MARKET OVERVIEW OF HEALTHY FAST FOOD RESTAURANTS CHAIN ESTABLISHING: INTERNATIONAL DIMENSION

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The main purpose of a paper given is to represent a market overview of a healthy fast food restaurants chain (HFF) and to elaborate recommendations on how to implement this business idea on practice. The idea consists in the creation of a solution to the urgent problem of the restaurant industry, which cannot provide some alternatives to fast food restaurants and classical restaurants regarding requirements of healthy eating combined with fast service. Methods used include data collection from prospective customers, analysis of all information gathered and development together with customers an overall image of HFF chain based on their wishes, worldwide trends and our vision of this project. Another part of the paper consists of all other steps which are needed to be achieved before the HFF chain opening.

Keywords - Chain of Restaurants, Customers, Healthy Fast Food, Worldwide.

I. INTRODUCTION

This paper is the reaction to worldwide trends of healthy eating and an absence of an offer on the side of restaurants to this problem. This implies that over last years the number of people who would like to have some alternatives to self-cooked meal or salads if they are healthy-eating persons for their lunch or dinner or even breakfast is rising and there is almost no offer for such customers in the restaurant industry, especially if to talk about fast serving of some healthy dishes.

Therefore we would like to create a worldwide restaurant company, which offer its clients a range of healthy and fresh food, recommended by nutritionists and served directly after an order in biodegradable packaging or in ceramic crockery, the mission of which would sound like the following: “Feed people fast and healthy”.

The great point that only adds to the importance of the idea described is DASH-diet, which is ranked best diet overall for the eighth year in a row by U.S. News and World Report, and which says generally the same things [1].

We have already conducted some initial researches and based on them wrote two abstracts [2-3], the results of which had shown that this is a real problem among prospective customers all over the world and in Europe in particular. After what we have conducted deeper market research, the results of which are presented below.

Research methodology, which was used in this paper might be subdivided into the following categories: qualitative research; descriptive research in the part of market research and analytical research in all other parts of business plan; fundamental research in the terms of research in general as it offers a completely new way of offering food to people – fast and healthy; conclusive research.

II. MAIN PART

Practical directions for implementation of this idea can be described in the form of business plan for Healthy fast food (HFF) restaurants chain, which would be subdivided into the following stages:

- Data collection from customers about the general idea and practical implementation of it, analysis of information gathered;
- Questionnaire of nutritionists, presentation of the initial menu and general advises;
- Team and network creation (with recruitment officers, legal counsels, advertisers, designers, suppliers, logistic companies, eco-packaging companies, recycling companies and others);
- Risks assessment;
- Budget calculation (ROE, ROI and others);
- Funding obtain through Crowdfunding platforms;
- Opening of the first restaurantwith further openings all over the world.

Data Collection: was conducted from 03/05/2019 till 31/05/2019 via questionnaires, which were presented on such online platforms as Facebook groups [4-11], website Survey circle [12] and oral questionnaires during personal talks, results of which were added to the written answers. An overall amount of respondents is 110 persons, this number includes 21 residents of Ukraine, 26 from UK, 15 from the Netherlands, 6 from Germany, 5 from USA, 4 from Austria, 3 from Australia, 2 from Thailand, 2 from Portugal, 2 from Belgium, 2 from China, 2 from Sweden, 2 from Denmark, 8 from other countries in Asia, 8 from other countries in Europe, 2 from other countries in Oceania. Respondents travel to different

parts of the world, but the most relevant information we can get about Europe, since the bigger part of them choose this travel destination (85 persons), Asia is on the second place (31), North America on the third (13), and South America, Africa, Australia & Oceania have by 5 persons each [13-16]. Below are presented results of this research, grouped by countries from where we have gathered the biggest number of answers and later on are presented answers of respondents, grouped by their residence continent. Such type of grouping was chosen due to the amount of information which is supposed to be relevant and sufficient for opening HFF chain in that country or on that continent (of course after deeper research for every country on the continent).

Ukraine (21 respondents): age of respondents was between 18 and 43 years. There were 7 students, 11 working people and 3 others. The biggest percentage of them (9 persons) eat 1-2 times per week outside their houses during their daily routine, 7 people do it 3-5 times per week, and 2, 2 and 1 do it more than 7 times, 6-7 times and 0 times respectively. If to talk about eating outside their houses per week during travels, then figures change in the following way: mostly they eat 3-5 times (9 persons), 7 people do it 1-2 times per week, and more than 7 times or 6-7 times – 3 and 2 persons respectively. 15 out of 21 would switch to Healthy fast food restaurant and generally, respondents would pay from 0% up to 50% more in a healthy fast food restaurant. Based on the information provided we may make a conclusion that it is worthy to open such chain in Ukraine although we may not have a very big number of clients, it is still worthy to do it regarding healthy trends in this country.

Talking about an overall image of HFF restaurants, respondents do not have one preferred option (8 of them prefer takeaway option, 12 – sit-down restaurant), therefore in Ukraine we need to consider the following option of HFF restaurant concept when people have an opportunity to choose what they want to eat by themselves and then may choose whether they want to take it away or sit with their dishes inside (the good example is restaurant "Puzata khata" in Ukraine). To specify the previous answer, they gave their visions of a healthy fast food restaurant (how do they see it from the perspectives of image, style, atmosphere, and so on), which we may sum up in the following description: comfortable place with good music, a lot of greenery and white-green colours, well-lit. There were as well the following ideas of eco-style in HFF restaurants: discounts on coffee when you take it in your cup, interesting cards about healthy food, sunlight chargers for phones. Some respondents mentioned pre-order of food and takeaway in one of the restaurants or delivery. 3 respondents provided names of restaurants they consider "healthy fast food chains", none of which is really healthy fast food: 'Om nom nom' – vegan café in Lviv, 'Little green' – Asian cuisine in Lviv, 'Green café' – vegetarian café – Lviv, 'Dogs like ducks' – vegetarian and vegan food – Lviv, 'Open' – fast before prepared food but with little healthy in it – Lviv.

UK (26 respondents): age of respondents was between 20 and 32 years. Mostly there were students (22 persons vs 4 working people). Mostly they eat 1-2 times per week outside their houses during their daily routine (14 people), 3-5 times – 8 persons, 0 times – 4 persons. If to talk about eating outside their houses per week during travels, then figures change in the following way: 3-5 times – 10 people, 1-2 and more than 7 times – 6 persons to each option, 6-7 times – 4 people. 10 out of 26 would switch to Healthy fast food restaurant and mostly they would pay the same amount of money in a healthy fast food restaurant. This information leads us to the following consumption: it is worthy to open HFF restaurant in the UK as well, but we need to be aware that price cannot differ too much from existing restaurants.

Talking about an overall image of HFF restaurants, UK residents prefer sitdown restaurant (18 persons vs 8 of those who prefer takeaway option). Still, the idea, described above is a good option. Talking about a vision of a healthy fast food restaurant, two main requirements were: it is supposed to be clean and there has to be no fried food, which shows obvious problems with it in this country. Other thoughts on this theme might be summed up in the following image: lots of seating space, bright, green and white theme, calming atmosphere, friendly, which must be felt home cooked but quick, and there was an idea of bins for recyclable packaging, which is a really good idea (maybe we have to add some discounts for those who will bring it as well, and it requires cooperation with recycling companies, which was mentioned in our business plan).

10 people provided names of restaurants they consider "healthy fast food chains": Eataly – restaurant of Italian food – USA, Leon – generally good but with fried and spicy food options – UK, Greenhouse Fresh food co – supposedly the best alternative for HFF, but with some unhealthy sides and it is not a chain – Belfast, Mos Burger – burgers with natural fillings – Japan, Subway – fast food but not healthy at all – all over the world, Gails – bakery – London, POD – restaurant, a lot of fried food – UK, Wasabi – sushi – UK, Itsu – many different options but mostly unhealthy – UK.

The Netherlands (15 respondents): age of respondents – between 21 and 30 years, all students. Mostly they eat outside their houses during daily routine 1-2 times per week (12 respondents), other 3 do not eat outside. During travels they mostly eat 3-5 times per week outside houses (11 people), 2 persons

do it more than 7 times, 6-7 times – 1, 0 times – 1. 7 out of 15 would switch to Healthy fast food restaurant. Half would pay the same amount of money and half of respondents would pay from 20% up to 40% more in healthy fast food restaurant.

In this country, people prefer sitdown restaurant as well (11 vs 4 of those, who prefer takeaway option). A vision of a healthy fast food restaurant among those respondents is as following: natural, earthy, bright colours, nothing flashy, relaxing, laid-back, more classy than a regular snack joint, modern, with pictures of fresh food.

5 respondents provided names of restaurants they consider "healthy fast food chains": SNCKBR – natural food but not everything is healthy, restaurant - Amsterdam, The Netherlands, Probs – cannot find information on the web, SLA – some fried food, restaurant – Amsterdam, taco places – too spicy and fried – Mexico, Easy & Fresh Falafel – a lot of fried food – Amsterdam.

Other countries in Europe: 26 respondents aged between 18 and 56 years. 3 working people, 23 students. Mostly eat 1-2 times per week outside their houses during daily routine (15 respondents), 7 persons do it 3-5 times per week, 0 times – 3, more than 7 times – 1 person. During travels 8 do it 6-7 times per week, other 8 – 3-5 times per week, 7 – more than 7 times, 1-2 times – 3 persons. 11 out of 26 would switch to Healthy fast food restaurant. Around half of the respondents would pay the same amount of money, another half would pay 50% more in a healthy fast food restaurant. About image votes were mostly for sitdown restaurant – 15 persons, 3 prefer takeaway option, 4 – both options, 1 – order to the house. The most important role overall play quality ingredients and cosiness. Other components of an image are gathered here: less waste, green, plants, nice décor, clean, easy, fast, not noisy, plenty of space to sit and move, much light, nice waiters and waitresses, locally grown products, calm music. 9 provided names of restaurants they consider "healthy fast food chains": Indian restaurant – not very healthy, too spicy – Vienna, Mr. Bean.s – coffee shop, burgers – Mödling, Salaid – salads only – Berlin, Panera Bread - chain store of bakery-café fast-casual restaurants – USA, Fresh & Co – fried options – New York, Mat fra Hagen Trondheim – fried options – Norway, Hitzberger – fast but fried – Switzerland, Beach House – some organic food but not everything and not fast – Spain, Exki – main competitor (with almost identical vision), but we are not sure whether it is fast – Europe (mostly in Belgium and France, is presented as well in Netherlands, Germany and Italy).

Asia: 12 respondents aged between 19 and 31 years. 3 working people, 9 students. Mostly eat 1-2 times per week outside their houses during daily routine (8 respondents), 3-5 times – 2, more than 7 times, 6-7 times – 1 person each. During travels the situation is mostly the same: 1-2 times – 6 respondents, more than 7 times – 2, 6-7 – 2, 3-5 – 2. 6 out of 12 would switch to Healthy fast food restaurant. Around half of respondents would pay the same amount of money, another half would pay from 10% up to 50% more in a healthy fast food restaurant. Almost everyone prefers sitdown option (11 vs 1 for takeaway option). An overall image: open kitchen, they claim they use natural ingredients to cook the meal, green, clean, nice atmosphere, tasty, fresh and healthy food. 4 provided names of restaurants they consider "healthy fast food chains": vegetarian restaurant in Shanghai, Micanto – pizzeria – Ontario.

USA: 5 respondents aged between 23 and 62 years. 4 working people, 1 student. 3 of them eat outside their houses 3-5 times per week during the daily routine, 2 – 1-2 times. During travels 2 eat more than 7 times, other 2 - 6-7 times and 1 – 3-5 times per week. 3 out of 5 would switch to Healthy fast food restaurant. They would pay from 0% up to 70% more in healthy fast food restaurant. 3 prefer takeaway option, 2 – sitdown restaurant. Their thoughts about an image of HFF: good atmosphere, clean, bright, international vegetarian (not the typical American "salads only" for vegetarians), natural locally grown/produced ingredients, customer friendly. 3 provided names of restaurants they consider "healthy fast food chains": Komala – Indian, vegetarian fast food – Singapore, Panera Bread – chain of shops – USA.

Australia + Oceania: 5 respondents aged from 17 to 24 years. 1 working person, 4 students. 2 eat outside their houses 3-5 times per week during daily routine, other 2 – 1-2 times, 1 – more than 7 times. During travels 2 respondents do it more than 7 times, other 2 - 6-7 times, 1 – 3-5 times. 3 out of 5 would switch to Healthy fast food restaurant. Respondents would pay from 20% up to 120% more in healthy fast food restaurant. 3 prefer takeaway option, 2 – sitdown restaurant. Image: fresh, prepared that day, fast service, quality service, cosy atmosphere. 3 provided names of restaurants they consider "healthy fast food chains": Subway – sandwiches – all over the world, Oliver's – organic sandwiches – chain in Australia.

To sum up, given above results of market overview, we may state that we do have one competitor (Exki [17]), but this only adds to the spirit of competition and drives to make everything even better and as well shows that this idea is really worth of developing. That is why we may present our chain everywhere in those areas, from where we had at least some information from respondents (which means all over the world except South America and Africa) with an overall image of healthy fast food chain with fresh and tasty food, sit-down and takeaway options combined as described above, comfortable place with

good music and a lot of space, a lot of greenery and white-green colours, well-lit, discounts on coffee when you take it in your cup, friendly, felt home cooked but quick, with bins for recyclable packaging, clean, not noisy, with locally grown products, open kitchen in Asia.

Other steps of HFF chain concept implementation include questionnaire of nutritionists and presentation of the initial menu and general advises regarding healthy eating. That is why we would like to present here the results of our communication with Ukrainian nutritionists and based on it and on-line sources approximate initial menu:

- Soups: pumpkin cream soup, vegetable soup, other;
- Salads: made of fresh vegetables, oil and seasonings might be an option, which customers may add by themselves;
- Sides: pearl, pot barley, wheat porridge, rice, millet, pasta from hard wheat, bulgur;
- Main courses: meat (chicken, turkey, rabbit, veal, not fat pork, lamb), fish and seafood;
- Desserts: black chocolate, marshmallows, homemade ice cream, natural cakes without creams;
- Beverages: cocoa, chicory drink, coffee, kefir, black or herbal tea, compote;
- Adds: sour cream, eggs, cheese, dried fruits, fruits, nuts.

Everything has to be stewed, seethed, made in an oven, baked, steamed or fresh.
Banned products and ingredients: bouillons, colourings, enhancers of taste, everything chemical-based, mushrooms, canned food, fried food, spicy food, smoked food, carbonated drinks, spirits.
The next and one of the most important stages of an overall project is a team and network creation, and an obvious reason for such statement is a fact that in the modern world we can achieve almost nothing without other people. Consequently, we would like to present to your attention a short list of our future partners:

- legal counsels in every county;
- recruitment officers in every county as well;
- advertisers – in every county (regarding the specificity of every country);
- nutritionists – already done;
- designers – already done without their work but with the help of respondents;
- suppliers of fresh eco food: e.g. presented on Organic Market Info (for USA and Europe) [18];
- logistic companies: e.g. Nagel Group, Kloosterboer or AGRO Merchants Group for Europe;
- eco-packaging companies: e.g. DoECO for Europe, USA and Asia;
- recycling companies: e.g. Europe Recycling in the Netherlands;
- other partners.

Risks assessment: the proper number of customers for gaining the profit; well-organized network for uninterrupted operation; countries risk perspective considered during launching the project and others.
Budget calculationhas to be made regarding the idea of franchising disposal. For this reason, we may begin with calculating the approximate cost of one restaurant launch for example in Lviv, which would be in the range from 30.000 to 70.000$.

Crowd funding platforms: e.g. Спільнокошт, Kickstarter, Indiegogo, GoFundMe and others.
After successful market research, gathering the team, partners and money we will have a sufficient basis for opening the first restaurant, after 6-month work of which we would be able to make some conclusions about the success or fail of this project on the specific market and make some modifications for further work.

III. CONCLUSION

Summarizing market research conducted, we may affirm that the idea of healthy fast food restaurants chain has all rights and chances to become a real successful project at least on 5 out of 7 continents of the Earth.

For that to happen 7 essential milestones have to be passed, namely gathering and analysis of customers thoughts about general idea of HFF chain and practical implementation of it; gathering of nutritionists thoughts about healthy eating and presentation of the initial menu and general advises; team and network creation; risks assessment; budget calculation; funding obtain and opening of the first restaurant with further openings all over the world.
Implementation of the project will lead to the creation of a wide and strong team with professionals from different areas of business and different countries, which then will lead to the creation of a new worldwide company of a completely new type. This project will also help local entrepreneurs (especially farmers and eco-packaging producers) to grow and evolve. The third strength consists in the creation of new working places in all the countries of future presence and thereby the development of their economics. The last but not least advantage – this project will become a real evidence of implementation of 3 out of 17 Sustainable Development Goals (SDGs), namely SDG №2 (“End hunger, achieve food security and improved nutrition and promote sustainable agriculture“), SDG №3 („Ensure healthy lives and promote well-being for all at all ages“), SDG №12 („Ensure sustainable consumption and production patterns“) in the ways described above.

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