

# Comments on bp 3

Business



Comment on Report of Team 28 The approach of the company to include and interlink all important stakeholders together in the network map will allow the company to come up with better communication and knowledge management strategies. The company strives to provide value to all important stakeholders and is clear in its perspective. This is the strong point of the business plan. The team presented clear models and metrics which are important in order to generate revenue. It can be said that the team has been able to include every aspect in this regard and is also considering the process of repeat purchase.

The company will outsource some of its operations and will enter into a contract with the website development company in order to come up with attractive website. The team has effectively defined and elaborated all important elements and processes involved in the operation and transaction. The team has also included the elements of customer service and customer relationship management in order to make sure that the high customer value is provided to all customers. The company will also use social media techniques in order to market and promote the website and attract more traffic.

The business model of the company is bit complicated as it involves several virtual links and partners. But the business model canvas provided by the team in the appendix has made it easier to comprehend the complete links and connections among all important partners and also has explained clearly how the business will operate. Lastly, the team has been able to calculate the cost behind the whole business model and has included all important costs and expenses in order to come up with more realistic figures.

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The major strength of this business plan is the testing of the product at the target market before launching it. This will allow the company to come up with the final product which accords with the needs and demands of the customers and there will be relatively less chances of rejection or failure. All the feedbacks and comments generated as a result of this pre-launch testing will be used by the company in order to improve the final product. This testing also allowed the company to identify the most profitable target segment.

The company relies on heavy input from the customers and devises strategies accordingly. This, in turn, will allow increasing the customers' satisfaction and attracting more customers. The main idea behind the whole business is to provide the eating products to the customers on mobile trucks and vehicles. This will allow the company to control the operating cost. The team has clearly identifies the elements and factors which should be taken care of in order to make sure that the company is able to run its operations smoothly. This includes the work permit. As mentioned before, the main focus of the company is to satisfy the customers; for this reasons, another purpose behind using trucks is to park close to the customers in order to save their time.

The company is also considerate about the quality of the food products and is using high quality and hygienic ingredients. The cost model is designed in such a way that the customers are provided with high quality product at lower cost. All important variable and fixed costs have been taken into account to come up with final estimation regarding financials. The company has presented the breakdown of the cost of the individual product along with

other costs and expenses. One main drawback of the business plan is that no marketing and promotional strategies are provided.