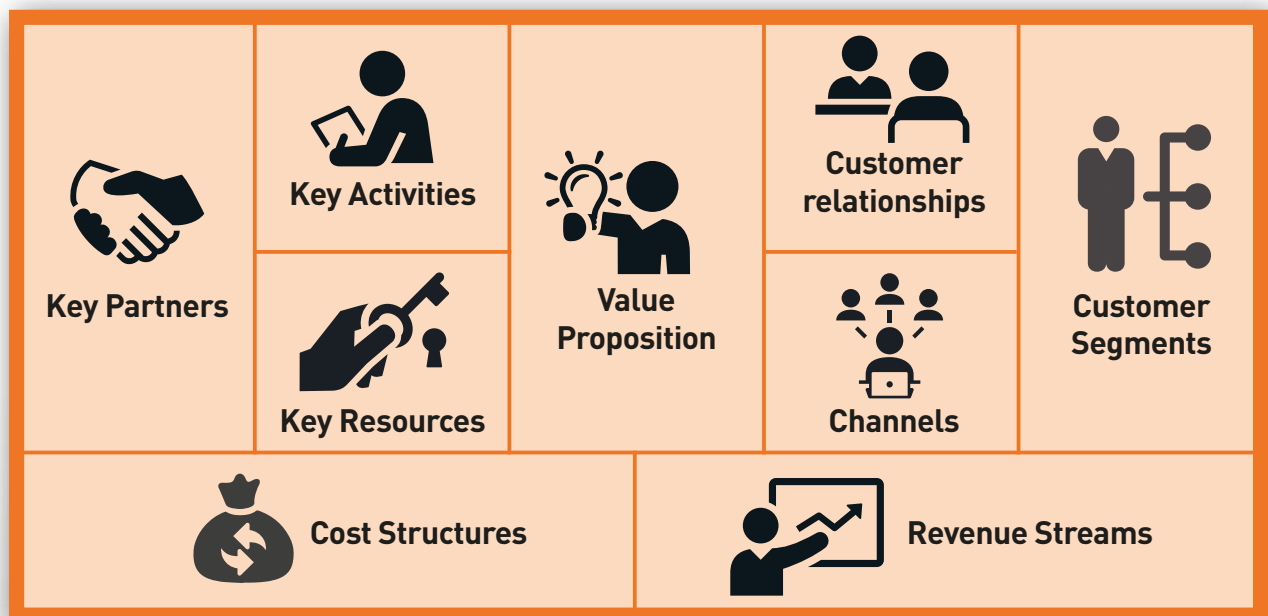


Business Case. Task:

As the coronavirus pandemic continues, most UK businesses are uncertain if they can survive the condition. Many areas of the economy are undergoing pressure: construction, entertainment and food services are listed amongst the most affected sectors, reported ONS.

You are a training business consultant. Tru Spice Caribbean Restaurant owners approach you, as they were in the process of entering a new geographic market before COV-19. They believe they can replicate the restaurant success in Birmingham and in London. Should they continue with their plans? If so how? If not, why?



- Briefly research the company
- Fill in the elements of the business model
- Conduct a SWOT and PEST analysis
- Considering findings from mini research: implement strategies, remodelling current business model if required
- Use the research to propose your solution