



**COMPANY NAME**

Business Report 2021

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# Executive Summary

Insert the aim of the Executive Summary

## 01

### Summary #1

XYZ company wants to venture into the Food App market as the market for food delivery stands at 1% of the total food market and 4% of food sold through restaurants and fast-food chains.

## 02

### Summary #2

Global Delivery and Takeaway food market has become a highly lucrative as the industry is expected to grow at a CAGR of XX% during the period 2016-2020.

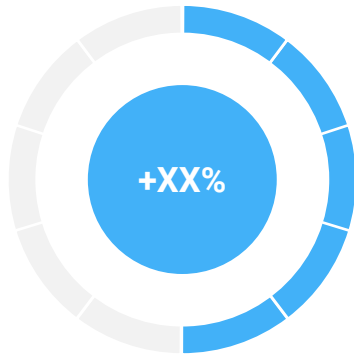
## 03

### Summary #3

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# Situation Analysis

## Product Development



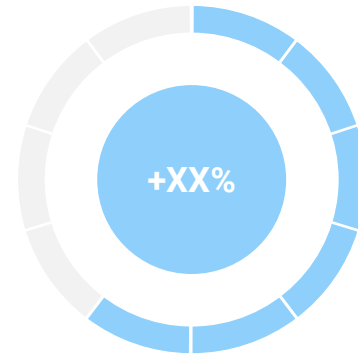
### Booming Economy

By 2018, the GCC GDP was expected to reach US \$2 Tn which was US \$27 Mn in 2015



### Expanding Population

Around 40% of global population is projected to own a smartphone by 2021 and global internet users has crossed a 4 billion mark.



### Percentage of Consumers

In 2018, UAE had the most amount of people eating out more than once a week (44%) compared to the global average (28%).

# Situation Analysis

## Market Research Overview

market  
+XX%

The global delivery and takeaway food market is expected to grow at a CAGR of XX% during 2016-2020.

\$XXB

Online food delivery market is expected to reach USD XX Mn by 2020.

>8m

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XX% ↑

Most orders—XX%—were placed from home, while only XX% were placed from the workplace.

5,600

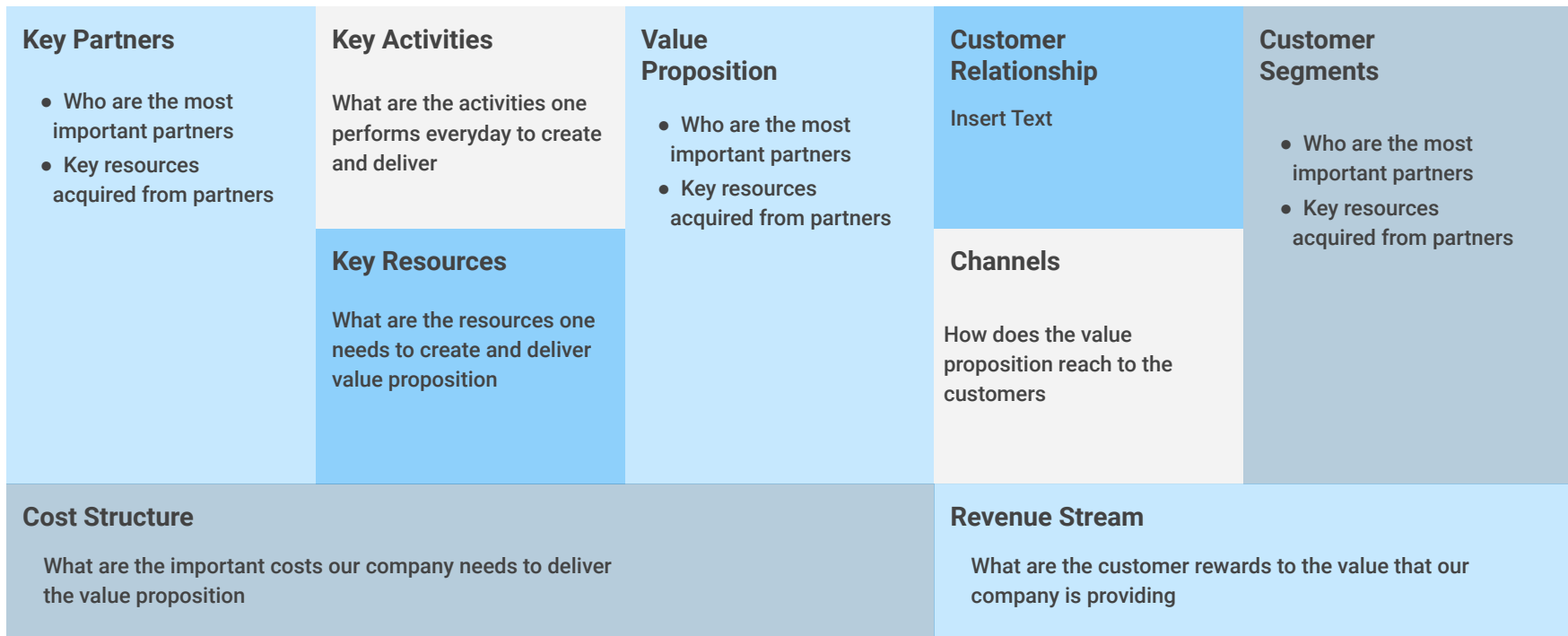
In 2011, share of online ordering was XX%, it is expected to become XX% by the year 2020.

XX% 2016

Online penetration of the total food-delivery market broke XX% in 2016.

# Situation Analysis

## Business Model Canvas



# Business Analysis:

## SWOT Analysis

### Strengths

- High gross margins
- Limited Competition as of now
- Ability to sell products online

### Weaknesses

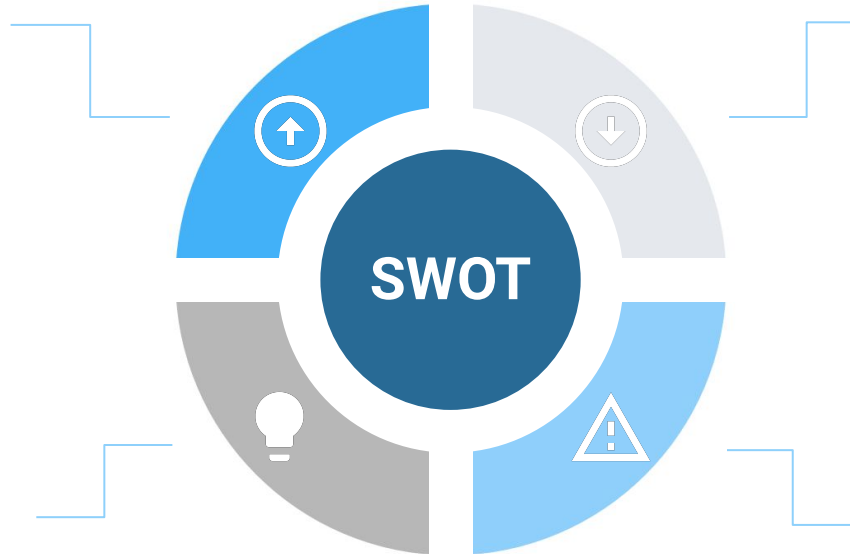
- High gross margins
- Limited Competition as of now
- Ability to sell products online

### Opportunities

- High gross margins
- Limited Competition as of now
- Ability to sell products online

### Threats

- High gross margins
- Limited Competition as of now
- Ability to sell products online



# Business Analysis:

## PESTLE Analysis

### Politics

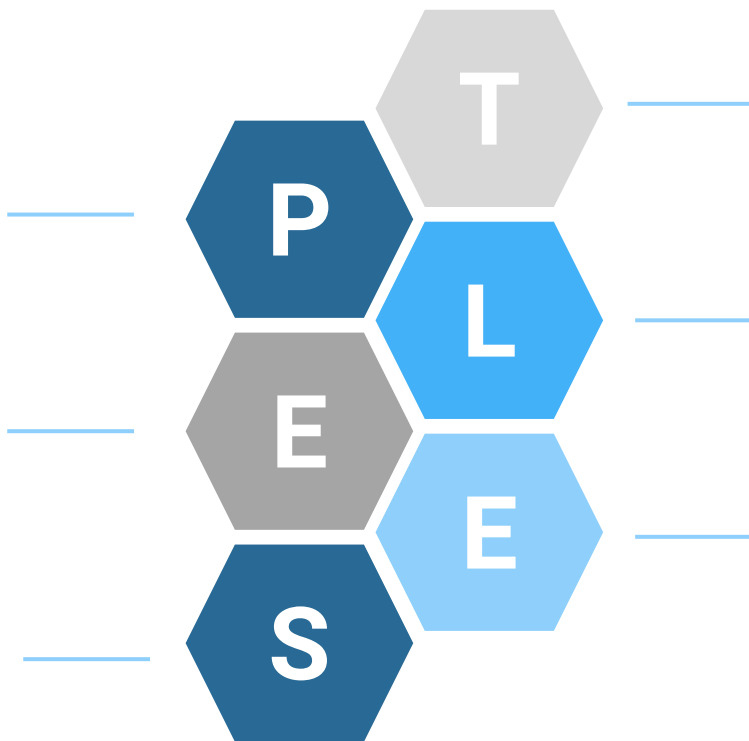
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### Economy

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### Social

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### Technology

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### Legal

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### Environment

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# Business Analysis:

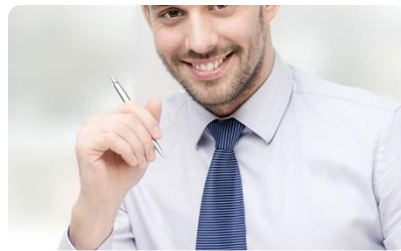
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## Team Members



**Sarah Smith**  
Chief Executive Officer

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**Mark Smith**  
Chief Executive Officer

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**Max Smith**  
Chief Executive Officer

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**Paul Smith**  
Chief Executive Officer

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# Market Analysis:

Go To Market Strategy & Implementation



**45,000**

Milestone or Key  
Number Title



**80%**

Milestone or Key  
Number Title



**20.2b**

Milestone or Key  
Number Title



**75m**

Milestone or Key  
Number Title



**+100**

Milestone or Key  
Number Title



**#1**

Milestone or Key  
Number Title



**86%**

Milestone or Key  
Number Title



**#1**

Milestone or Key  
Number Title

# Market Analysis:

Implementation



## Increase Customer Satisfaction

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52%

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>8m

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2.3m

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# Financial Analysis:

## Current Situation

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## Summary Statement of Financial Position

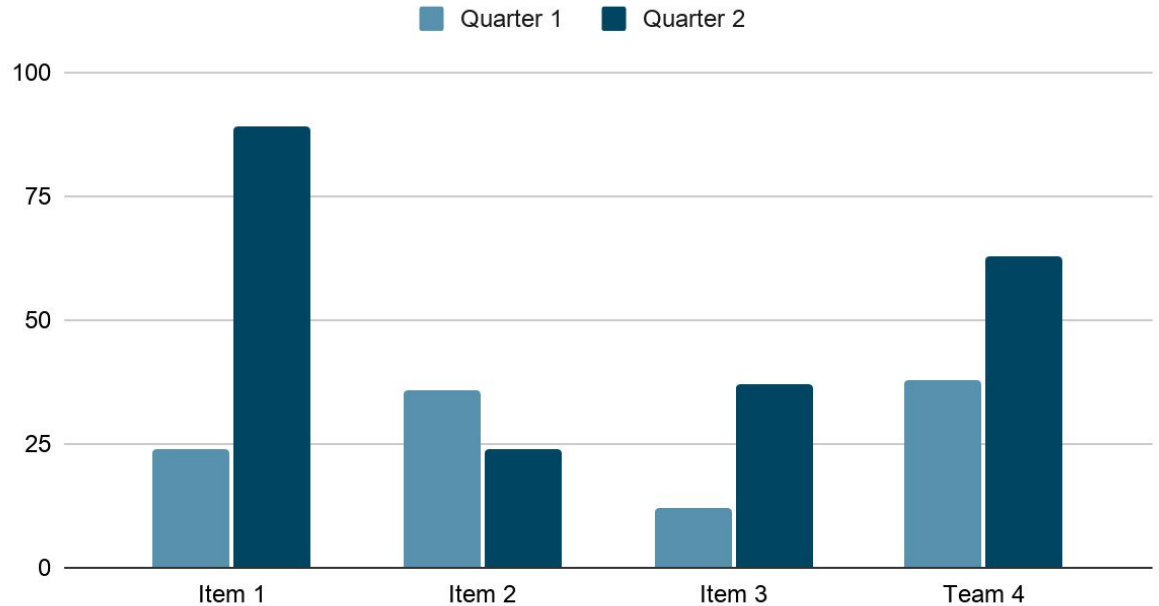
	FY20	FY21	Change
	\$m	\$m	%
Current assets	25,845	25,1	25,1
Non current assets	26,607	36.5	36.5
Total assets	15,881	8.5	8.5
Current liabilities	19	9.4	9.4
Non current liabilities	10,745	25,1	25,1
Total liabilities	3,983	36.5	36.5
Net assets	6,762	8.5	8.5
Total equity	689	9.4	9.4
Return on average assets (%)	685	25,1	25,1
Return on average equity (%)	1,787	36.5	36.5

# Financial Analysis (insert Graph):

## Current Situation

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## Financial Analysis



# Financial Analysis:

## Requirements & Recommendations



90%

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2.8m

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### Recommendations

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# CRESCENDO

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