

Business Simulation Case

Part B

Business Idea

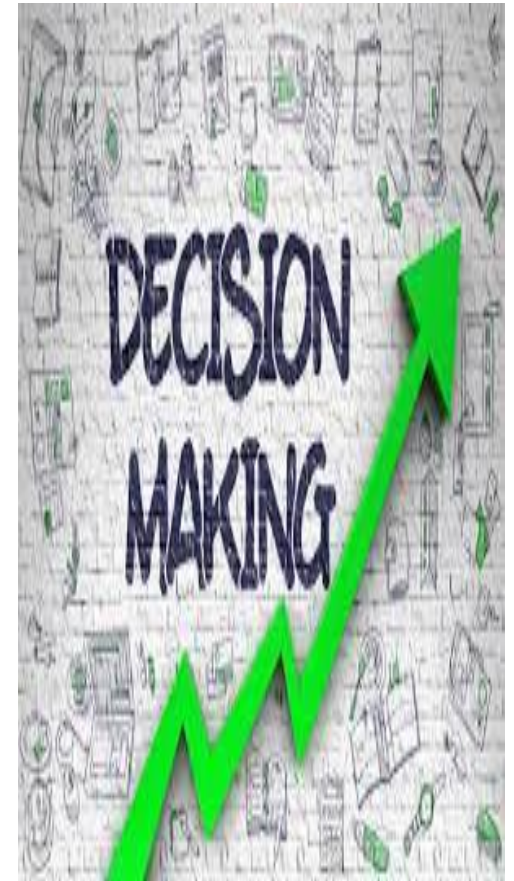
Launching an Eco-Friendly Food Delivery Service



Identify the Decision



- As a result of the increasing demand for ecologically responsible food options, the decision has been taken to provide a meal delivery service that is both environmentally friendly and environmentally responsible. This is an acknowledgment of the rising desire among customers for businesses that put a focus on conducting their operations in a sustainable manner, particularly in the food industry.



Gather Relevant Information

- It is necessary to undertake in-depth research in order to collect complete information that is essential for decision-making. This includes gaining an understanding of the preferences of consumers, analysing the practices of competitors, and investigating the various sustainable options available within the food industry.
- Alternatives to ecologically friendly packaging, the procurement of locally grown and organic food, and the logistical considerations involved in putting environmentally aware delivery techniques into effect are the primary areas of attention (Guddaraddi et al., 2023).



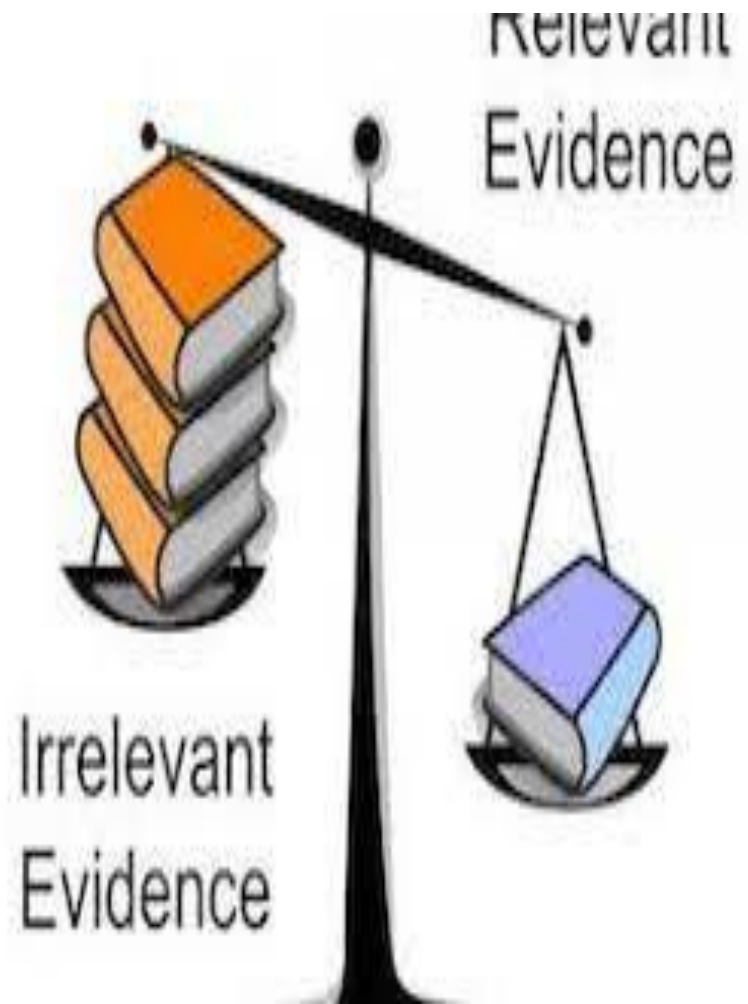
Identify the Alternatives



- In order to develop a strategy that is ecologically sustainable, a number of different options are taken into consideration. In order to do this, it is necessary to investigate the possibility of forming relationships with local farmers, to investigate various environmentally friendly packing materials, and to contemplate distribution techniques that reduce carbon emissions.
- The influence that each choice has on the environment, how cost-effective it is, and how well it aligns with the larger objective of the company are all factors that were considered.

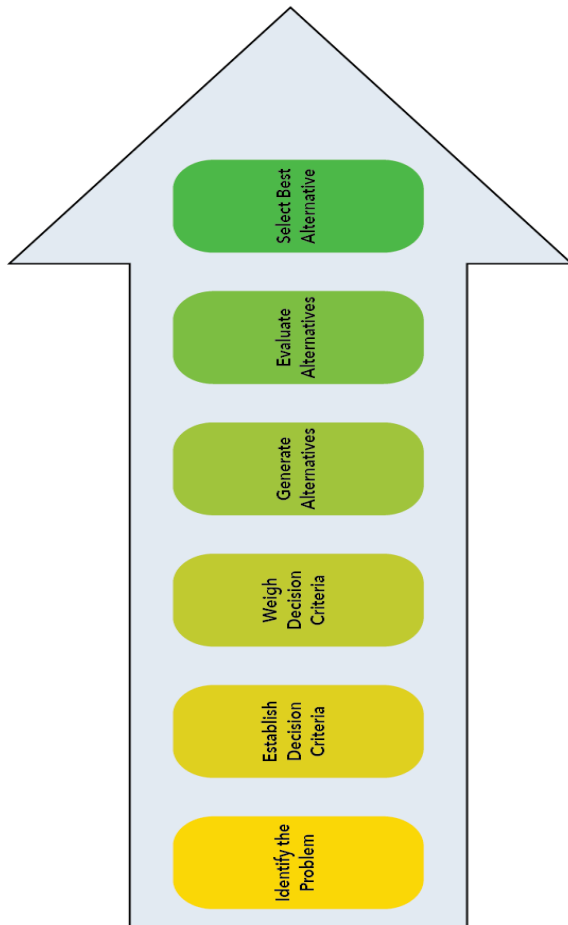
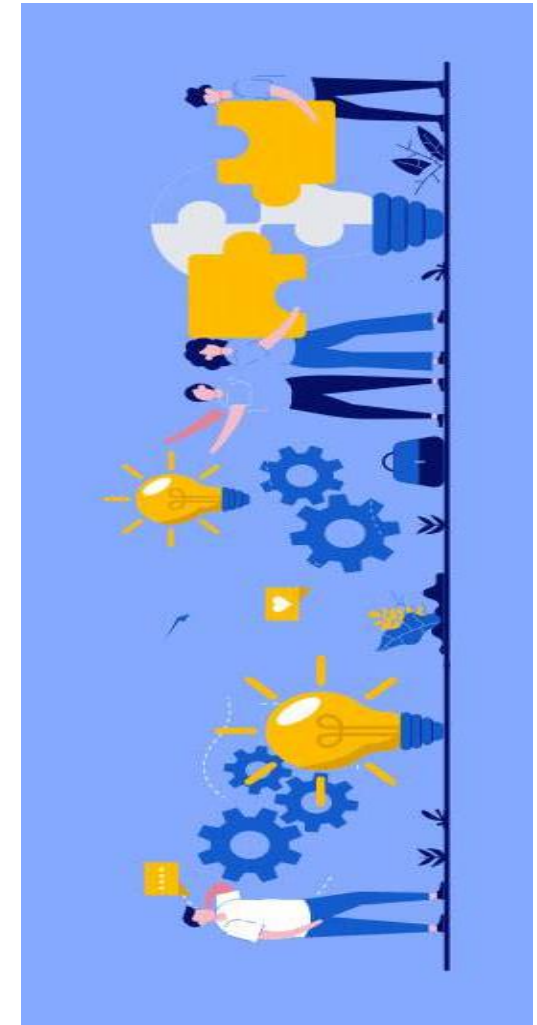
Weigh and evidence

- An exhaustive analysis is performed on the information that has been obtained, during which the environmental effect of sourcing techniques, the expenses connected with environmentally friendly packaging, and the possibility of establishing efficient delivery routes are all taken into consideration.
- This evidence-based approach is one of the most important factors in selecting the mix of activities that is both economically feasible and environmentally sustainable (Rahman and Suchy, 2023).



Choose Among Alternatives

- The specific combination of behaviours that are accountable for the environment is that which is the topic of a decision that is arrived at after careful consideration.
- A reduction in the carbon footprint may be accomplished by the implementation of a number of important actions, including the selection of local suppliers, the selection of ecologically friendly packaging, and the optimisation of delivery routes. The alternative that was chosen is in line with the company's commitment to environmental responsibility while also ensuring that the business will continue to be profitable.



Take action

- The option that was chosen is now being put into action, which involves the establishment of ties with local farmers, the use of packaging materials that are less harmful to the environment, and the improvement of delivery logistics. This phase depicts the actual execution of the decision that was made in the stages that came before this one. This phase is the culmination of the process.



Review Your Decision & Its Consequences



- For the purpose of monitoring consumer input, evaluating the influence on local communities, and determining the total environmental footprint, a continuous review procedure is formed after the implementation processes have been completed. As a result of this continual evaluation, modifications are made to the sourcing strategy, packing materials, and delivery techniques. This helps to ensure that the meal delivery service takes a dynamic and flexible approach to environmental sustainability (Ahmad et al., 2023).

References

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