedkingdom/#dossierKeyfigures> [Accessed 11th January 2022].

Timmermann, A. (2018) Forecasting methods in finance. *Annual Review of Financial Economics*, 10, pp.449-479.

Tiwasing, P. (2021) Brexit and skill shortages: an empirical analysis of UK SMEs. 739898418.

Trovato, M.R., Nocera, F. and Giuffrida, S. (2020) Life-cycle assessment and monetary measurements for the carbon footprint reduction of public buildings. *Sustainability*, 12(8), p.3460.

Umar, A., Sasongko, A.H. and Aguzman, G. (2018) Business model canvas as a solution for competing strategy of small business in Indonesia. *International Journal of Entrepreneurship*, 22(1), pp.1-9.

Van Giesen, R.I. and de Hooge, I.E. (2019) Too ugly, but I love its shape: Reducing food waste of suboptimal products with authenticity (and sustainability) positioning. *Food Quality and Preference*, 75, pp.249-259.

Veganuary.com (2021) *Veganuary 2021: The official results are in!* [Internet]. Available from: <https://veganuary.com/veganuary-2021-survey-results/> [Accessed 9th January 2022].

Vinnari, M. and Vinnari, E. (2014) A framework for sustainability transition: The case of plantbased diets. *Journal of agricultural and environmental ethics*, 27(3), pp.369-396.

Vorster, A. (2020) Passionate about plant-based. *South African Pharmaceutical and Cosmetic Review*, 47(1), pp.4-4.

Wang, C., Ghadimi, P., Lim, M.K. and Tseng, M.L. (2019) A literature review of sustainable consumption and production: A comparative analysis in developed and developing economies. *Journal of Cleaner Producti[on]*, 206, pp.741-754.

YILDIZ, S. (2017) EFFECTS OF GUERRILLA MARKETING ON BRAND AWARENESS AND CONSUMERS'PURCHASE INTENTION. *Global Journal of Economics and Business Studies*, 6(12), pp.177-185.

Yüksel, I. (2012) Developing a multi-criteria decision making model for PESTEL analysis. *International Journal of Business and Management*, 7(24), pp. 52-66.

Yuniarto, T., Adi, P.H., Setyanto, R.P. and Kaukab, M.E. (2020) Guerilla Marketing in the Context of Industry 4. 0. *Solid State Technol*, 63(6), pp.689-701.



**DoMy
Assignmentuk**

Appendix I

Customer Analysis

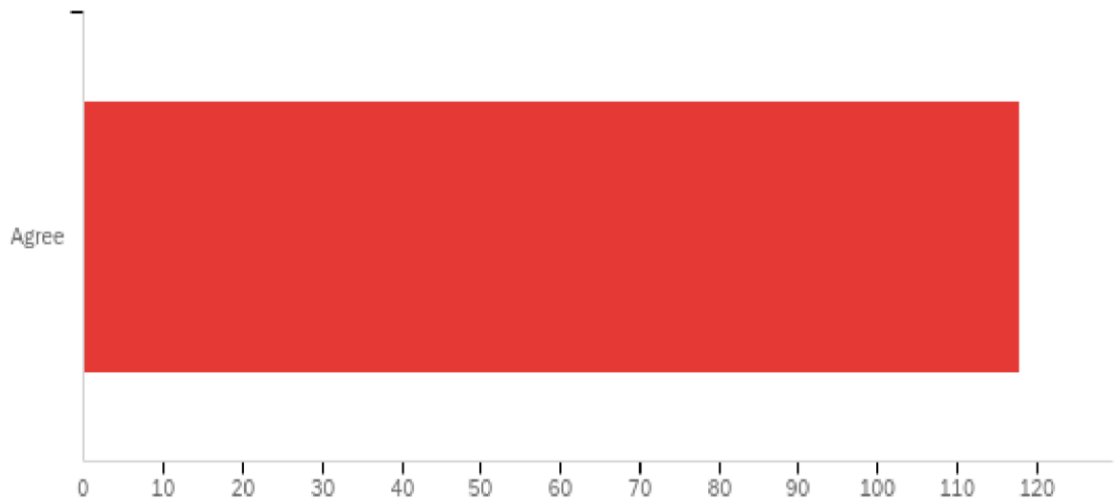
Consumer Behaviour Survey

January 11th 2022, 7:57 am MST

Q10 - Research Consent Form You are invited to participate in a web-based online survey on evaluating the role of different factors influencing consumer purchasing behaviour towards food products in the UK. This is a research project being conducted by Lucian Bolfa, a student at York St John University. Completing the survey should take approximately 5 minutes. **PARTICIPATION** Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time without penalty. You are free to decline to answer any question you do not wish to answer for any reason. **BENEFITS** Your responses may also help learn more about the factors influencing consumer purchasing behavior towards food & beverage products in the UK and provide practitioners with important information. You are therefore invited to reflect on the questions and answer in an honest manner. **RISK**ST here are no foreseeable risks involved in participating in this study. **CONFIDENTIALITY** Your survey answers will be stored in a password protected electronic format. Identifying information such as your name or IP address will not be collected. Your responses will be anonymous. No one will be able to identify you or your answers and your responses will not be kept for longer than the period of the study. **ELECTRONIC CONSENT:** Please select your choice below. If you do not wish to proceed, or do not wish to complete the survey, click the X in the top right-hand corner at any time to exit the survey. Clicking on the “Agree” button indicates that you have read the above information and you voluntarily agree to participate in the survey.



DoMy



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	<p>Research Consent Form You are invited to participate in a web based online survey on evaluating the role of different factors influencing consumer purchasing behavior towards food products in the UK. This is a research project being conducted by Lucian Bolfa, a student at York St John University. Completing the survey should take approximately 5 minutes.</p> <p>PARTICIPATION Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time without penalty. You are free to decline to answer any question you do not wish to answer for any reason.</p> <p>BENEFITSYour responses may also help learn more about the factors influencing consumer purchasing behavior towards food & beverage products in the UK and provide practitioners with important information. You are therefore invited to reflect on the questions and answer in an honest manner.</p> <p>RISKThere are no foreseeable risks</p>	1.00	1.00	1.00	0.00	0.00	118

DoMy Assignmentuk

involved in participating

CONFIDENTIALITY

Your survey answers
format. Identifying
IP address will not be
will be able to identify
kept for longer than the

in this study.

will be stored in a password protected electronic
information such as your name or
collected. Your responses will be anonymous. No one
you or your answers and your responses will not be
period of the study.



DoMy Assignmentuk

ELECTRONIC CONSENT: Please select your do not wish to proceed, or do not complete the survey, click the X corner at any time to exit the survey. Clicking on the “Agree” indicates that you have read the information and you voluntarily participate in the survey.

choice
wish to
in the

button
above
agree to

top

below.
right-

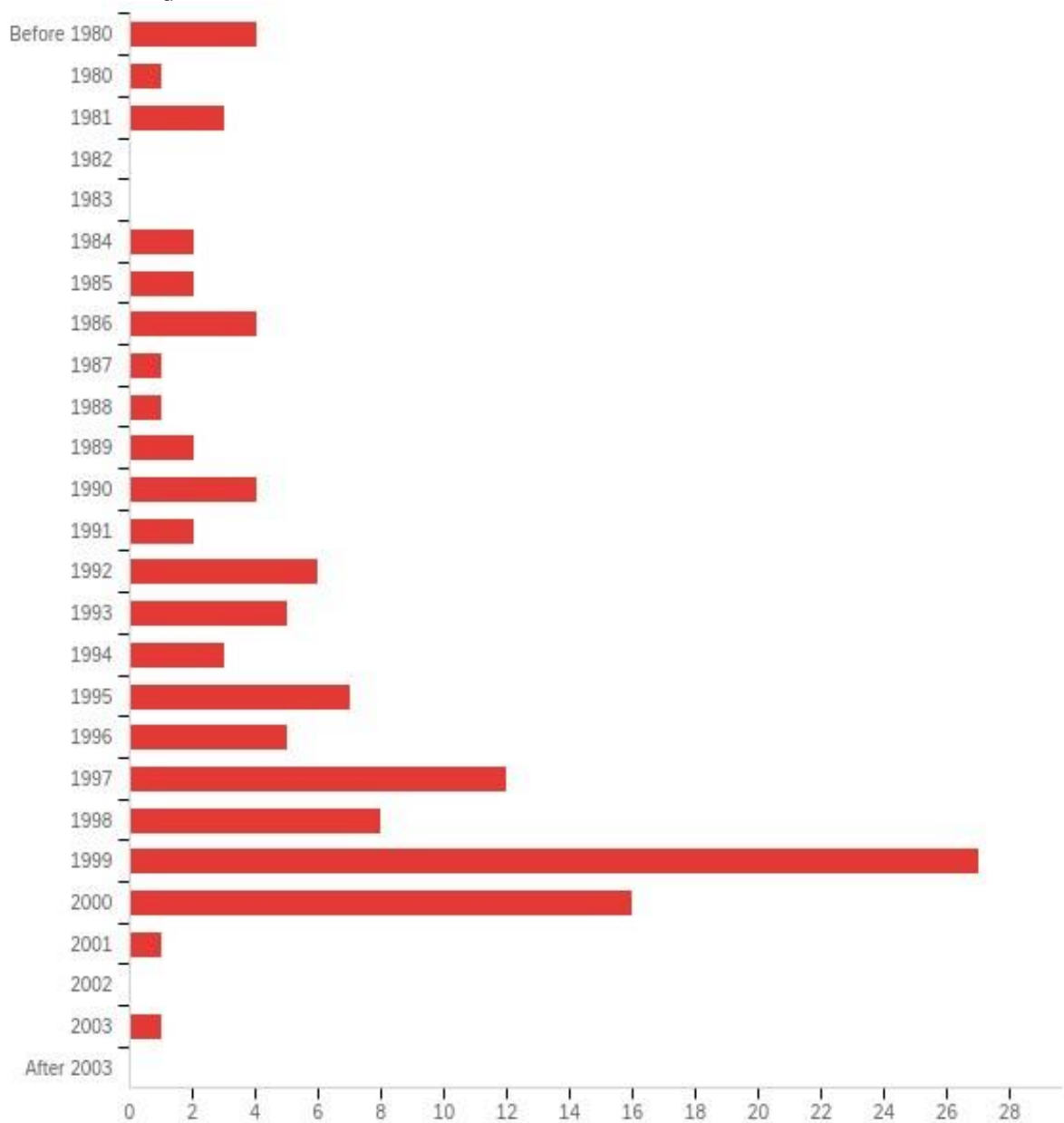
If you
hand



DoMy Assignmentuk

#	Answer	%	Count
1	Agree	100.00%	118
	Total	100%	118

Q1 When were you born?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When were you born?	1.00	25.00	16.74	5.88	34.58	117

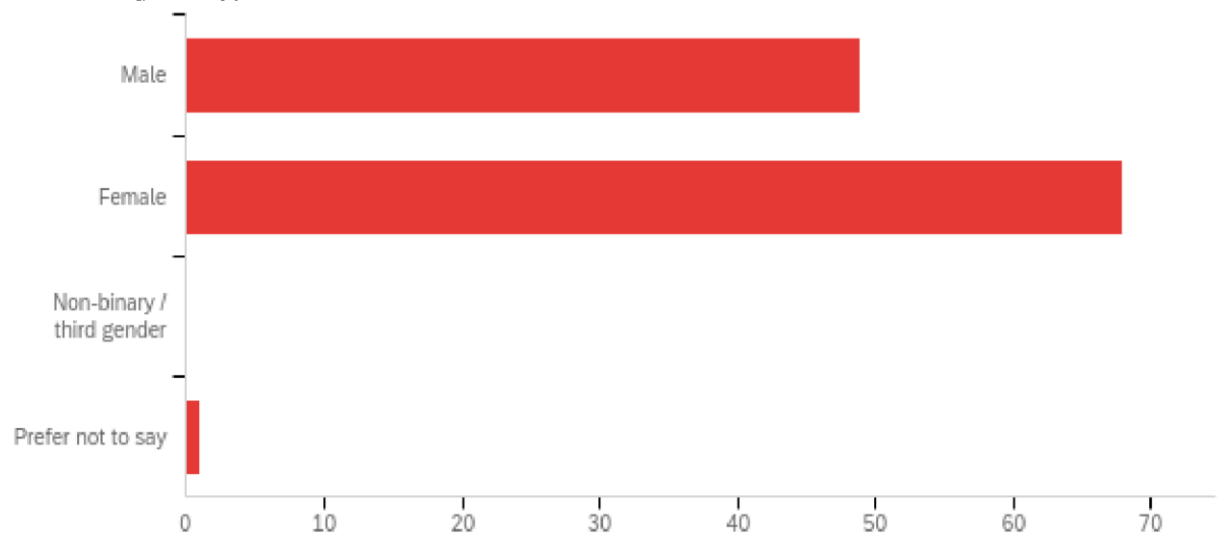
#	Answer	%	Count
1	Before 1980	3.42%	4
2	1980	0.85%	1

3	1981	2.56%	3
4	1982	0.00%	0
5	1983	0.00%	0
6	1984	1.71%	2
7	1985	1.71%	2
8	1986	3.42%	4
9	1987	0.85%	1
10	1988	0.85%	1
11	1989	1.71%	2
12	1990	3.42%	4
13	1991	1.71%	2
14	1992	5.13%	6
15	1993	4.27%	5
16	1994	2.56%	3
17	1995	5.98%	7
18	1996	4.27%	5
19	1997	10.26%	12
20	1998	6.84%	8
21	1999	23.08%	27
22	2000	13.68%	16
23	2001	0.85%	1
24	2002	0.00%	0
25	2003	0.85%	1
26	After 2003	0.00%	0
	Total	100%	117

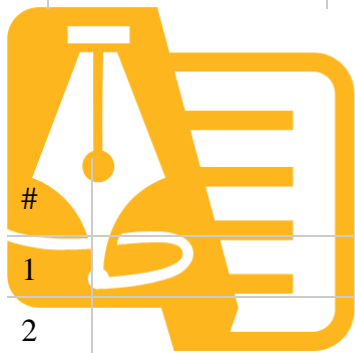


DoMy Assignmenttuk

Q2 Select your gender:

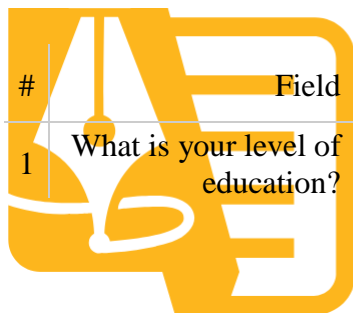
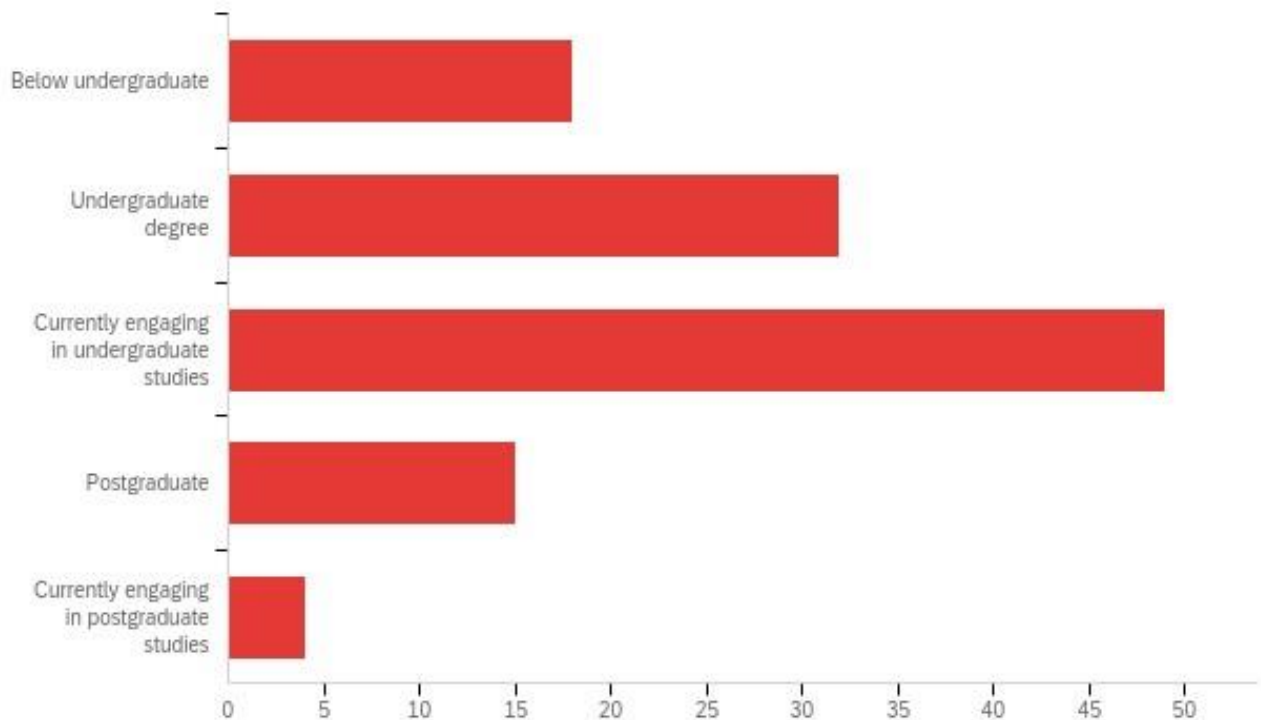


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Select your gender:	1.00	4.00	1.60	0.54	0.29	118



#	Answer	%	Count
1	Male	41.53%	49
2	Female	57.63%	68
3	Non-binary / third gender	0.00%	0
4	Prefer not to say	0.85%	1
	Total	100%	118

Q3 What is your level of education?

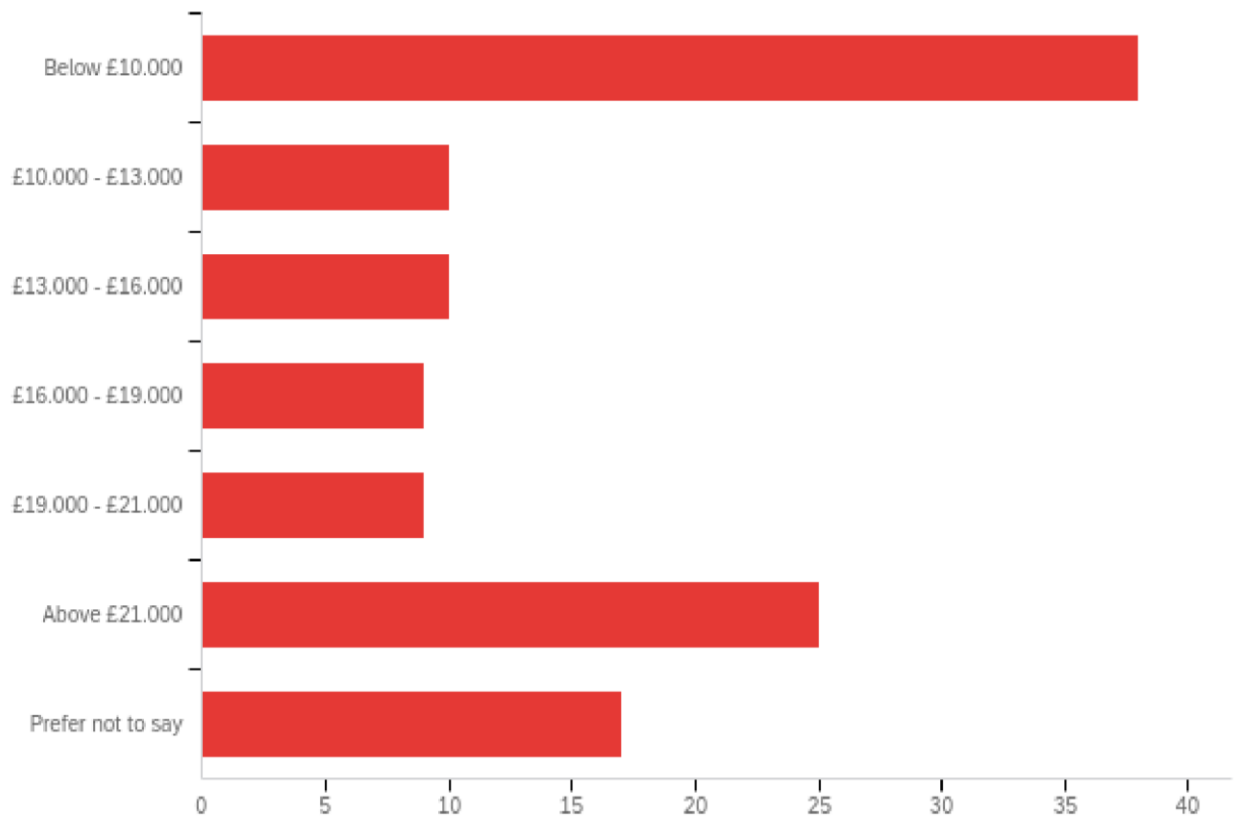


DoMy Assignmentuk

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your level of education?	1.00	5.00	2.62	1.00	1.00	118

#	Answer	%	Count
1	Below undergraduate	15.25%	18
2	Undergraduate degree	27.12%	32
3	Currently engaging in undergraduate studies	41.53%	49
4	Postgraduate	12.71%	15
5	Currently engaging in postgraduate studies	3.39%	4
	Total	100%	118

Q4 What is your annual income range?

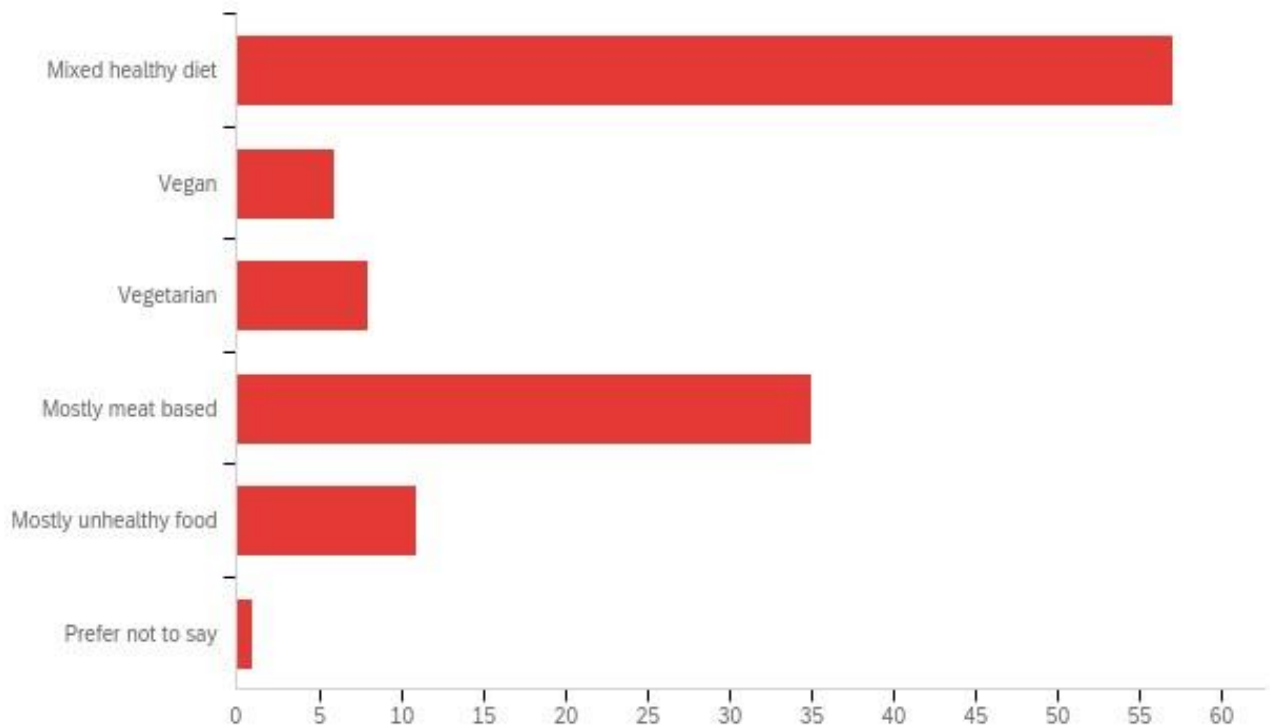


Survey Assignment

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your annual income range?	1.00	7.00	3.11	2.54	5.46	118

#	Answer	%	Count
1	Below £10,000	32.20%	38
2	£10,000 - £13,000	8.47%	10
3	£13,000 - £16,000	8.47%	10
4	£16,000 - £19,000	7.63%	9
5	£19,000 - £21,000	7.63%	9
6	Above £21,000	21.19%	25
7	Prefer not to say	14.41%	17
	Total	100%	118

Q5 How would you describe your diet?

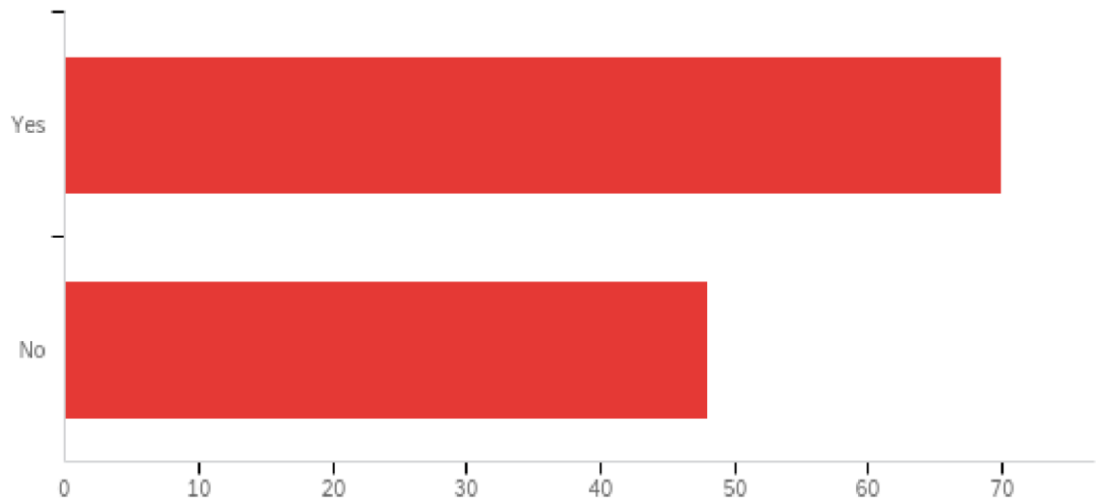


DoMyAssignment

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How would you describe your diet?	1.00	6.00	2.49	1.57	2.47	118

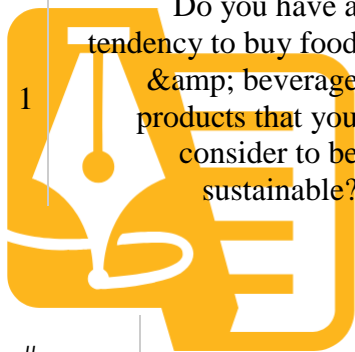
#	Answer	%	Count
1	Mixed healthy diet	48.31%	57
2	Vegan	5.08%	6
3	Vegetarian	6.78%	8
4	Mostly meat based	29.66%	35
5	Mostly unhealthy food	9.32%	11
6	Prefer not to say	0.85%	1
	Total	100%	118

Q6 Do you have a tendency to buy food products that you consider to be sustainable?



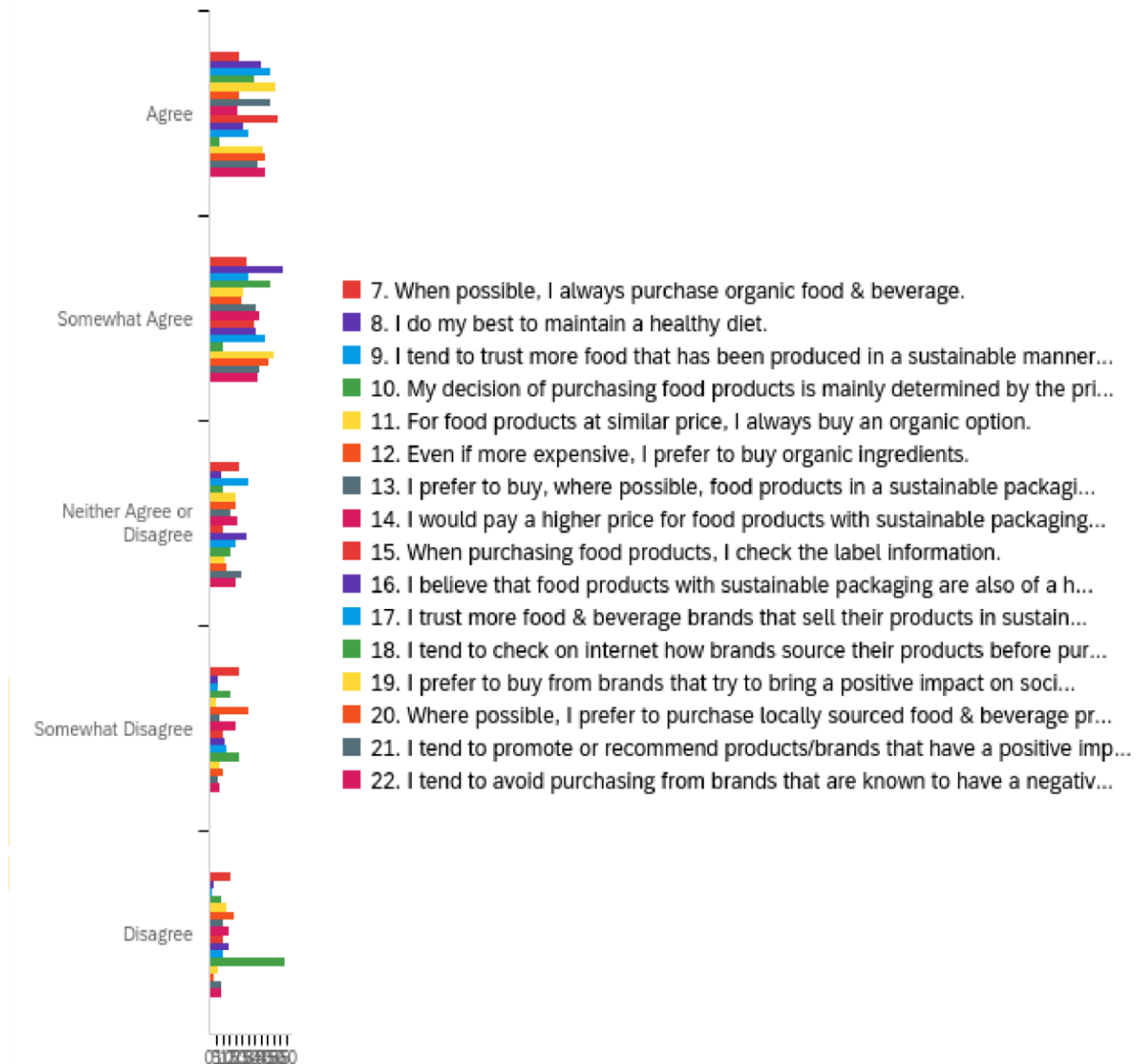
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you have a tendency to buy food & beverage products that you consider to be sustainable?	1.00	2.00	1.41	0.49	0.24	118

#	Answer	%	Count
1	Yes	59.32%	70
2	No	40.68%	48
	Total	100%	118



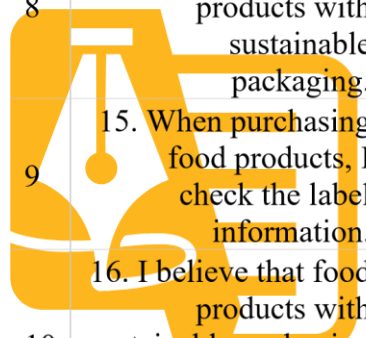
**DoMy
Assignmentuk**

Q0 To what degree do the following statements correspond to you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	7. When possible, I always purchase organic food & beverage.	1.00	5.00	2.84	1.35	1.81	118
2	8. I do my best to maintain a healthy diet.	1.00	5.00	1.92	0.94	0.89	117
3	9. I tend to trust more food that has been produced in a sustainable manner.	1.00	5.00	2.03	1.02	1.05	118

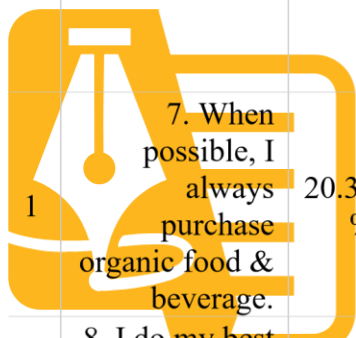
4	10. My decision of purchasing food products is mainly determined by the price of the product.	1.00	5.00	2.30	1.24	1.53	118
5	11. For food products at similar price, I always buy an organic option.	1.00	5.00	2.17	1.35	1.82	118
6	12. Even if more expensive, I prefer to buy organic ingredients.	1.00	5.00	2.96	1.39	1.92	118
7	13. I prefer to buy, where possible, food products in a sustainable packaging.	1.00	5.00	2.12	1.25	1.56	118
8	14. I would pay a higher price for food products with sustainable packaging.	1.00	5.00	2.72	1.29	1.68	118
9	15. When purchasing food products, I check the label information.	1.00	5.00	2.06	1.28	1.63	118
10	16. I believe that food products with sustainable packaging are also of a higher quality.	1.00	5.00	2.61	1.28	1.64	118
11	17. I trust more food & beverage brands that sell their products in sustainable packaging.	1.00	5.00	2.42	1.24	1.53	118
12	18. I tend to check on internet how brands source their products before purchase.	1.00	5.00	3.97	1.28	1.63	118
13	19. I prefer to buy from brands that try to bring a positive impact on society/environment.	1.00	5.00	2.03	1.09	1.19	118
14	20. Where possible, I prefer to purchase	1.00	5.00	2.02	1.07	1.14	118



DoMy Assignmenttuk

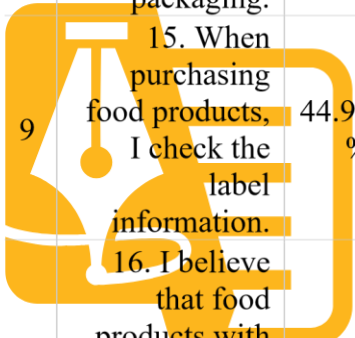
	locally sourced food & beverage products.								
15	21. I tend to promote or recommend products/brands that have a positive impact on society/environment.	1.00	5.00	2.24	1.18	1.40	118		
16	22. I tend to avoid purchasing from brands that are known to have a negative impact on society/environment.	1.00	5.00	2.16	1.21	1.47	118		

#	Question	Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Disagree	Total
1	7. When possible, I always purchase organic food & beverage.	20.34%	24.58%	20.34%	20.34%	14.41%	118
2	8. I do my best to maintain a healthy diet.	35.04%	48.72%	7.69%	5.98%	2.56%	117
3	9. I tend to trust more food that has been produced in a sustainable manner.	39.83%	26.27%	26.27%	5.93%	1.69%	118
4	10. My decision of purchasing food products is mainly determined by the price of the product.	29.66%	39.83%	9.32%	13.56%	7.63%	118
5	11. For food products at	44.07%	22.88%	16.95%	4.24%	11.86%	118



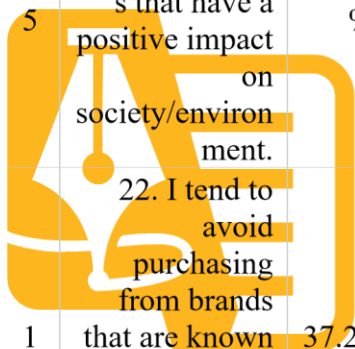
DoMy Assignment **tuk**

	similar price, I always buy an organic option.											
6	12. Even if more expensive, I prefer to buy organic ingredients.	20.34 %	24	21.19%	25	16.95 %	20	25.42%	30	16.10 %	19	118
7	13. I prefer to buy, where possible, food products in a sustainable packaging.	40.68 %	48	30.51%	36	13.56 %	16	6.78%	8	8.47%	10	118
8	14. I would pay a higher price for food products with sustainable packaging.	18.64 %	22	33.05%	39	18.64 %	22	16.95%	20	12.71 %	15	118
9	15. When purchasing food products, I check the label information.	44.92 %	53	29.66%	35	8.47%	10	8.47%	10	8.47%	10	118
10	16. I believe that food products with sustainable packaging are also of a higher quality.	22.03 %	26	30.51%	36	24.58 %	29	10.17%	12	12.71 %	15	118
11	17. I trust more food & beverage brands that sell their products in sustainable packaging.	25.42 %	30	36.44%	43	17.80 %	21	11.02%	13	9.32%	11	118
12	18. I tend to check on internet how brands source their products before purchase.	6.78 %	8	9.32%	11	14.41 %	17	19.49%	23	50.00 %	59	118



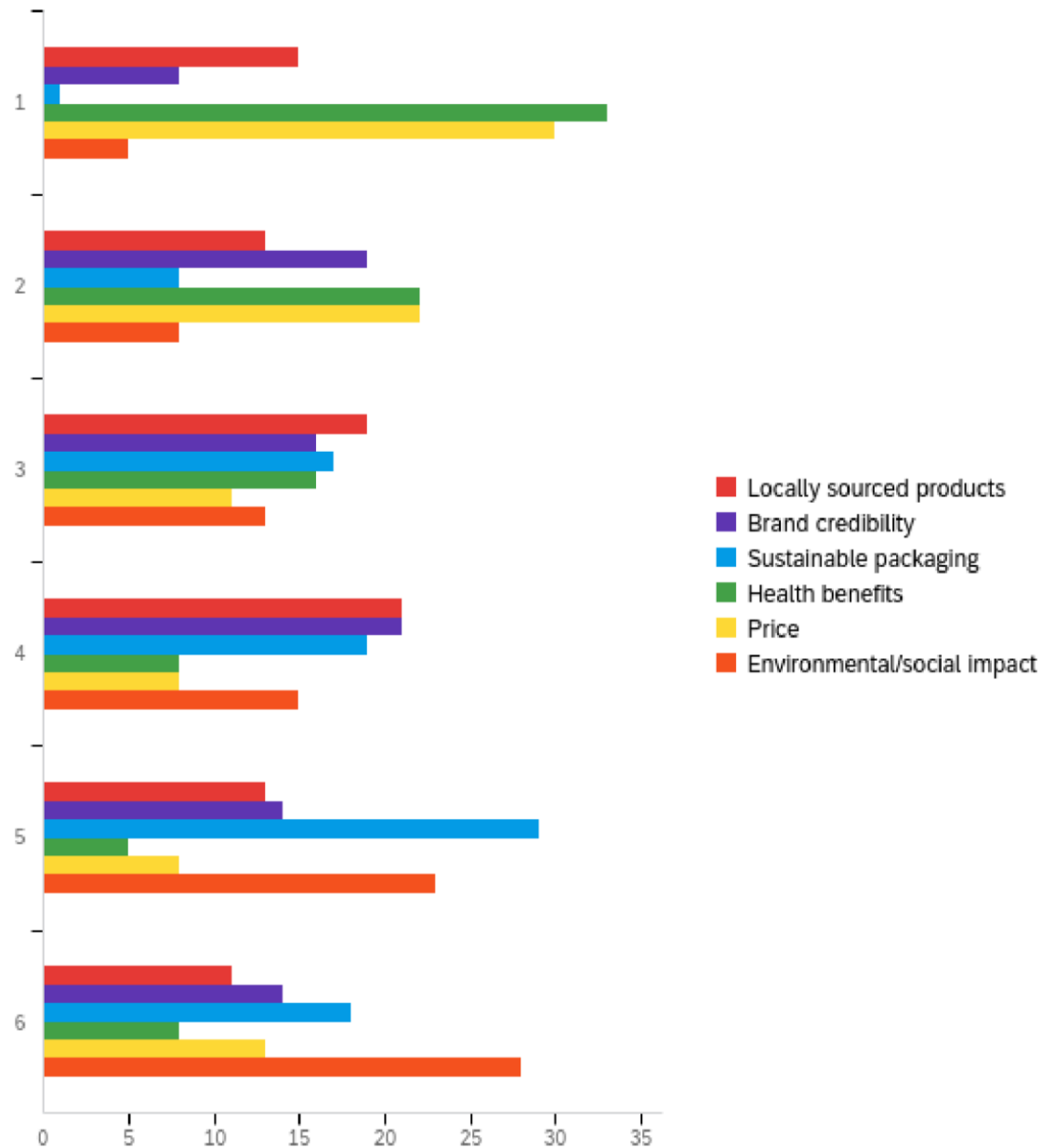
DoMy Assignmentuk

1 3	19. I prefer to buy from brands that try to bring a positive impact on society/environment.	35.59 %	4 2	42.37%	5 0	10.17 %	1 2	6.78%	8	5.08%	6	118
1 4	20. Where possible, I prefer to purchase locally sourced food & beverage products.	37.29 %	4 4	38.98%	4 6	11.86 %	1 4	8.47%	1 0	3.39%	4	118
1 5	21. I tend to promote or recommend products/brands that have a positive impact on society/environment.	32.20 %	3 8	33.05%	3 9	21.19 %	2 5	5.93%	7	7.63%	9	118
1 6	22. I tend to avoid purchasing from brands that are known to have a negative impact on society/environment.	37.29 %	4 4	31.36%	3 7	16.95 %	2 0	6.78%	8	7.63%	9	118



DoMy Assignmentuk

Q23 - Arrange the following characteristics in order of importance to you when purchasing food & beverage products:(Drag and drop)



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Locally sourced products	1.00	6.00	3.40	1.58	2.50	92
2	Brand credibility	1.00	6.00	3.61	1.55	2.39	92
3	Sustainable packaging	1.00	6.00	4.32	1.28	1.63	92
4	Health benefits	1.00	6.00	2.50	1.58	2.51	92
5	Price	1.00	6.00	2.79	1.79	3.21	92
6	Environmental/social impact	1.00	6.00	4.38	1.52	2.30	92

#	Question	1	2	3	4	5	Tot
	6						al
	Locally						
		16.3	1	14.1	1	20.6	1
1	sourced	11.9	1			22.8	2
		92				14.1	1
	Brand	0% 5 3% 3 5% 9 3% 1 3% 3 6% 1 products					
2	15.2	8.70	20.6	1	17.3	1	22.8
	8	1				2	15.2
	92 credibility % 5% 9 9% 6 3% 1 2% 4 2% 4 Sustainable 1.09						8.70
3	18.4	1	20.6	1	31.5	2	19.5
	1	8	92 packaging %				
	9	7%	8 Health	35.8	3	23.9	2
	8.70	5.43	8.70				
4	8	5	8	92 benefits	7%	3	1%
	%	%	%				
		32.6	3	23.9	2	11.9	1
5	Price	8	8	92			
		1%	0	1%	2	6%	1
	Environmenta					%	%
6	l/social	5.43	8.70	14.1	16.3	1	25.0
		5	8	92			2
		%	%	3%	3 0%	5 0%	3 3%
							8 impact



DoMy Assignmenttuk