

PERSONAL DEVELOPMENT PLAN

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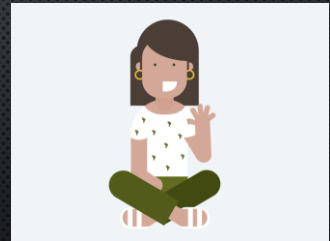
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Introduction and Background

- ❖ I am 24 years old.
- ❖ I was born in Italy with Ghanaian origins.
- ❖ School education in Sales Marketing.
- ❖ Moved to England to finish studies and open a Coffee shop business.
- ❖ I am currently working as shift manager at fast food restaurant.



I will provide you with the steps and details that in my prospective and from my learning's throughout this module that help to develop a successful business.

In the near future I would like to open a Coffee shop business in which, my current learning and work experience inhabit the business plan that I will reveal further on.



The infographic features a white silhouette of a human head in profile, facing right. Inside the head are two interlocking gears, one blue and one yellow. Surrounding the head is a circular arrangement of twelve icons connected by a dashed line. Starting from the top and moving clockwise, the icons are: a yellow clock, a green speech bubble, a yellow heart, a blue hand holding a pencil, a blue thumbs up, a yellow chess king, a group of three yellow people, a green document with a checkmark, a blue document with a checkmark, a blue microphone, a yellow pencil, and a yellow lightbulb. Each icon is accompanied by a small, illegible label.

My skills

- ❖ Communication skills
- ❖ Teamwork skills
- ❖ The ability to work under pressure
- ❖ Problem solving ability

STRENGTH

- Effective sales
- Positive attitude for the brand.
- Strong ethical value
- Profitable

WEAKNESSES

- Limited sales coverage
- Existing competitors
- Low brand awareness
- Weak financial reserves

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OPPORTUNITIES

- Attract new customers through special offers
- Build brand awareness
- Grow customer loyalty
- Add more product line extensions

THREATS

- Limited profit level
- Increase in supplier cost
- Consumers becoming sensitive with price
- Changes on the market barriers

Personal Development Plan

OBJECTIVE What do I need to learn?	ACTION What do I have to do?	RECOURCES What help and support will I need?	CRITERIA FOR SUCCESS How I will measure the successful completion of this objective?	TARGET DATE When will I complete or review my progress?
1. Written skills	Practicing with writing during university period.	Attending business marketing webinars.	Improvement level of confidence as writer	By end of academic year.
2. Commercial awareness	Be mindful of your strengths and weaknesses.	Support from successful experienced people from the same area of expertise.	Find and complete internship programmes	By 3 years time.
3. Leadership ability	Identify peoples strengths to allocate them in the right position, effectively motivate team work.	Attending workshop	Achieve goals	By 3 years time.

My overall goal that I want to accomplish is running a coffee shop business.

The skills that I need to learn are writing skills, furthermore the skills that I have to work on is commercial awareness and leadership ability.

I'm going to pursue these skills by working voluntary, attending marketing webinars, also through similar work places, communicating with experience people in this line of business, moreover taking examples from other successful businesses, acquiring support from friends and family and maintaining a positive mental health through the process.

TIME MANAGEMENT

I have to focus on:

- List of what I need to do within a certain time
- Prioritise all my actives
- Allow time for planning and problem solving
- Allow delay and interruption



CONCLUSION



- Understand what I learn
- Accept personal responsibility for my business
- Plan effort to make my business successful
- Working on my strength and witnesses through out my carrier

As presented in the previous slides, I can conclude that an evaluation business plan as been assessed, a spectrum of skills have been researched and explained prior of the SWOT analysis learning, furthermore a personal development plan has been put in place that helps evolving and sustain the business discussed.

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