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Submission date: 21-May-2021 04:13AM (UTC-0700)

Submission ID: 1591092160

File name: Justeattakeaway.docx (17.94K)

Word count: 791

Character count: 4801

JUST EAT TAKEAWAY.COM

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JUST EAT TAKEAWAY.COM**Just Eat Takeaway.com****Company profile**

According to NSM (n.d.), ³ Just eat takeaway.com is a preeminent international online food delivery corporation. The company began functioning in 2000 in the Netherlands when founder and CEO, Jitse Groen, launched the online food delivery marketplace with the trademark www.thuisbezorgd.nl and grew fast both in the Netherlands and globally, building European and then global scale through a blend of strong organic and acquisitive growth (p.10). The company's proposition benefits both restaurants and consumers. The company's websites and applications allow its clients to conveniently order food from a wide variety of local takeaway restaurants at the comfort of their homes, plus multiple payment solutions, enabling a food order to be completed in seconds. For restaurants, partnering with the company means access to a large pool of Active Consumers, the company's brand strength and presence—allowing them to increase their orders and grow their businesses.

Business Model and Operations

Just Eat Takeaway.com's core business model connects consumers with restaurants, enabling the consumer to reserve and prepay for a meal using its websites or applications, which is then delivered to the customer or picked individually by the client. Since many partnering restaurants deliver the orders themselves, the company is expanding its own logistics offering, giving restaurants access to new sales opportunities. For consumers, the company's marketplace provides a simple way to order and pay for food. Just Eat Takeaway.com aims to offer the best user experience by rendering comprehensive and diverse menu choices, all-inclusive restaurant preferences, an easy-to-use and engaging product interface, flawless payment

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procedures, and simple order-tracking peculiarities. For eateries, Just Eat Takeaway.com provides access to a broader customer base and offers advertising at a comparatively inexpensive cost, enabling associates to expand their scope beyond local retailing and produce increased orders. The company's business is primarily a business-to-consumer (B2C) operation, but Just Eat Takeaway.com has also invested in solutions to serve the corporate market, including Takeaway Pay (NSM, n.d., p.114). The firm's business model profits from robust network impacts, reinforcing growth in orders, restaurants, and consumers. As the fraction of customers rises, more demands are created, pulling more eateries to their marketplace, which further intensifies and broadens the offering and, in turn, draws more customers.

Market Share

As per 31 December 2020, Just Eat Takeaway.com report shows that the company operates in 23 countries across Europe, North America, Australia, and Israel, representing a directly accessible community of more than 450 million individuals, who consume an approximated \$72 billion on online food order (NSM, n.d., p.19). Despite its fully developed market stands in every one of their markets, entrance remains moderately below, indicating significant merit possibility. However, it still firmly believes that there is still an important opportunity from the transformation from phone to online buying, as well as transformations in the entire takeaway food industry empowered by the continued development of the addressable eatery. Just Eat Takeaway.com employs the Adjusted EBITDA created in general markets like the United Kingdom, Germany, and the Netherlands, which is reinstated in other markets to stimulate continued advancement.

Risk Management

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By nature, the Company is an entrepreneurial corporation, having accomplished exceptional victory over 20 years through deliberate and proportionate risk-taking. Its victory is, in part, based on its centralized operational strategy. For effective risk management, the company also takes an organized strategy to Enterprise Risk Management (ERM) that begins with the Management Board and is utilized in the entire Just Eat Takeaway.com (NSM, n.d., 113). The Company owns devoted Risk and Control teams managing the ERM program of the corporation in the second line of defense capacity. These teams assist the Management Board and senior management by hiring experts, program perfection, and administration monitoring besides the first line of defense (proprietors of particular risks, moderating activities, and directions). The teams also assist in guaranteeing that risks, strategies, and practices are adequately controlled as manifested by the Management Board.

Corporate Governance

Just Eat Takeaway.com operates on a two-tier council formation, comprising ¹ of a Management Board and a Supervisory Board, who are overly liable for the corporate governance composition of the company (NSM, n.d., p.110). The Management Board's duties entail, and are not limited to, establishing and achieving Just Eat Takeaway.com's goals, planning risk management strategy, and daily control of the company's activities. In discharging its responsibilities, the Management Board is directed by the company's objectives. The Supervisory Board oversees the courses formulated and rolled out by the Management Board and the company's overall interests and its marketing enterprise (NSM, n.d., 113). The Supervisory Board also concentrates on the efficiency of the ¹ company's internal risk management and control systems.

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Work cited

NSM, F. (n.d.). *Just Eat Takeaway.com N.V. - Just Eat Takeaway.com*

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