

MANAGING ENTERPRISE IN 21st CENTURY

COMPONENT 2

Table of Contents

Introduction	3
Review	3
Conclusion	7
References	7

Introduction

It is very much important to identify the fact that managing business is not an easy task to be performed. There has been the development of a business plan by the senior manager of the company Foodish located at UK. The students working in the different universities should be engaged in developing a potential business plan or the business development idea for the business development of Foodish. There has been the critical reflection and the review is to be made on the development of business plan for Foodish. The study has been focused on the analysis and the evaluation of the personal skill set to be developed for the development of the business idea and their suitability for self employment in organizations in future. It should also be focused on the analysis of the key challenges faced by the business development manager of Foodish for the implementation and development of the business plan for its company employed for. It should also be reflecting on the impact of the key challenges faced by the business development manager in the current as well in the future. The review is also illustrating the different types of activities to be required by the students of Portsmouth University in order to develop the business plan in such a way that the plan should be made successful in future. The study is also made the recommendations on how the skill set should be improved so that they can be able to make the comprehensive planning. The study concludes with the positive outcome of this business development idea for the company.

Review

Key business Idea

The business idea to be developed by the business development manager of Foodish Services is that this company has been the start up and would like to develop its business. They have the business of catering services where the company will be trying to order catering for office meetings in an easy and comfortable manner. The company want to develop the online ordering or catering services by which they can be able to provide high quality and fresh foods for breakfast meetings and for the working staffs. They would like to provide range of foods in different areas across UK which will be helping the company to flourish as a well established business in the future across UK. The business idea for Foodish Services is to provide innovation in their service delivery. They would like to target the varied people living in UK only. Would love to become the leading catering services in London and to

have great selection of foods. would also want to focus mainly on the retention of the employees by which excellent quality service delivery could be made possible for the company and this will result in making the business to be established and develop a great brand image in the future as well. Would also want that the health environment for the customers need to be top class and provide the best customer satisfaction level by the starting of 2018.

Key challenges faced

It is said that whenever there is a mission to be accomplished there are number of challenges which an individual need to be facing. In this study as a business development manager for Foodish Services in London, I have been faced with numerous challenges. First of all I have faced the challenges of getting the valid and reliable information as I did not get any kind of help from my group member from this company as this has been the start up company. I have not got the opportunity to understand and evaluate that what type of information was made suitable for me to gather and use for this business development plan to be made for Foodish Services in London. Secondly, I have faced with the challenge of developing this business plan within 1 months which is very short for me. The top management of this company has been provided me a very short period of time to develop the business plans for Foodish Services which will be operating at London. Next, i have been faced with the challenge of communication and interaction with my group members. I have been worked with 5 group members and have the total of 3 individuals who will be helping and communicate with me regarding the development of this business plan for the company. I have never got that type of formal communication and the interaction lacked evidence from the group members. I have also faced with the challenge of conflict raised between the group members and no coordination and support be it mentally or physically from them. I have worked completely alone in this group and developed the business plan. I have been able to make market research from where the marketing strategies for the company to be able to set up in London could be made. I also faced the challenges of effective financial resources to be made at the starting of my business plan. So that from the start I could become so much competitive against the competitors like KFC and McDonalds. I would also face the challenge of skill gaps of the employees who will be working in this company. As a start up company it is very difficult for me to arrange for the training and development costing as this will enhance the

estimated budget for the company to have their operations in London. The employees which will be recruited for this company should be professionally trained and have effective skills as well to get suitable for Foodish Services. I also faced the challenge of having effective planning and leadership skills in me by which I could be able to develop new plans and innovation for the range of services and products range to be included as a start up in London. I have lacked the proper evidence and market research and I do not have useful statistics related to the revenue and sales figures of the other catering services operating in London as this has been the start up or entrepreneur in London. I have also lacked the strong leadership skills in me which would

not help me to motivate the my group work in Foodish Services. According to Belbin (2009) A team subsist other than enqitable to any body based on folk who meet and work together.

Impact of the key challenges in future

In future as the student of the Portsmouth University pursuing Bachelor degree in Food Business Management, I have lacked the evidence and statistics regarding the sales and revenue of the other catering services operating in London> this has actually have an impact on me that I could not be able to do the market research properly and this resulted in inaccurate development of the business plan. There has been the lack of leadership skills in me which has the impact of not having the proper communication and interaction to be done properly with the team members which will be affecting my personal skills in future as well. I also lacked the proper planning and time management skills which might make me indisciplined and irregular in future as well. In future i will also become non communicative as here has been lacking of inappropriate communication skills and this will be providing influence in building my professional career in the future. In future with my poor communication and planning skills I have this will affect my knowledge and I could not be able to participate in any kind of events or could not be able to excel my career in the activities where there has been effective planning is required. My communication and pateience planning skills also deprived me of not getting the best shape in my professional life as well if I want to switch it to some large organizations in the future. This will eventually hold me back from getting any kind of employment in the business organizations

and education in higher studies on Masters in Food Business Management .According to maginn (2003) Humankind maintain valuable plan from time to time innovation also constant solution around, exactly, anybody is productive. You can judge your stand that you are not visionary person.

Analysis and evaluation of the skill set

As the students of Portsmouth University London, the students when delivering and developing the business plan for the Foodish catering services to be opening their business in UK, they have to be aware of the certain personal and the professional skills. The students should be reflecting basically on the planning and communication skills. The students need to have proper communication and planning skills as they have to be planning about the type of data to be collected for the business plan to be developed. They should be communicating well with the group member

for having an idea of how the business plan will be approved. We should be communicating well with the investors and the other people who have been doing financing in this business for setting up in London. It is also seen that the students must reflect on the effective negotiation skills as they need to be negotiating regarding the resources required for the development of this business plan, we

need to be negotiating with the banking institutions and the personal home makers and the friends about how much finance they have been capable of providing for this business to be started. The group should have the strong leadership skills in them so that we can be acting as the leader and should be taking the responsibilities in acting as the team leader and trying to consult with the other students present in the group about how the business plan to be developed. The students should have good consulting and convincing skills as well by which they could be able to convince the top management of the company and good research

oriented skills as well. With the effective research oriented skills they can be able to do well established and comprehensive market research regarding the tastes and preferences of the people of London, the target customers we want to target, the proper segmentation of the market, the selection of the range of food items to be produced by Foodish Services. The students should also need to have the good interpersonal skills by which they can be able to motivate the other students present in the group. We also need to have the good coordination and effective team bonding so that we can be able to work as a team for the development of the business plan for Foodish services operating in London.

Activities required for suitability of self employment

The students should be indulging in various activities so that they should become suitable for employment in Foodish Services in London as well in other catering services operating in London. The students should be able to conduct business plan for the other companies. The students should be acting as the leader in other companies and should have the proper knowledge of food selection and its managerial activities. For self employment the students needs to improve on the communication and the business planning skills by which they will be able to provide creative ideas and have sound technical knowledge about food management. For self employment it is suitable for the students to have effective interpersonal and negotiation skills by which if they get employment in retail or in hospitality sector then they will be able to negotiate with the clients and communicate very well with the customers. The students also need to have good customer service skills by which they can be able to manage and deal with the problems or issues related with the customers coming for catering services to be rendered by Foodish Services in London.

Conclusion

From the whole assignment it has been quite evident that it is the urgent need for the students to have comprehensive market research and evidence for developing business plan for Foodish Services. It is concluded that critical review or reflection is basically the analysis and the evaluation of the strengths and weakness in the personal and professional career. It is evident that there has been the lack of communication and planning skills for the students

which they want to get improved in order to excel their career in future. It is also evident that they need to have good interpersonal and good customer service skills which enabled them to manage the clients and customers. Hence, for the development of the business plan it is required to have good and sound technical knowledge and requisite skills to be able to get employment in large business organizations.

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