

Ayurvedic porridge

1. Business Proposition:

1.1 Introduction:

Sugary cereals are being replaced by porridge in the UK since 2008 as porridge is considered to be a healthy breakfast option in the country (Ragozzino, 2021). The porridge provides more energy for conducting activities during the whole day. Considering the importance of porridge almost 49% of British consumers eat a cup of porridge every day (Stones, 2013). Consumers have become habitual of eating porridge due to its benefits for health. Asha Foods has planned to launch Ayurvedic Porridge packed and ready to use after microwaving to facilitate the customers in doing a healthy breakfast. The diseases are taken as by-products of stress and imbalance of a person's consciousness believed in Ayurveda which is an Indian concept about health and disease (Stones, 2013). Asha Foods is a privately owned corporation located in London, UK to provide healthy products at affordable prices. The company will establish a storage facility in the UK to provide readily cooked Ayurvedic Porridge imported from India packed in compostable packs. The product will be distributed to specifically Indian convenient stores in the UK and to other stores demanding the Ayurvedic Porridge for retailing and distributing purposes (Shalini, 2020). The business premises will be open from 5 am to 8 pm to provide the products for the stores within peak demand hours. The timing hours in the UK mainly start from 8.30 am to 6 pm so the working class will be in need to take breakfast before 8 am and after closing the office the working class may be in need to eat porridge for getting more energy (Monterey, 2022).



Ayurvedic porridge Image 1 (Ragozzino, 2021)

The business organization will hire 2 managers, 1 cashier, and 2 workers for loading and unload the porridge for delivering the product at the convenience stores. At the start of business, the company will put effort to minimize the operating expenses as there will not be enough business revenue to cover the expenses so fewer employees will be hired. The managers will be responsible for distributing the product at all the stores which will be contacted for selling the product, marketing the product on social media and other channels, and launching promotional campaigns for increasing sales of the products and attracting more stores in the UK. The mission of Asha Foods is to boost the immunity of people in the UK and for this purpose, the Ayurvedic Porridge will be provided to customers who are conscious of their health and want to improve their immunity against different diseases. It is observed that the covid-19 pandemic disease has made people more conscious about their health and are more interested to boost their immunity (Schori, 2020). Asha Foods' business goals and objectives include the following:

- To boost the immunity of the people of the UK.
- To be the first choice of customers in the UK market to eat Ayurvedic Porridge.
- To create awareness in the people to eat Ayurvedic Porridge as a healthy diet and for enhancing their immunity.

Shareholders' information and their ownership in Asha Foods are given in the below table:

Table 1 Shareholder Information		
Sr.No	Shareholders	Ownership %
1	Gordon	12%
2	Nelson	8%
3	Billy Bowden	12%
4	Man Mohan	10%
5	Michael Holding	13%
6	Henderson	7%
7	Charles	6%
8	Harry	9%
9	Russell	7%
10	Harjeet Singh	10%
11	Zahid Ali	6%
	Total	100%

See table1 which clearly describes the information about the shareholders and their percentage of ownership in the company. The majority of shares are held by Michael Holding which is 13%, and Gordon, and Billy Bowden are the owner of 12% of the shares each. The majority of shareholders can make the decisions of the business organization.

1.2 The Product/Service:

Ayurvedic materials include herbs, minerals, metals, and other materials used and added to the food in such a way that enhances immunity and provides several other benefits for human health (Ragozzino, 2021). Asha Foods is going to launch ready-to-eat Ayurvedic Porridge for students, professionals, and working people who don't have enough time to cook food for themselves or who are looking for a healthy convenience product. The product is ready to eat just after microwaving it if someone wants to eat it cold then it will be ready to eat or if someone wants to add the process of microwaving then it will be ready after the process and without any harm to the consumer as the product is directly imported from India where Ayurvedic products are grown and then prepared according to human physical and mental needs. It is observed that there is an increasing trend in the youth of the UK aged between 15-

35 to be physically fit and active and for this purpose, they want to choose healthy food, boost energy, and improve the immune system (Bbc, 2011). There is more demand for the Indian Ayurvedic Porridge in the UK because more than 1.4 million Indian nationals aged between 15-45, working class, students, and other professionals working in the country will be directly targeted to the product (Bbc, 2011).



Ayurvedic porridge Image 2 (Schori, 2020)

The product will be prepared in India and then will be imported to the UK for storing and then distributed to the Indian convenience stores. The product will serve the purpose of improving the immunity of the people using Ayurvedic porridge. The porridge will be commonly used for breakfast as more energy is required early morning to continue the work during the day (1mg, 2021). It is a pure natural product so it will have no negative effects on the health of prospective customers rather it will improve their health (1mg, 2021). The porridge will help the customers to avoid anxiety, stress, and depression as it improves the nervous system of the human body (1mg, 2021). In the morning the human body needs to recover all the energy lost overnight so porridge provides more energy and nutrients for a healthy body (1mg, 2021). The porridge is enriched with fiber, proteins, and carbohydrates necessary for the human body. The Ayurvedic Porridge will provide proteins that will help improve the immune system and stimulate muscle growth, especially for young people (Swimming, 2021).

2. Understanding the Market:

2.1 Market:

The market for Ayurvedic Porridge in the UK is expanding due to awareness in the people about improving the immune system (Harvard, 2022). The covid-19 pandemic disease changed the whole world, especially the business community, students, professionals, and the people affected by the disease. The people who have survived the fatal disease of the coronavirus have become more conscious about their health and want to boost their immune systems. It is observed that there is increased demand for foods that boost the immune system and the customers are spending greater amounts on buying organic products beneficial for their health (1mg, 2021). The use of herbs and plant-based products is increased due to the numerous benefits of these herbs for human health (Researchandmarkets, 2022).

The market for plant-based and vegetarian diets is expected to grow rapidly from \$29 billion to \$162 billion forecasted up to the year 2030 (Minassian, 2022). The market specifically only of porridge is expected to grow by more than \$703 million forecasted from 2021 to 2025 and it is also expected that it will have an annual growth rate of 10% which means that there is enough potential for the growth of Ayurvedic Porridge in the UK (Minassian, 2022). The company will provide Ayurvedic Porridge so it will be directly putting effort to attract potential customers to the company. The Ayurvedic products are related directly to India as the raw materials of the products are available in Kerala a state of India. The product will be imported from India and then will be distributed in the UK to provide a healthy and boosting immune system food for all the customers who have become conscious of their health (Khalikova, 2020). The market is expanding around the world for porridge and especially in the UK as more people are reading about the products which are beneficial for improving immune systems and also searching for readily available products which are tasteful and healthful (Researchandmarkets, 2022). Asha Foods will launch the Ayurvedic Porridge in the UK to provide an affordable and good-quality choice for the people who want to eat organic and Ayurvedic foods enabling the customers to fight against diseases (Khalikova, 2020).

2.2 Customers:

The food trends are continuously changing as in previous years a trend was started to eat outside and to eat more spicy products which affected the health of customers badly around the world (Wunsch, 2022). It is observed that after the fatal impact of covid-19 pandemic disease on the world people have become more conscious about their diet and want to eat only organic products which can provide energy to complete daily tasks and the immunity to

fight against fatal diseases (Misra, 2018). The changing environment, work routines, and several other factors are pushing customers to be conscious of their health. The customers of Asha Foods will be the people who are conscious about their foods and just want to eat healthily, freshly cooked, and packed in compostable packing which is not harmful to health and the environment (Misra, 2018). The company will provide Ayurvedic Porridge which will be packed in compostable packing to provide fresh and healthy foods to the customers. The customers will be able to microwave the product and will be able to eat it to boost their energy and immunity. The customers of the business organization will be all the Indian people living in the UK, the professionals, students, and the working class who like to eat ready-to-eat Ayurvedic Porridge for benefiting their health at affordable prices. The company will launch a promotional marketing campaign introducing a discount of 10% for the retailers who will buy the product of more than £5,000 once. This promotional campaign will help in inspiring retailers to put more effort into convincing customers for using Ayurvedic Porridge (Khalikova, 2020).

2.3 Competitors:

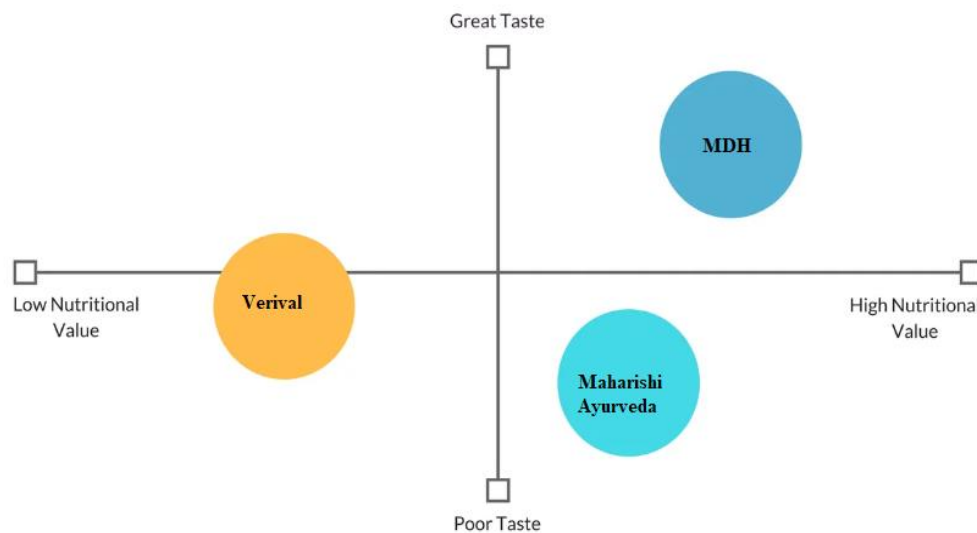
The business organizations that are entering the market of vegetarian, plant-based, and Ayurvedic products are influenced by increasing demand in the market. The competition in the market is increasing because of increased awareness about health and organic foods among customers. Major competitors of Asha Foods in the UK include MDH, Pitta Ayurvedic Porridge Breakfast, Verival, Maharishi Ayurveda, Quinoa Porridge, and several other market players providing porridge for the customers. MDH imports ready-to-eat products from India but other competitors import herbs and other raw materials from India to prepare and cook Ayurvedic products in the UK. MDH is concentrated on customer satisfaction and aims to help the customers, deliver the required products, and deliver the products at affordable prices (Mdh, 2022).

Asha Foods will adopt a different approach to launch its product in the UK market and it is expected that it will attract more customers (Avinash, 2022). The company will import ready-to-eat Ayurvedic Porridge directly from India and then it will be stored at storing facility in the UK which will serve the purpose of delivering the porridge to the convenience stores in the country to sell the product to final customers. The company will get a competitive edge over others by supplying the product to major stores in the country that will put efforts into convincing the customers to buy Ayurvedic Porridge beneficial for their health and boosting

their immunity. It will help to use marketing and promotional campaigns by the company itself and all other stores interested in selling the porridge (Singh, 2022).

2.4 Perceptual Map:

The perceptual map helps consider the position of the competitors to formulate comprehensive marketing and advertising strategy.



The perceptual map of major competitors of the business organization is given above.

2.5 PESTLE Analysis:

Asha Foods will operate in the UK market so the company needs to consider all external factors for the company to be successful in its business operations. The political stability will facilitate the company to continue its business operations without fearing that the new government will change the rules and regulations related to the company product. The economic factors of the country are also better as there is continuity of business operations and the customers have enough amount to spend on the product for boosting their health (Pratap, 2017). Social factors of the country are supportive as healthy foods business can capture more market share due to support of people for using healthy products. The technological advancements are beneficial for improving production capacity as well as the efficiency of the company. The legal factors of the UK are beneficial for starting a new business and providing job opportunities for more people in the country. The company will use organic ingredients in the product so there is no fear of environmental issues in the country as well as the company will fulfill its corporate social responsibility and will lead by planting more trees for reducing pollution (Almroth, 2021).

2.6 Micro-12 Key Questions (Home):

The key questions about the home market provide a solid base for exploring the market and then formulating the business strategy accordingly (gofrixy, 2020). The questions related to why the customer will buy company products, what will be beneficial for their health, the product will cover the benefits of its price, the product will boost the immune system, the competitor products, the marketing techniques, the advertising, and promotional campaigns, the price of the product, the brand goodwill in the market, the growth strategy, and the how to attract more customers for earning business revenue. These questions will help in devising and formulating the business strategy and then continue checking the performance to be successful in the market (Oxford, 2022).

2.7 Micro-12 Key Questions (Target):

The target market of the business organization is the UK and the important questions can help in achieving the organizational goals of the company (duboseweb, 2020). These questions can be described that the approach of a business entity to deal with potential customers, how to attract more customers, the promotional campaigns such as discounts on buying more product quantity, the needs of the customers, attractive prices for the customers, the price of alternative products in the country, the impact of business revenue increase on the company, the best strategy to achieve organizational goals, to improve the product from competitors, the reaction of competitors, the loyalty and brand awareness, and the approach of the company to deal with these matters. These important questions will help in increasing the business revenue and capturing more market of the company (Colorwhistle, 2022).

2.8 SWOT Analysis:

The SWOT analysis of Asha Foods is given as follows:

Strengths:

- ❖ Asha Foods is a well-known company in the UK that will help convenience stores to trust and rely upon the Ayurvedic Porridge product the company.
- ❖ Ayurvedic Porridge will be sold more in the market due to its benefits for the health and immunity system as more health-conscious people will buy the product (Deoranto, 2018). The company will develop and prepare the product to be complete in all respects benefiting the company to attract more customers.
- ❖ Asha Foods will become the first food company to import ready-to-eat Ayurvedic Porridge and sell it to customers through convenience stores in the UK. The

competitors are selling the product directly to the customers or through their franchises but the company will sell the product through convenience stores.

- ❖ The high quality of Indian Porridge as Ayurvedic products belongs to the country so fresh and healthy products will be imported from the country and will help to attract more customers.
- ❖ Selling the products through convenience stores will help in eliminating the risk of failure as more stores will be contacted to promote the company products quickly because of their strong retail networks (Branch, 2019).

Weaknesses:

- ❖ The distribution of Ayurvedic Porridge to retail stores will lead to reducing the profit margin of the company (Branch, 2019).
- ❖ The business organization will have to over-rely on the retail stores in the UK which will lead to a decreased control of the business organization on customers (Cortez, 2014).

Opportunities:

- ❖ The business organization will be able to provide its product to major stores in the UK so it will be convenient for the company to reach more customers.
- ❖ There is an increasing trend of using healthy and organic ready-to-eat foods in the country which will help the company to capture more market share (Morais, 2019).
- ❖ Asha Foods will be able to create awareness among the customers to buy ready-to-eat Ayurvedic Porridge which will improve the health and fitness of the customers through marketing campaigns on social media and word of mouth marketing strategy.
- ❖ Ayurvedic Porridge is a healthy food that will improve the health and immune system of the customers so more customers will use the product due to its convenience of use and benefits for health (Jahangir, 2021).

Threats:

- ❖ The company will face direct competition from well-established business organizations providing porridge in the United Kingdom (Widodo, 2019).
- ❖ It will take more time to get the feedback of customers about the product which will lead to delayed decision-making for importing more quantity of Ayurvedic Porridge from India and would be disturbing the whole supply chain.

- ❖ The entrance of new competitors into the market will create problems for Asha Foods in the shape of reducing market share and the business revenue of the company (Sholihah, 2016).

3. Market research

Market research is essential for knowing the gap between facts and expectations of the business entity. A good quality product can be failed if it is not properly launched in the market and proper research for the product in the market has not been done (Maklan, 2011). The company has put considerable effort into knowing the market and potential demand in the market for the product. The market research is done through a quantitative survey containing different questions to know the customer response and their needs and requirements. The quantitative survey can be easily interpreted by even non-technical persons who don't know much about the results (Klaus, 2013).

3.1 Data Collection Methods:

Data collection is an essential element for a successful research study and getting positive results. Data for the research purposes is collected from a quantitative survey to know about the customer needs and market potential for the product. Ayurvedic Porridge is beneficial for boosting the immune system of the human body so there is more potential for buying company products in the market (Di Francesco, 2011). Qualitative data collection requires more time and the results are interpreted after consuming a lot of time so quantitative data collection is preferred over qualitative data collection. It was asked from the potential customers how much can be spent extra on something more beneficial for human health. The majority of respondents replied positively and helped in providing more information about the product (Islam, 2020).

3.2 Data Analysis:

The data analysis is carried out through SPSS analysis for providing an easier and more understandable data format for the intended users of the research. The analysis has helped in knowing the customer views about the company product and determining how much business revenue will be generated by the business organization (Bendat, 2011). It was asked the respondents of the research study will they pay more for a product that can boost their immune system and can make them fit for fighting the diseases. The majority of respondents thought that the product which boosts immunity should be set at a higher price. So the data

analysis helped the business organization to take decisions about the production and price of the product in the UK market (Bag, 2018).

3.3 Research Ethics:

The research ethics need to comply with the legal rules and regulations so there is no mishap or any lawsuit against the researchers (Barnea, 2010). The research respondents were afraid that their information will be shared with others but the company ensured them that their information will be used just for constructive purposes. The research respondents were ensured that their information is protected and their role in the research will help to reach the desired goals (Annas, 2006).

3.4 Findings:

The findings of the SPSS analysis are given as follows:

Data Analysis:

As the data collection techniques used by the researcher was quantitative by using a questionnaire as a tool the data analysis was carried out using IBM SPSS software. The Excel file of collected data was downloaded from the qualtrics website for analysis. The data was then exported to SPSS in form of text input. The string variables were then recoded into numerical variables by using

- *TRANSFORM tab

- *Auto-recode

Move the variable into a new pan rename

- *Add a new name

- *OK

For the data analysis frequency analysis was carried out to show the characteristics of the sample.

- *Analyze

- *Descriptive Statistics

- *Frequencies

- *Select and move all variables into the right pan

- *OK

The general linear model (Univariate Analysis) was used to show the relationship among various variables.

- *Analyze

*General Linear Model

*Univariate Analysis

*Dependent Variable (Move the variable)

*Fixed Variable (Move the variable)

*Options (check descriptive analysis)

*Ad Hoc (check Bonferroni)

*OK

Findings

The univariate analysis was conducted between the following questions

1. Willingness of customers to pay extra for Ayurvedic Porridge to boost immunity varies as a function of employment status

Employment status = Fixed Factor

Are you willing to pay extra for Ayurvedic Porridge to boost your immunity? = Dependent Variable

Between-Subjects Factors

		Value Label	N
Employment Status	1	Employed-full time	28
	2	Employed part-time	22
	3	Others	2
	4	Unemployed	2

Descriptive Statistics

Employment Status		Mean	Std. Deviation	N
Employed full time	full	3.29	.976	28

Employed part-time	2.91	1.019	22
Others	3.00	.000	2
Unemployed	4.00	.000	2
Total	3.15	.979	54

Tests of Between-Subjects Effects

Dependent Variable: Are you willing to pay extra for Ayurvedic Porridge to boost your immunity?

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	3.282 ^a	3	1.094	1.151	.338
Intercept	161.032	1	161.032	169.392	.000
Employment	3.282	3	1.094	1.151	.338
Error	47.532	50	.951		
Total	586.000	54			
Corrected Total	50.815	53			

a. R Squared = .065 (Adjusted R Squared = .008)

The sig value for employment was 0.338 which is greater than 0.05, it shows that the employment status of the consumer has no relation to the willingness of paying extra for the ayurvedic porridge. So as the significance value shows no relation the research did not interpret the results of the Bonferroni test. So it is obvious that the willingness of customers to pay extra for Ayurvedic Porridge to boost immunity **does not** vary as a function of their employment status.

2. The perception of considering Ayurvedic Porridge (herbal food with Ayurveda properties) to improve the immune system varies as a function of gender.

Gender = Fixed Factor

Do you feel Ayurvedic Porridge (herbal food with Ayurveda properties) can improve your immune system? = Dependent Variable

Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
Gender	1	Female	28
	2	Male	20
	3	Prefer not to say	6

Descriptive Statistics

Dependent Variable: Do you feel Ayurvedic Porridge (herbal food with Ayurveda properties) can improve your immune system?

Gender	Mean	Std. Deviation	N
Female	2.00	.000	28
Male	1.80	.410	20
Prefer not to say	2.00	.000	6
Total	1.93	.264	54

Tests of Between-Subjects Effects

Dependent Variable: Do you feel Ayurvedic Porridge (herbal food with Ayurveda properties) can improve your immune system?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.504 ^a	2	.252	4.014	.024
Intercept	133.291	1	133.291	2124.318	.000
Gender	.504	2	.252	4.014	.024
Error	3.200	51	.063		

Total	204.000	54			
Corrected Total	3.704	53			

a. R Squared = .136 (Adjusted R Squared = .102)

The result shows the sig vale .024 which is less than that of 0.05 which means the perception of considering Ayurvedic porridge to improve immunity varies with the gender. For this reason, the researcher also looked into the Bonferroni test results.

Post Hoc Tests

Gender

Multiple Comparisons

Dependent Variable: Do you feel Ayurvedic Porridge (herbal food with Ayurveda properties) can improve your immune system?

Bonferroni

(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Female	Male	.20*	.073	.026	.02	.38
	Prefer not to say	.00	.113	1.000	-.28	.28
Male	Female	-.20*	.073	.026	-.38	-.02
	Prefer not to say	-.20	.117	.277	-.49	.09
Prefer not to say	Female	.00	.113	1.000	-.28	.28
	Male	.20	.117	.277	-.09	.49

Based on observed means.

The error term is Mean Square(Error) = .063.

*. The mean difference is significant at the .05 level.

The highlighted values show that the perception of considering Ayurvedic Porridge (herbal food with Ayurveda properties) to improve the immune system varies differently for male than female consumers.

3. The consumer preference for our product varies as a function of their belief in the role of food in enhancing immunity

Fixed Factor = To what extent do you agree that immunity can be boosted by food?

Dependent Variable = Do you prefer Ayurvedic porridge over other porridge?

Tests of Between-Subjects Effects

Dependent Variable: Do you prefer Ayurvedic porridge over other porridge?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	34.889 ^a	3	11.630	8.414	.000
Intercept	560.230	1	560.230	405.311	.000
Food for immunity	34.889	3	11.630	8.414	.000
Error	69.111	50	1.382		
Total	704.000	54			
Corrected Total	104.000	53			

a. R Squared = .335 (Adjusted R Squared = .296)

The result shows the value of .000 which is less than 0.05 which means the consumer preference for our product varies as a function of their belief in the role of food in enhancing immunity. For more in-depth picture research will look into the Bonferroni test results

Multiple Comparisons

Dependent Variable: Do you prefer Ayurvedic porridge over other porridge?

Bonferroni

(I) To what extent do you agree that immunity can be boosted by food?	(J) To what extent do you agree that immunity can be boosted by food?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Neither agree nor disagree	Somewhat agree	.00	.464	1.000	-1.27	1.27
	Somewhat disagree	.50	.558	1.000	-1.03	2.03
	Strongly agree	1.78 [*]	.464	.002	.50	3.05
Somewhat agree	Neither agree nor disagree	.00	.464	1.000	-1.27	1.27
	Somewhat disagree	.50	.500	1.000	-.87	1.87
	Strongly agree	1.78 [*]	.392	.000	.70	2.85

Somewhat disagree	Neither agree nor disagree	-.50	.558	1.000	-2.03	1.03
	Somewhat agree	-.50	.500	1.000	-1.87	.87
	Strongly agree	1.28	.500	.082	-.09	2.65
Strongly agree	Neither agree nor disagree	-1.78*	.464	.002	-3.05	-.50
	Somewhat agree	-1.78*	.392	.000	-2.85	-.70
	Somewhat disagree	-1.28	.500	.082	-2.65	.09

Based on observed means.

The error term is Mean Square (Error) = 1.382.

*. The mean difference is significant at the .05 level.

The Bonferroni ad hoc result shows that the people who strongly agree with the notion that immunity can be boosted by food prefer Ayurvedic porridge over other porridge as compared to the people who neither agree nor disagree/ Somewhat agree that immunity can be boosted by food.

4. The perception of having immunity to fight against diseases varies as a function of age

Fixed factor = Age

Dependent Variable = To what extent do you agree that strong immunity is required to fight diseases/infections?

Tests of Between-Subjects Effects

Dependent Variable: To what extent do you agree that strong immunity is required to fight diseases/infections?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.989 ^a	3	.663	.505	.681
Intercept	232.084	1	232.084	176.586	.000
Agee	1.989	3	.663	.505	.681
Error	65.714	50	1.314		
Total	578.000	54			
Corrected Total	67.704	53			

a. R Squared = .029 (Adjusted R Squared = -.029)

The results show that the sig value of 0.681 which is higher than 0.05, means that the perception of having immunity to fight against diseases/infections does not vary as a function of age. People of all ages respond in a similar manner independent of their age. Therefore, elaboration of the Bonferroni test is not required.

4. Operational Plan:

People have become more conscious about their health after the serious impact of covid-19 on people around the world. The majority of people in the UK have started to use organic foods to improve their health and to capture this huge potential Asha Foods will launch Ayurvedic Porridge which will be imported from India and will be distributed in the UK market. The Ayurvedic porridge will help in boosting the immunity of consumers and will enable them to face different kinds of viruses and diseases without any fear of being ill (Shalini, 2020). Ayurvedic Porridge originates from India and the raw materials of Ayurveda are also available in the country so Asha Foods will import the Ayurvedic Porridge from India and then will distribute the product to the UK market. The operational plan of Asha Foods will discuss the procedures and actions required to establish the business and to operate it in a newer market smoothly. Company structure, marketing strategy, sales projections, marketing mix, process planning, and suppliers and distributors of the company will be discussed in the operational plan of the company (Kumar, 2017).

4.1 Company Structure:

It is observed that good leadership in the business organization uplifts the company and motivates the employees to give their best to the business organization as it involves the benefit of employees as well as the company. The business organization incurring losses will not be able to continue its business operations for a longer period so the employees will have to lose their jobs and they will also suffer a loss in this process. The employees can be motivated by informing them that a successful business organization will lead to rewarding them all in terms of incentives and a failed business organization will force them to lose their jobs. Human resource management in the company is crucial for success and capturing more market share (Motameni, 2014). Asha Food's human resource and company structure will be as follows:

Ayurvedic Porridge Company Structure Table 1

Human Resource Structure of Company			
Description	No.	Salary Per Month	Salary Per Month Total
Cashier	1	£ 1,530	£ 1,530
Accountant	1	£ 1,720	£ 1,720
Receptionist	1	£ 1,610	£ 1,610
Cleaning Staff	1	£ 1,050	£ 1,050
Sales and Marketing Manager	1	£ 3,650	£ 3,650
Sales Staff	2	£ 1,730	£ 3,460
Import Manager	1	£ 3,480	£ 3,480
General Manager	1	£ 4,320	£ 4,320
Total	9		£ 20,820

The cashier of the company will perform all the duties related to receiving cash from Indian convenience stores and then depositing the cash into the bank or will disburse the cash according to the instruction of senior management. The cashier will also be responsible for making entries of cash received in the books of accounts according to the directions and instructions of the accountant (Ahmed, 2020). The accountant will be hired by the company for bookkeeping and finalizing the company accounts and checking the financial transactions conducted by the cashier. The accountant will also be responsible for authorizing the business transactions conducted by the cashier after taking approval from the general manager of Asha Foods. The receptionist will also be hired for facilitating the managers and other staff in arranging meetings with the owners of convenience stores in the country and also to provide complete information about Ayurvedic Porridge and its benefits for the customers (Skippari, 2014).

The cleaning staff of the company will work to clean the office premises and to provide a clean and comfortable environment for the employees working in the office. The marketing and sales manager will be responsible to convince and attract more Indian convenience stores in the UK. He will also be responsible for informing the convenience stores about different tastes and benefits for health especially for boosting the immune system. The marketing and

sales promotional campaigns will be launched by the manager with the support of an accountant who will inform the manager about the impact of the promotional strategy on the profit of Asha Foods. The promotional and marketing campaigns will be approved by the general manager only if they will increase the business revenue and profitability of the company (Atalay, 2013).

The sales staff will work under the supervision and instructions of the marketing and sales manager and will be responsible for taking orders from different Indian convenience stores and delivering the product to the stores after coordinating with the warehouse management team. The import manager will be responsible for importing the Ayurvedic Porridge directly from India and will take all the measures to import the product directly in a packing that will preserve the same taste and nutrition. The business operations will be controlled and checked by the general manager and he will also ensure that all employees are working hard to achieve the business goals of Asha Foods (Beheshti, 2010).

4.2 Marketing Strategy:

The business organization will be newly established in the UK so it will have to reach more customers through an effective marketing strategy. Asha Foods will launch Ayurvedic Porridge in the UK market to introduce the product in the market marketing strategy will work as a facilitator to convince more customers. The company will contact Indian convenience stores and will inform them about the benefits of Ayurvedic porridge and its impact on the immunity of human beings. The marketing and sales manager will suggest a marketing strategy for all convenience stores that they should place banners about the Ayurvedic Porridge written down benefits for health and boosting the immunity system of the human beings. This marketing strategy will inform prospective customers about the effectiveness and benefits of the porridge (study, 2021).

The company will also introduce a 10% discount for all the convenience stores that buy the product of up to £5,000 or more to increase the business revenue of the company. It is expected that more convenience stores will buy Ayurvedic Porridge from the company due to its increasing popularity of the company in the public. It is expected that the Ayurvedic Porridge will attract more customers due to the main benefit of boosting immunity as more people in the UK are concerned with boosting their immunity so the business organization will be able to gain positive goodwill in the market. The marketing manager has suggested that social media will help in achieving the business goals of the company. Asha Foods will

make pages of the product on all social media websites to increase the number of followers on social media (Ali, 2021).

The company will provide an additional 10% discount for all social media users ordering the product in the Indian convenience stores through social media links. The feedback and customer reviews videos will be uploaded on all social media pages to convince more customers. Customers on social media have become more careful about new products and they like to read customers' views and feedback videos to confirm about quality of the product. The company will also hire social media influencers who are more famous in the public and have millions of followers. The social media influencers will use the Ayurvedic Porridge in the videos and will tell the followers about the benefits of porridge, especially about boosting the immunity system (Balta, 2015).

4.2.1 Sales Projections:

Increasing business revenue and profitability are considered to be the basic aim of every business organization. Asha foods will be newly established in the company so it will be working to increase business revenue, and profitability, as well as gain positive goodwill in the market. The sales projections of Ayurvedic Porridge will be made carefully based on market research to achieve company goals (Baltes, 2015). The sales projections of Asha Foods for the first three years are given below:

Ayurvedic porridge Sales Projections Table 2

Month	Quantity of 500 grams pack	Quantity of 1Kg pack	Price per 500 grams packs	Price per 1Kg pack	Total Amount	Percentage Increase
January	2,000	1,000	£ 2.5	£ 4.5	£ 9,500	20 % increase in sales and price every month and year
February	2,400	1,200	£ 2.5	£ 4.5	£ 11,400	
March	2,880	1,440	£ 2.5	£ 4.5	£ 13,680	
April	3,456	1,728	£ 2.5	£ 4.5	£ 16,416	

May	4,147	2,074	£ 2.5	£ 4.5	£ 19,699	
June	4,977	2,488	£ 2.5	£ 4.5	£ 23,639	
July	5,972	2,986	£ 2.5	£ 4.5	£ 28,367	
August	7,166	3,583	£ 2.5	£ 4.5	£ 34,040	
September	8,600	4,300	£ 2.5	£ 4.5	£ 40,848	
October	10,320	5,160	£ 2.5	£ 4.5	£ 49,018	
November	12,383	6,192	£ 2.5	£ 4.5	£ 58,821	
December	14,860	7,430	£ 2.5	£ 4.5	£ 70,586	
First Year	79,161	39,581	£ 2.5	£ 4.5	£ 376,015	
Second Year	94,993	47,497	£ 3.0	£ 5.4	£ 541,461	
Third Year	113,992	56,996	£ 3.6	£ 6.5	£ 779,704	

The company will introduce two different packing packs of 500 grams and 1kg packs to meet the customers' requirements. It will be projected that the total sales of 3,000 packs will be done in the first month of business operations which will include 2,000 packs of half kg and 1,000 packs of 1kg. It is expected that the business revenue of the company in the first year of business operations will be £376,015 which is considered to be enough for covering the operational expenses of the company. The sales revenue projections will be made on a 20% increase every month and every year. The sales and marketing campaigns will help to attract more convenience stores and increase the business revenue more than the sales projections (Brown, 2012).

4.2.2 Segmentation of Customers:

Segmentation of customers helps define the marketing and promotional strategies for the specific segment of customers. The class of customers becomes easier to attract as one advertisement is considered to cater to the needs of all customers (Kalam, 2020). The company will focus on attracting students, professionals, office employees, people living alone, or couples who have a shortage of time in cooking food for themselves so the company will provide them with ready-to-eat Ayurvedic porridge. The targeted customers will lead to an increase in the business revenue of the company as well as profitability. The brand will be positioned in the market as a middle and high-class product so the majority of customers will buy the company products. Marketing activities will play an important role in reaching customers and increasing business revenue (Camilleri, 2018).

4.3 Marketing Mix 4P's:

Asha foods will devise a marketing strategy based on the 4Ps of the marketing mix which will enable the business entity to focus on all key areas of the business organization. The marketing mix will help to distinguish the product from other porridge companies and will lead to realizing to the customers that Ayurvedic Porridge will be made from pure and natural ingredients which will help to boost the immunity system and avoid several diseases. The marketing mix helps identify the weak areas in the product and suggests making improvements in the product before launching it to the market (Doyle, 2012). The marketing mix of Asha Foods is given as follows:

4.3.1 Product:

Ayurvedic Porridge will be launched to capture the increasing trend of the market which is boosting the immune system. The product will contain organic materials and will be ready to eat as the customers will be able to eat it just after microwaving the porridge. The porridge will be preferred to eat in breakfast for the customers as it will provide more energy for doing the daily tasks. The product is enriched with minerals and herbs which will provide more energy for the consumers. The product will be more attractive to the consumers and will help to increase business revenue and the profit of the company (Festa, 2016).

4.3.2 Price:

The introductory price is set to be less than the competitor's price to penetrate the market. The price of the product will help to convince more customers to use the product and boost their immunity level against several diseases. The price of the product set very low will lead

to reducing the profit share of the company but a price set too high impacts on losing the customers. Ayurvedic porridge will be a unique product as simple porridges are available in the market but Ayurvedic porridge from India will be considered to be more effective and beneficial for the customers (Gordon, 2013).

4.3.3 Promotion:

The marketing and sales manager has suggested different marketing and promotional campaigns to attract customers. The company will offer a 10% discount on the product to the Indian convenience stores if they will buy products of £5,000 or more. It will push the retail stores to put effort into selling the product to recover their investment and earn a profit on the product. Asha Foods will use the importance of social media and will promote the product through social media. A discount of 10% additional will be given to social media users ordering from convenience stores using their links. It will help to attract more customers on social media by the retail stores benefiting the company to gaining popularity with the public (Guajardo, 2016).

4.3.4 Place:

The retail stores will be selected based on their business revenue and customer base so the company can be benefited from the existing customers. The convenient location of retail stores will attract more customers and will convince them to buy a product increasing their immunity effectively. The retail stores will be selected in different locations so wider areas of consumers can be captured and the projected business revenue can be earned easily (Hiamey, 2020).

4.4 Market Positioning:

Asha Foods will be positioning the Ayurvedic Porridge as a product for middle and high-class customers. The product will be positioned as good quality but at an affordable price for the consumers. The Ayurvedic porridge will be available in convenience stores which will help to position it as a better porridge than the competitors due to its benefits for consumers specifically boosting the immunity system (Honig, 2012).

4.4.1 Process Planning and Production:

Asha Foods will import the product from India and then the product will be kept at a storage facility in the UK to distribute at the retail stores. Ayurvedic Porridge will be imported from India by the import manager of the company and then different Indian convenience stores will be contacted to sell the product to the consumer conscious of their health and trying to

boost their immunity against different diseases. The marketing and promotional activities of the business entity will continue side by side and the marketing and sales manager will lead the marketing and promotional campaigns (Išoraitė, 2016).

The accountant and cashier will facilitate the process and prepare the books of accounts of the business entity. The production facility of another business entity will be used for getting a good quality product. The cashier will receive the payments from the retail stores and after being checked by the accountant will be deposited to the bank for disbursement purposes according to the general manager of the business organization. The general manager will make the strategic decisions and will guide all the managers in adopting marketing and promotional activities to increase their presence in the market. The accountant will follow strictly the instructions of top management and will issue the funds after taking approval from the general manager of the company to maintain a strict check on all business activities (Jain, 2013).

4.4.2 Suppliers and Distribution:

The company will simplify the sale of Ayurvedic Porridge in the UK market and will shift the burden of effort to the retail stores. The Indian convenience stores will work for selling the product to earn their profit share. It is observed that the retail stores prefer the products to sell which help in increasing their profit. Asha Foods will provide a 10-20% discount except commission and profit on the retail price. The supplier of the company will be producers of raw materials of Ayurvedic Porridge in India to facilitate the production process (Atalay, 2013).

5. Financial Plan

After the devastating effects that COVID-19 had on people all around the world, individuals have developed a heightened awareness regarding their health. The vast majority of people in the UK have recently begun to consume organic foods to enhance both their health and the country's enormous economic potential. Asha Foods plans to enter the market in the United Kingdom with its newly developed Ayurvedic Porridge, which will be sourced from India and shipped there. People who take the Ayurvedic porridge will experience an increase in their immunity, which will enable them to face a wider variety of viruses and diseases without the anxiety that comes with the possibility of becoming ill. Because India is the country from which ayurvedic porridge originates and because India is also the country in which ayurvedic medicine's raw materials may be sourced, Asha Foods will import ayurvedic

porridge from India, and then they will sell it in the United Kingdom market. In its financial plan, Asha Foods will go over the processes and steps that need to be taken to launch the company successfully in a more recent market and continue to run it without hiccups. In the firm's financial plan, topics such as corporate revenues, planned expansions, rent, costs associated with registration, utility bills, and goods processing will be covered.

5.1 Forecast

5.1.1 Key Assumption:

1. So far, we've been operating on the assumption that the market's growth might be directly correlated with the population of UK as the Asha Food will launch Ayurvedic Porridge in the UK market to introduce the product in the market marketing strategy will work as a facilitator to convince more customers. This theory is based on the assumption that the two topics at hand are related in some way. This claim relies on the hypothesis that there is a causal relationship between the variables.
2. For the sake of simplicity, let's say that the average gross margins for this sector are dependable on the revenue and expenses mainly.
3. We are proceeding with the strategy under the presumption that technological and trend developments in Asha Food will not undergo dramatic shifts shortly.

5.1.2 Revenue:

It is generally accepted that elevating a company's level of income and profitability should function as the primary focus of any business organization. The Asha foods division of the firm is going to be newly founded, and as such, it will be aiming to boost both the company's revenue and its profitability, in addition to gaining favorable goodwill in the market.

For the business to provide for the requirements of its customers, the company intends to introduce two separate packaging alternatives, with capacities of 500 grams and 1 kilogram, respectively. It is anticipated that the revenue from the first month, January, will provide us with a lump sum of £9,500 by selling 3000 packets of combined 1 kg and 500g packets. This will be followed by the month of February, during which the company's sales will climb to £11,400 by selling a total of 3,600 packets. Following that, the revenue increases to £13,680 in the month of March by selling more than 4,000 packets, and then in the month of April, the revenue is expected to increase to £16,416 by selling around 5,000 packets. The process and

revenue will continue the same, and the company will go higher in doing a lot of good in the market. The following table shows the totals for the next few months so that you can see how much money the company makes each month.

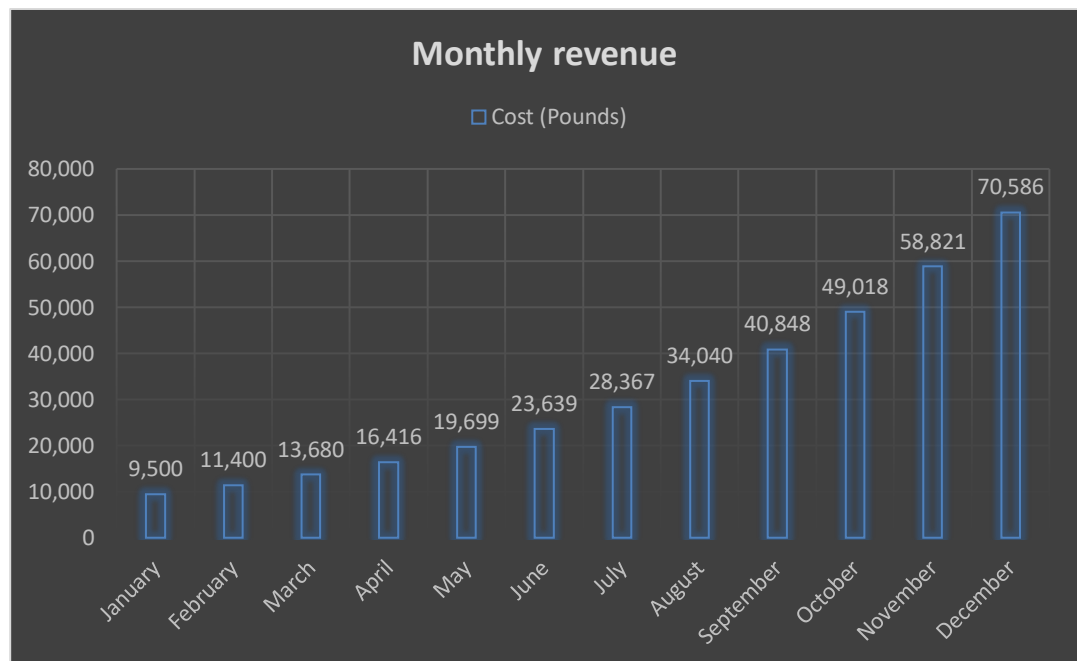
Table 1: Monthly Revenue

Month	Amount	Percentage Increase
January	£ 9,500	20 % in every month and year
February	£ 11,400	
March	£ 13,680	
April	£ 16,416	
May	£ 19,699	
June	£ 23,639	
July	£ 28,367	
August	£ 34,040	
September	£ 40,848	
October	£ 49,018	
November	£ 58,821	
December	£ 70,586	
First Year	£ 376,015	
Second Year	£ 541,461	
Third Year	£ 779,704	

The company anticipates that it will bring in £376,015 in revenue during its first year of operation. This amount is adequate for the company's financial projections and enables the company to satisfy the requirements necessary to reimburse the expenditures and expenses

that have been incurred by the company. The following year, the company's second year, saw revenue increase to £541,461, and the year after that, the company's third year, saw sales increase to £779,704, respectively. Every one of the aforementioned sales is growing at a 20% faster rate than predicted, both annually and monthly. This is the case for both the sales forecast percentage and the actual sale percentage.

Table 2: Chart of Revenue



5.1.3 Expenses:

Asha Foods will seek to improve the health of individuals in the United Kingdom to capitalize on the rising demand for ayurvedic porridge, which has been a developing trend in recent years. This is something that needs to be done to safeguard the natural resources of the globe and guarantee that future generations will be able to make good use of those resources. The strategy that the company has devised for its management finances and its human resources will work toward the company's goals of attaining its organizational objectives and making the company's financial operations easier to carry out.

Despite my firm's enormous profit thanks to the monthly revenue growth and the annual gains of 20%, we are still losing money because of that forecast. A rough estimate of my

company's total expenses is £20,820; this covers the wages of the CEO, the receptionist, the IT department, the cashier, the accountant, the warehouse workers, the part-time cleaners, the sales, and marketing manager, the import manager, the app developer, and the general manager.

Table 3: Table of Human Resources Expenses

Human Resource Structure of Company			
Description	No.	Salary Per Month	Salary Per Month Total
Cashier	1	£ 1,530	£ 1,530
Accountant	1	£ 1,720	£ 1,720
Receptionist	1	£ 1,610	£ 1,610
Cleaning Staff	1	£ 1,050	£ 1,050
Sales and Marketing Manager	1	£ 3,650	£ 3,650
Sales Staff	2	£ 1,730	£ 3,460
Import Manager	1	£ 3,480	£ 3,480
General Manager	1	£ 4,320	£ 4,320
Total	9		£ 20,820

This total also considers the salary of all of the managers. Also have a lot of expenses for my company, which are expenses of Rent, Utilities, Advertisement, Online Marketing, and Goods processing. All these expenses are on the company which makes a certain loss in the beginning but thanks to the annual increase in the percentage of 20% we recover all these expenses.

Table 4: Monthly Expenses on Goods

General Expenses

Description	No.	Salary Per Month	Salary Per Month Total
Rent	1	£ 1,750	£ 1,750
Utilities	1	£ 1,000	£ 1,000
Advertisement	1	£ 1,250	£ 1,250
Online Marketing	1	£ 1,000	£ 1,100
Goods Processing	1	£ 2,050	£ 2,080
Total	5		£ 7,180

5.1.4 Net Profit or Loss:

A look at the sales and expenditures graph for my firm, Asha Foods, reveals that we started in the red, but have since recovered our losses and increased our profits by 20% per year and month. As a result, the company incurs losses in its early stages as the revenue is smaller than the expenses. As a result, monthly profit can be calculated using the following formula, which takes into account fluctuations in both income and expenditures.

$$\text{Profit} = \text{Revenue} - \text{Expenses}$$

1. The anticipated loss for the month of January should be somewhere around 18,500 pounds
2. The forecasted loss for the month of February ought to be somewhere around 16,600 pounds
3. The loss for the month of March should be somewhere around 14,320 pounds
4. It is anticipated that the loss for the month of April would amount to around 11,584 pounds
5. Approximately 8,301 pounds worth of loss is expected to be made during the month of May.
6. Approximately 4,361 pounds is the amount of loss that is expected to be made during the month of June
7. We anticipate a profit of roughly 367 pounds for the month of July

8. The anticipated profit for the month of August should be close to 6,040 pounds
9. It is anticipated that the revenue for the month of September would be around 12,848 pounds
10. The anticipated profit for the month of October is approximately 21,018 pounds
11. It is anticipated that the revenue for the month of November would be somewhere around 30,821 pounds
12. The anticipated profit for the month of December is something in the neighborhood of 42,584 pounds

Table 5: Monthly Profit

Revenue Monthly(pounds)	Expenses Monthly(pounds)	Profit/Loss(pounds)
9,500	28,000	-18,500
11,400	28,000	-16,600
13,680	28,000	-14,320
16,416	28,000	-11,584
19,699	28,000	-8,301
23,639	28,000	-4,361
28,367	28,000	367
34,040	28,000	6,040
40,848	28,000	12,848
49,018	28,000	21,018
58,821	28,000	30,821
70,586	28,000	42,586

5.2 Funding

5.2.1 Uses of Funds:

It is anticipated that the initial costs of the company will total 28,000 pounds, and they will be comprised of the following components:

1. The overall cost, which includes legal fees associated with the acquisition of licenses and permits as well as accounting services
2. Different insurance policies, with a combined premium covering general liability, workers' compensation, and property and casualty risks respectively.
3. The total cost of renovating the space is estimated and added.
4. Additional costs are associated with getting the business off the ground, such as making a deposit for the phone and utilities and purchasing a website.

5.2.2 Source of Funds:

The investments that we have made in the company along with the loans that the company has obtained from a variety of financial institutions are the primary sources of funding for the company. The significant investments were made possible by the contributions of two major owners, owner A and owner B, whom each made a contribution of £12,000 toward the endeavor. Our specific owners were the ones who had made significant contributions to the organization. As a result of the contributions made by the remaining investors, the total amount invested has reached an astounding 4,000 pounds, and the total number of investors has reached an all-time high of all of them. The two bank loans, one for a shorter term of one year in the amount of £30,000, and the other for a longer term of five years in the amount of £12,000 provided the remaining £18,000 that was required to cover the start-up expenses and assets. Both loans were obtained from the same financial institution. The company had certain requirements that needed to be met, so this needed to be completed. The same financial institution was utilized to secure funding for both of these loans. The Bank of Pakistan was the organization in charge of making sure that both loans were adequately secured with the appropriate collateral. As a consequence of this, it is presumed that there was a total loss during start-up operations equal to 18,000 pounds. Note that the loan from the bank is used for the loss in the months at the beginning and covers that loss to not make a burden on the company.

5.3 Description

To boost the commercial revenue of the company, the corporation will also institute a discount of ten percent for all of the convenience stores that purchase the product for a total of five thousand pounds or more. As a result of the growing popularity of the brand "Asha Foods," it is anticipated that an increased number of quick-service restaurants will place orders for Ayurvedic porridge from the company. It is anticipated that Ayurvedic porridge will be able to attract more customers due to the primary benefit of boosting immunity. More people in the UK are concerned with boosting their immunity, which means that a business organization will be able to gain positive goodwill in the market. This will allow the business organization to expand its customer base. The company's marketing manager believes that the use of social media will be beneficial to the achievement of the company's commercial goals. To attract more followers across all social media platforms, Asha Foods will create product pages that can be accessed through those platforms. All customers who order the product in Indian convenience stores using social media links will be eligible for an additional discount of 10% from the company, which will be provided to social media users.

5.4 Analysis

As can be seen clearly from the results presented above, my company is making a respectable profit/loss every month, and this profit is growing by 20% every month. The profit begins to increase from the very first month, and it continues to rise, demonstrating an exceptionally high profit. You will see below how the yearly plan of the Ayurvedic porridge increases, as well as how they continue to grow and increase revenue, including the following examples:

- £ 376,015 represents the revenue generated by Asha Foods in the first year.
- It shows the revenue from the sales of Asha Foods for the second year, which was £ 541,461.
- It shows the revenue from the sales of Asha Foods for the third year, which was £ 779,704.

6. Risk assessment

7. Conclusions

8. References

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