In the United Kingdom, the prepared meals market grew by 4.2% in 2017 to reach a value of $6,014 million and is forecasted to increase a further 21.2% (a value of $7,289 million) by 2022 (MarketLine, 2018).

The UK prepared meals market experienced moderate growth during the review period (2013-2017). The market is fragmented and the presence of large multinational companies intensifies rivalry. Rivalry in the prepared meals market also intensified due to products being largely undifferentiated, making it difficult to retain buyers, forcing players to compete on a combination of price and quality (Market Line, 2018).

4   METHODOLOGY

The use of mixed methods will include using theories deductively and inductively. Deductive approaches emphasise causality, while inductive aims to explore previous researched phenomena from a different perspective (Dr Debora Gabriel, 2013).

The inductive approach aims to generate meanings from data collected in order to identify patterns and relationships to build a theory. Inductive reasoning is based on learning from experience; patterns and regularities in experiences are observed in order to generate theory or reach conclusions (Research Methodology, 2018).

Mixed method research involves collecting both qualitative and quantitative data. Combining the two research methods into a mixed method study will complement each other's strengths and weaknesses (Creswell, 2015), it minimises the limitations of both approaches – it provides a better understanding than either approach would alone. Explanatory study looks at identifying and testing the existence of casual relationships in research phenomenon and events (Saunders *et al*, 2007). Explanatory Sequential Design is a two-phase design where the quantitative data is collected first, followed by qualitative data collection. Here the qualitative study depends on the quantitative results (Creswell, J. W *et al,* 2015).

For the purpose of this research and in order to achieve the objectives, data will be collected by using both primary and secondary data.
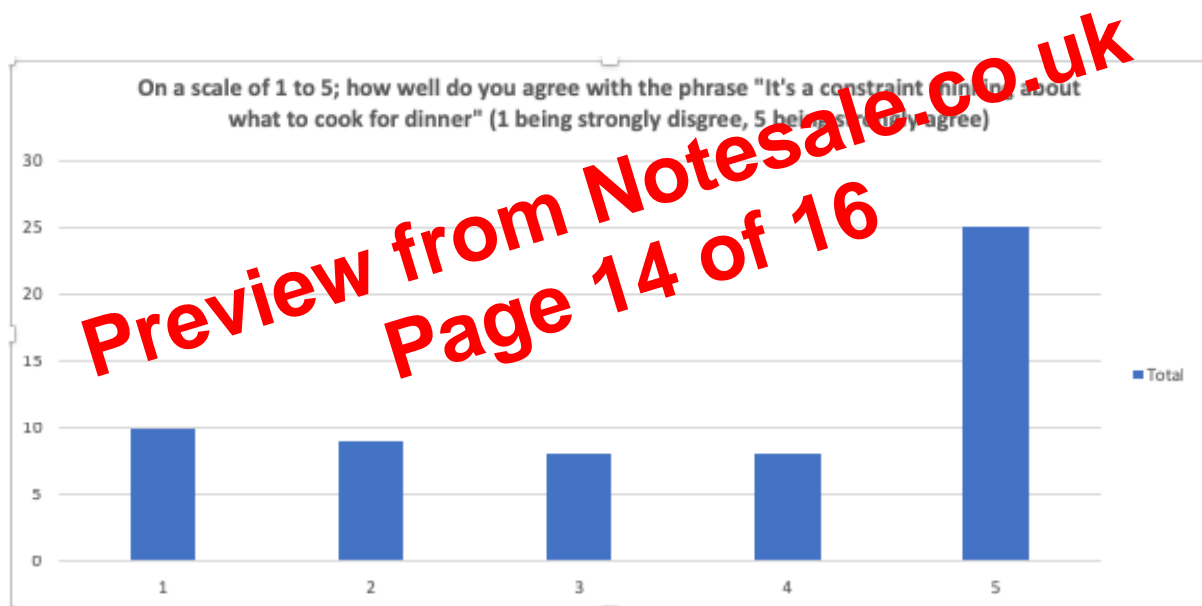
Figure 1 Question 1

Figure 2 Question 2