

# Cheesy Does It

## Business lesson 4

# Learning aim: To work as part of a team in order to interpret data and make business decisions.



Problem solving step 5 - I explore problems by thinking about the pros and cons of possible solutions.




Speaking step 5 - I speak effectively by using appropriate language.

## Scenario

Cheesy Does It is a fast growing gourmet burger fast food restaurant which was set up in 2019.

The organisation currently has over 600 locations in the UK and intends to open another 100 in the next financial year.

The burger chain is different from other fast food chains as it offers a gourmet dining experience for its customers whereby they can customise every part of their meal, right from the meat their burger contains, the toppings used in their burger, the sauces applied to the burger and the bread used to make the burger, everything is customisable.




## Scenario continued

This unique selling point appeals massively to their target audience which is young professional adults aged between 21 and 30.

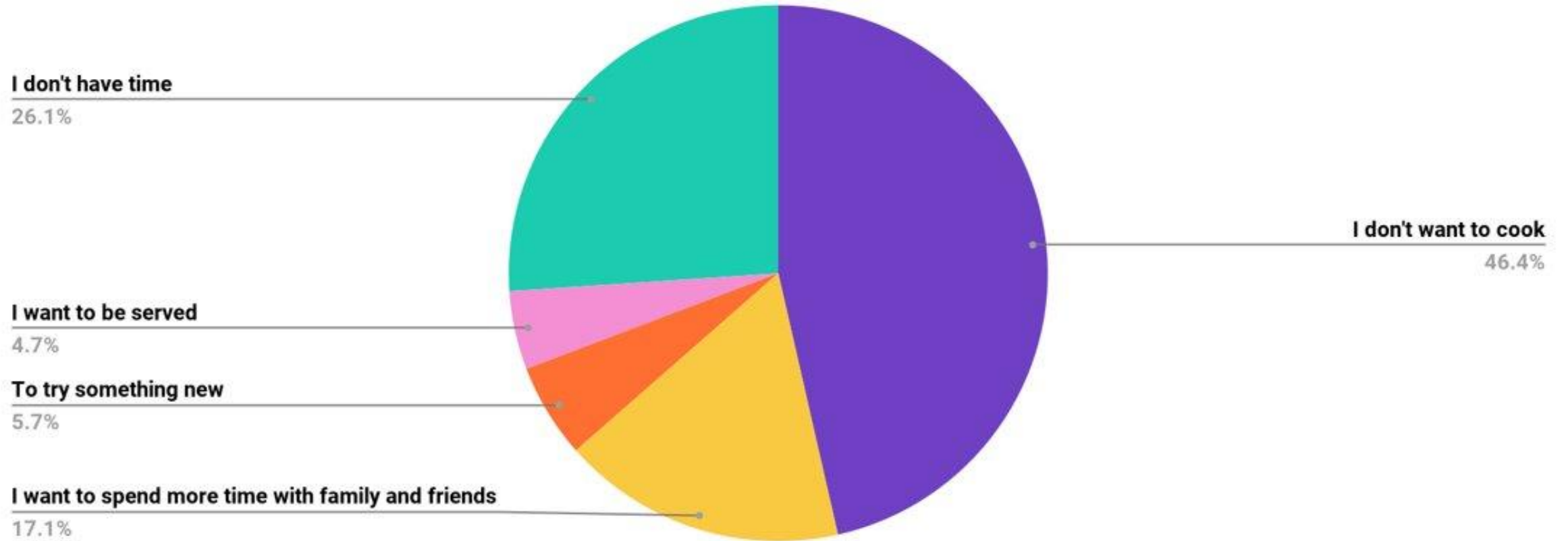
The burger chain is very keen on trying to be 100% sustainable and at present 83% of the suppliers which Cheesy Does It uses are from the local areas in which their restaurants are located.

The restaurant currently doesn't operate any official social media channels and as such relies heavily on more traditional methods of advertising such as TV and radio.

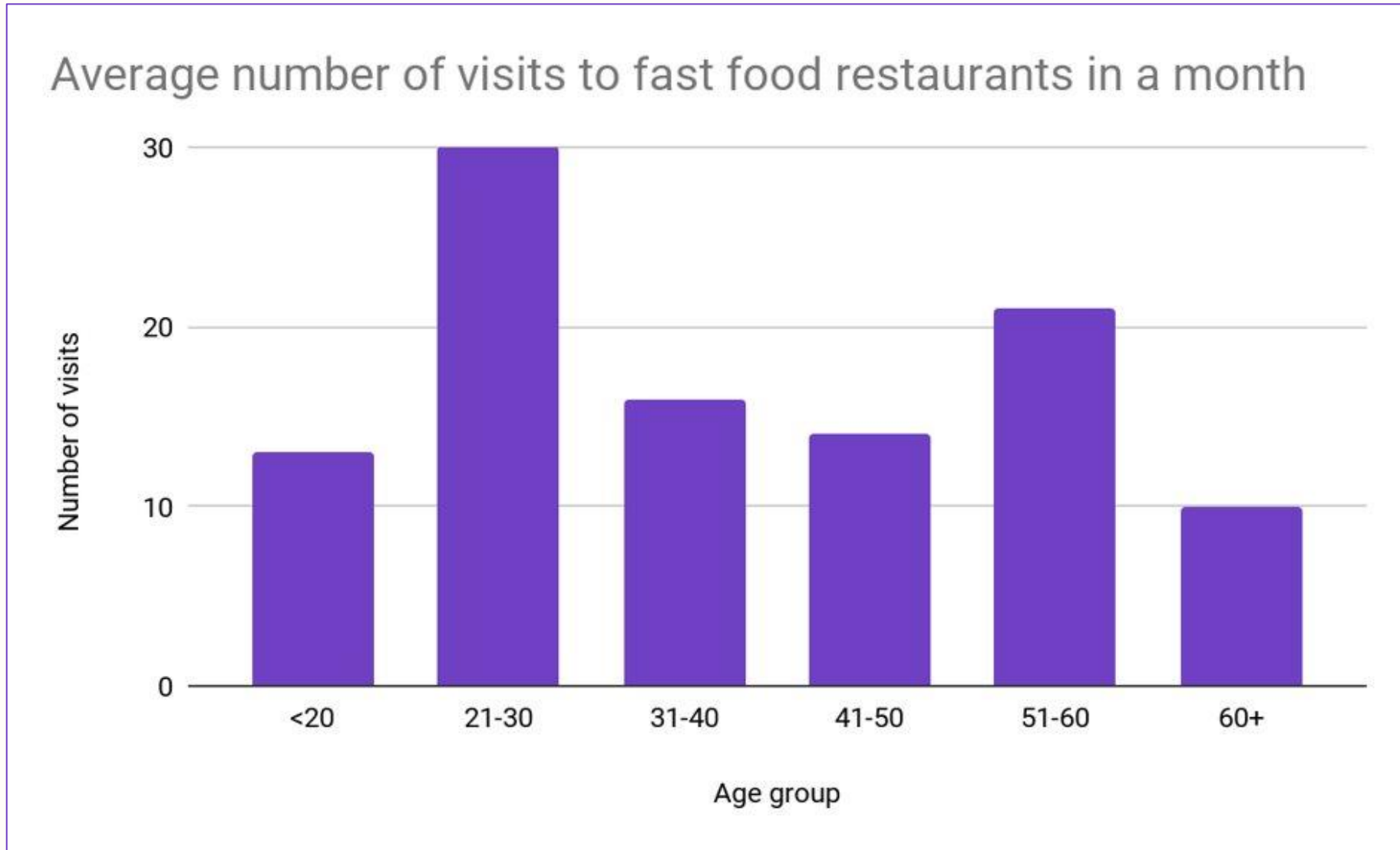


# Graph 1

## Reasons for eating out



## Graph 2



Graph 3



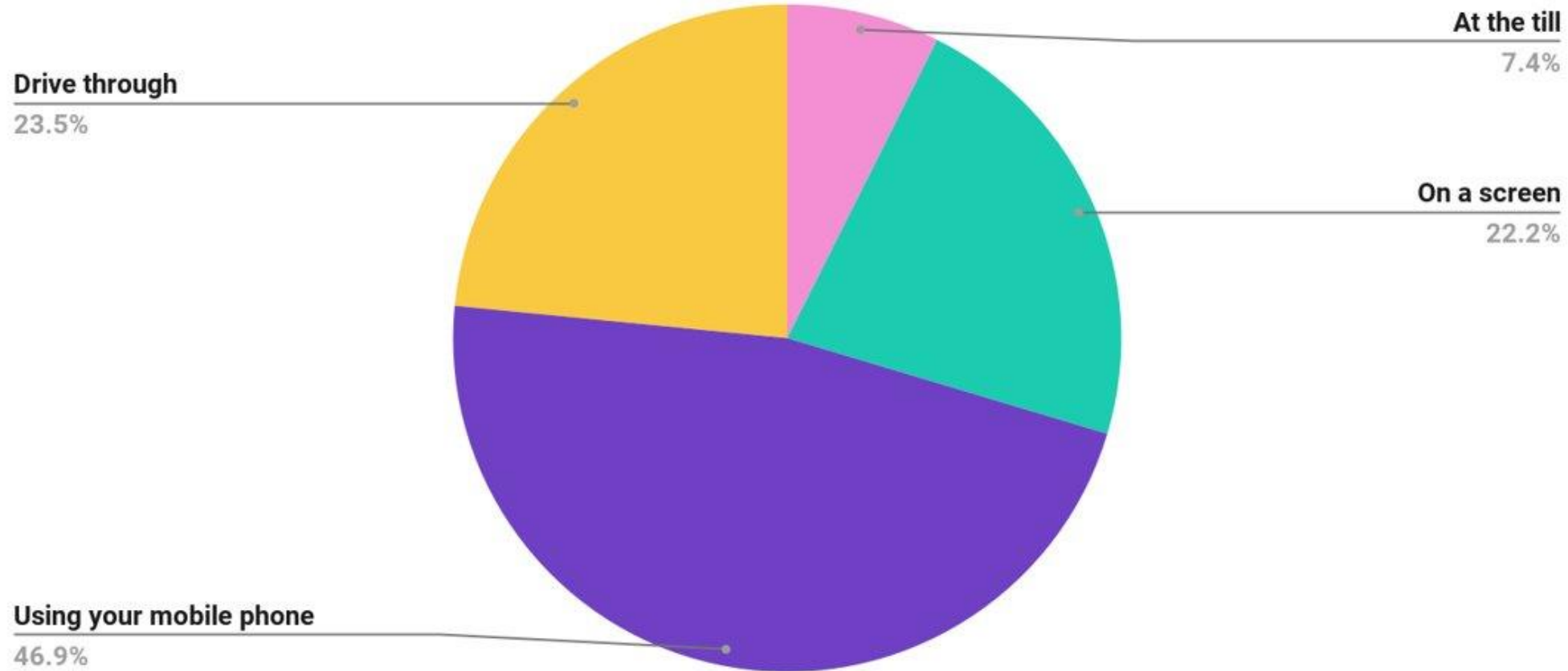
Graph 4



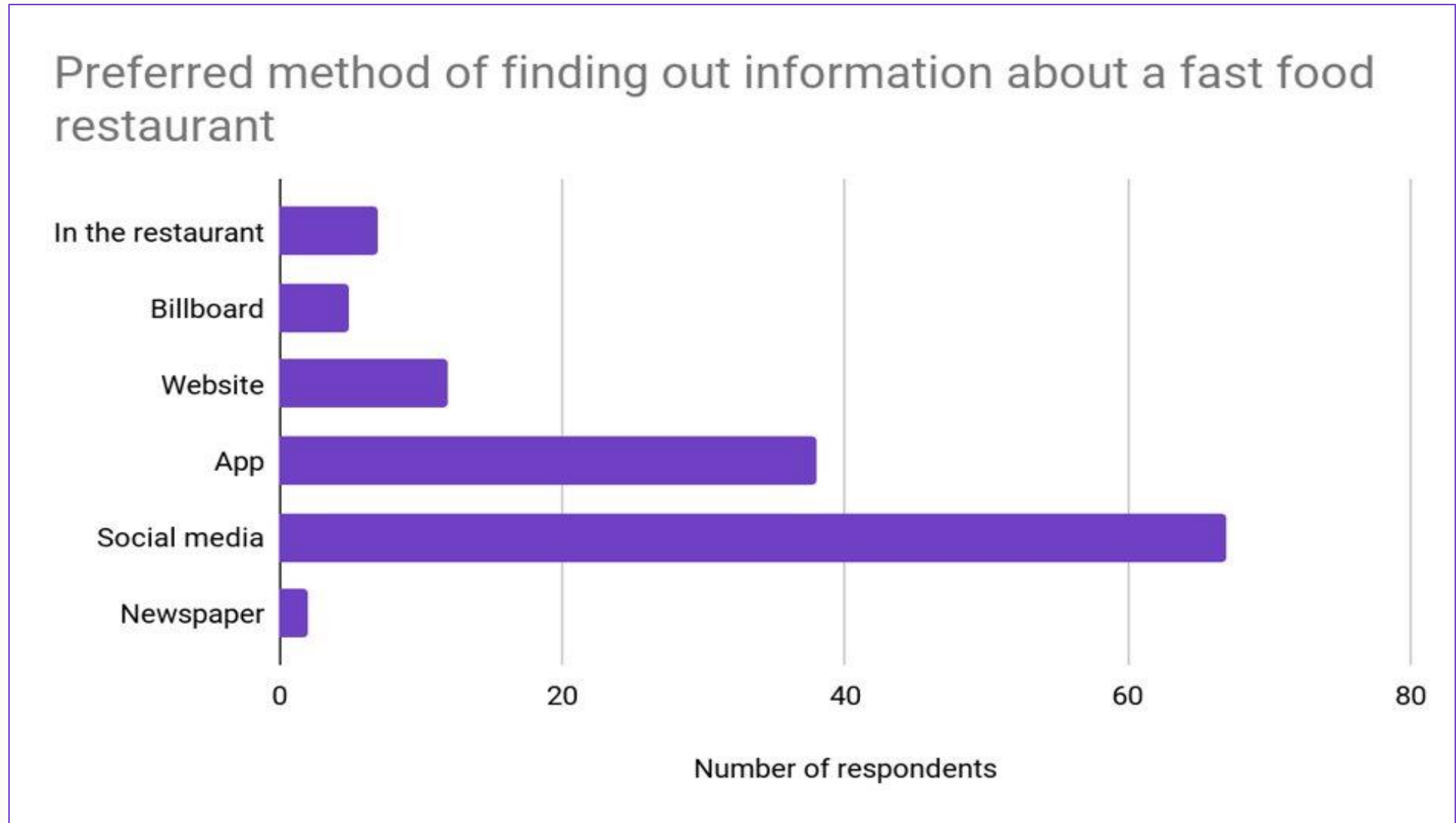


## Graph 5

Preference of how to place an order in a fast food restaurant

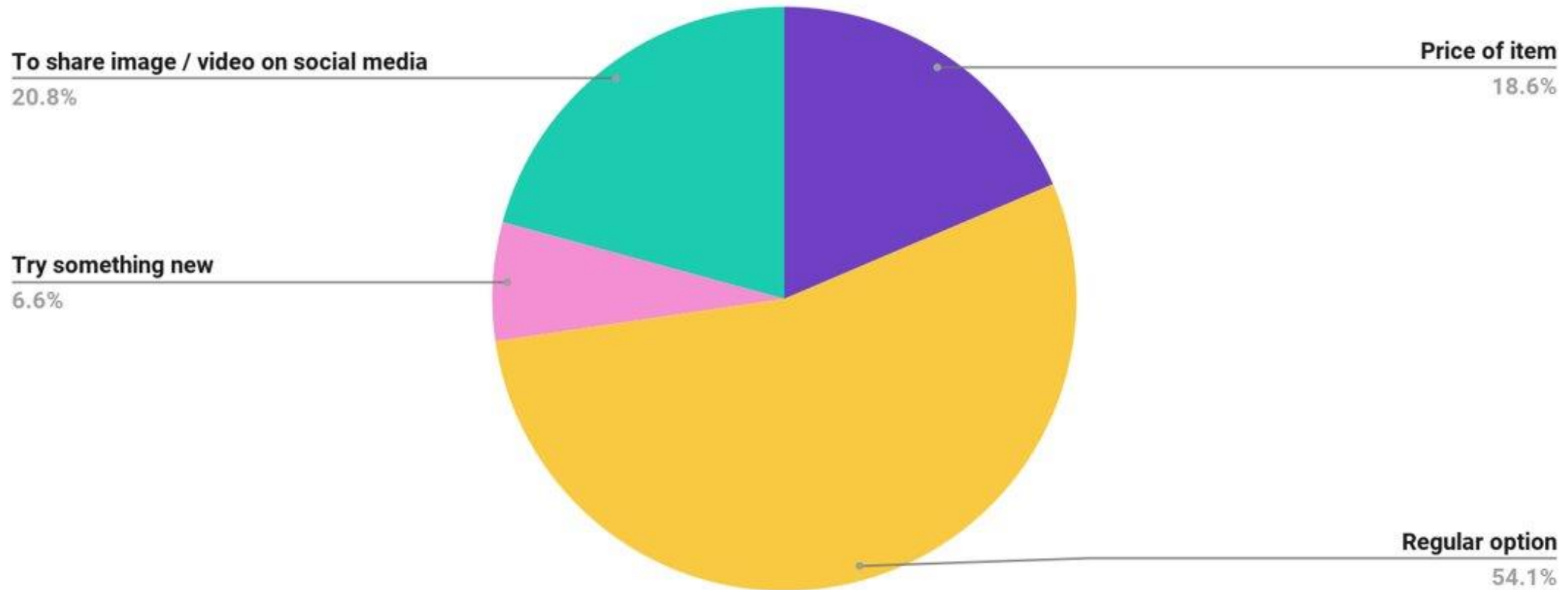


Graph 6

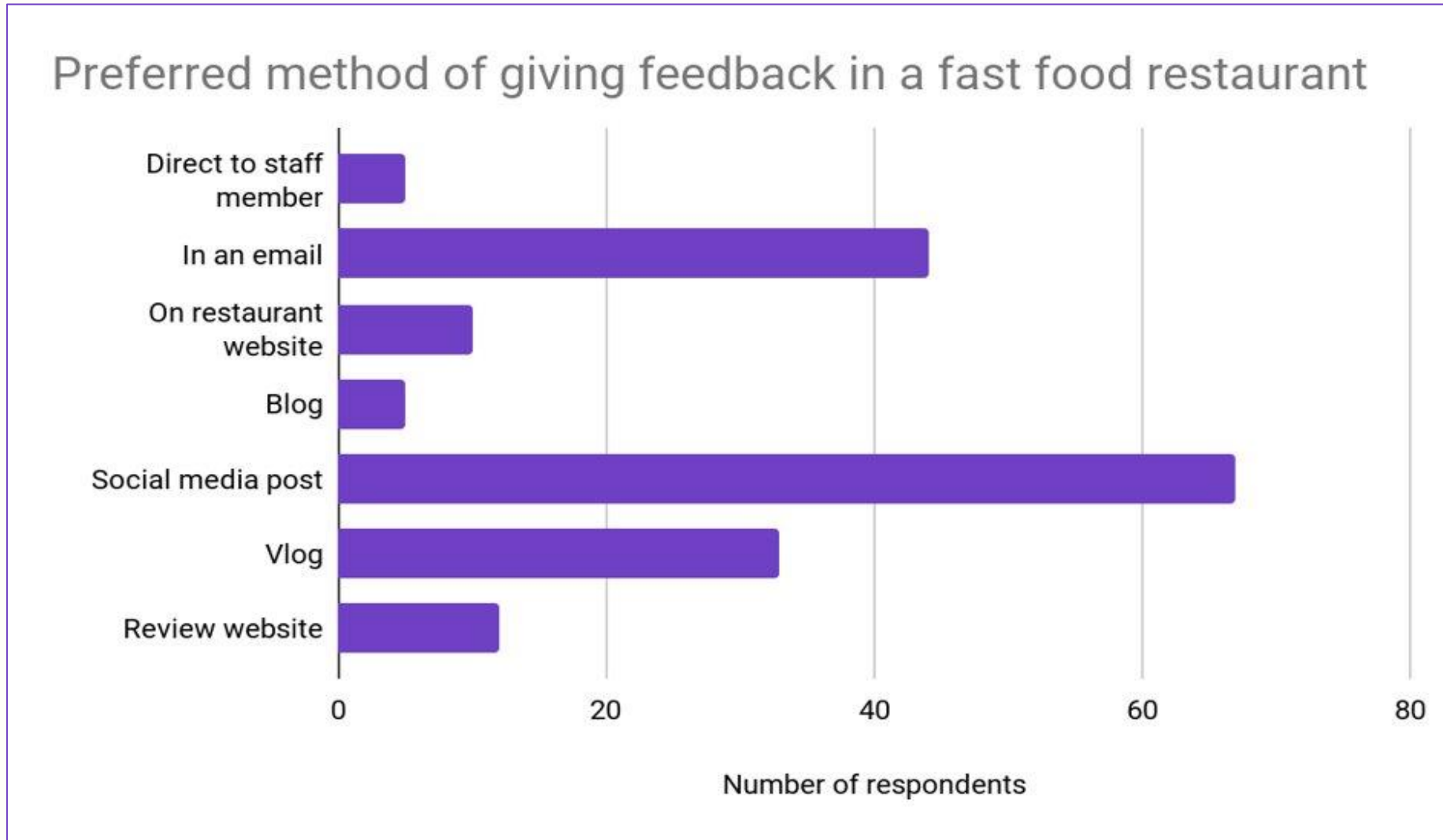


## Graph 7

Main reason for item selection in fast food restaurant



## Graph 8



## Reflection part 1

1 – Today, we have been studying how data can help in making business decisions. Write down any questions today's lesson has inspired you to think of. For example, these could be questions about how we use data in society or different career pathways.

## Reflection part 2

2 – How well did you speak in your teams today?

Rate yourself 1–5.

*1 (I didn't speak at all in my team) – 5 (I spoke in my team, using appropriate language and examples to illustrate my points)*

3 – What could you do to improve your speaking skills in future?