



Prifysgol Cymru
Y Drindod Dewi Sant
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Assignment 2

Evaluation Report

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Lecturer: Nishi Ramsurrun

Name: Radu Maimescu

Student ID: 2131119

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Task B: Report

Introduction

Express Cleaning is a commercial cleaning service, has significant potential and is feasible in the present economic environment. One of the key aspects contributing to its success is the consistent and rising need for cleaning services. Since the Covid-19 outbreak raised people's awareness of the need for personal hygiene, cleaning services are in high demand now more than ever. This renewed interest in cleanliness has resulted in a constant need for cleaning services in homes and businesses. Express Cleaning's ability to meet this need bodes well for the company's future. This report evaluates the core business concept of Express Cleaning, along with discussion of entrepreneurial skills and traits, which further leads to a personal skill audit.

Evaluation of the Business and Key Motivational Drivers

Express Cleaning's broad range of satisfied customer is a key source of strength for the firm. The firm avoids relying too heavily on a single client base by focusing on urban professionals, families, and small and medium-sized enterprises. This strategy increases the company's market penetration and guarantees a steady stream of customers from a wide range of industries (Filimonau et al., 2020). Therefore, the company is in a stronger position to adapt to shifting market conditions and consumer tastes. Express Cleaning's dedication to green cleaning practices is a significant factor in the company's success. Sustainability and environmental consciousness are rising worldwide, and our strategy fits right in with that (Tannady et al., 2022). Express Cleaning is an excellent option for eco-conscious people and businesses since customers are more likely to choose service providers who match their ideals. Several fundamental reasons underpin the decision to pursue this line of business. Recognising the massive unmet need for cleaning services, prompted by post-Covid-19 shifts in hygiene priorities, was a key factor. Because of the pandemic's increased focus on hygiene, a steady demand emerged for the founders' professional cleaning services (Christophers, 2023). This decision was also influenced by a severe concern for the environment and a dedication to sustainable methods. It was regarded as an opportunity to satisfy clients' cleaning demands and assist in a healthier and more sustainable environment by embracing green cleaning practices. The founders were also driven by a desire to put the client first. They intended their cleaning services to be unique to each client and cater to their specific requirements. As a result, Express

Cleaning has made customer service and adaptability in its service offers central tenets of its business model (Messaoudi et al., 2023). The founders saw a potential for business in the cleaning services market. They foresaw an opportunity to meet an urgent consumer need while building a sustainable enterprise. Express Cleaning was chosen as a viable and inspiring business venture because of its mix of market needs, environmental conscience, customer-centricity, and entrepreneurial energy.

Five Entrepreneurship Skills, Traits, and Behaviour

The five skills and behaviours essential for entrepreneurs and the venture's success are discussed here.

Creativity and Innovation

Creativity is the capacity to think in unconventional ways, to come up with original solutions to problems, and to see things in a fresh light. Transforming novel concepts into marketable goods is what we mean when we talk about innovation. Creative and inventive entrepreneurs can better spot niches in the market, create novel offerings, and maintain a competitive edge. Getting noticed is crucial in today's competitive business world (Tan et al., 2021). Creative and inventive solutions distinguish a firm, attract consumers, and drive growth. By constantly looking to innovate and better serve their customers, business owners can foster a culture of perpetual growth and change with the times.

Risk-Taking and Resilience

To take risks is to make choices whose outcomes are unpredictable and which may have negative consequences. The capacity for recovery from hardship, growth through experience, and continued effort is known as resilience (Adeel et al., 2023). Entrepreneurs who are willing to take some chances and show some grit are more likely to succeed in the long run. Financial, operational, and strategic risks all come hand in hand with entrepreneurship. Opportunities for expansion and increased profitability only present themselves with some degree of risk. If business owners are resilient, they will see failures as opportunities for growth rather than impassable roadblocks.

Adaptability and Flexibility

The ability to conform to shifting conditions and priorities in the business world is what we mean when discussing adaptability; being adaptable means being willing to try new things. Entrepreneurs who are pliable in their thinking and actions are better equipped to adjust to the ever-changing dynamics of the marketplace (Abubakre et al., 2022). Since markets are ever-changing, unexpected obstacles might appear at any moment. Businesses that are nimble and responsive are those that are open to change. It makes sure that business owners can react rapidly to changes in the market and satisfy the expectations of their customers.

Networking and Relationship Building

To network is to make and keep contact with other business community members. Developing meaningful relationships requires tending to existing bonds to grow partnerships that benefit all parties (Coda et al., 2021). Entrepreneurs that thrive in networking and connection building may access resources, get industry insights, and cooperate successfully. There is no such thing as a solitary company. Connecting with others in the industry may help to get access to money, talent, and market intelligence. Established trust and reputation make it simpler to draw in new clients, financiers, and business associates. Partnerships and collaborations may lead to increased opportunities.

Leadership and Decision-Making

Inspiration, motivation, and direction are all aspects of leadership that help a group work towards a shared objective. It is essential to keep the company's long-term goals in mind when making decisions. Entrepreneurs who are good leaders and make sound decisions foster productive workplaces and propel companies forward. Leadership determines the culture of a company or group (Hensel and Visser, 2020). Influential leaders motivate their staff to perform at their best, boosting creativity and productivity. Decisions that are well thought out and deliberate reduce the likelihood of expensive errors while expanding the company's potential for success.

Skill Audit

A skill audit is conducted here to evaluate the personal suitability of entrepreneurship.

Skill	Strengths	Areas for Improvement
Communication	Effective verbal and written communication with stakeholders.	Handling communication challenges effectively.
Planning and Management	Successful project planning and resource management.	Improving resource allocation and planning efficiency.
Leadership	Motivating and guiding teams towards objectives.	Demonstrating more decisive leadership in challenging situations.
Problem-Solving	Successful resolution of complex issues.	Enhancing decision-making in problem-solving scenarios.
Emotional Intelligence	Self-awareness and empathy in various situations.	Further improving emotional intelligence in conflicts and support.
Negotiation	Achieving favourable outcomes in negotiations.	Enhancing negotiation skills for more challenging situations.
Adaptability	Ability to adapt to change and embrace it.	Overcoming resistance to change in specific contexts.

Table 1: Self-audit table

Source: Author

The skill audit table offers a detailed summary of my preparedness to engage in entrepreneurial endeavours. My talents are efficient communication, excellent planning and administration, and strong leadership are some of my most vital points. Building connections, effectively using resources, and pushing groups of people towards shared objectives are all essential tasks that need these talents. In addition, I have a track record of successfully addressing problems, and I possess a highly developed emotional intelligence, which enables me to effectively negotiate a variety of interpersonal dynamics. I can do this because I am a team player.

Even though I have shown that I am skilled at negotiating and adapting to new situations, I am aware that there is always room for development. This self-awareness motivates me to continually strengthen these talents, particularly when challenging negotiating settings and overcoming opposition to change. In general, the skill audit demonstrates that I am prepared to undertake entrepreneurial endeavours by capitalising on my capabilities and demonstrating a dedication to enhancing myself in areas where I have room for improvement.

PEST analysis

The PEST analysis for the Express Cleaning is conducted in this part to run operations in the United Kingdom.

Political Factors: Health and safety requirements are only one set of rules that the cleaning service business in the UK must follow. There may be monetary penalties for infractions. For instance, the Health and Safety Executive (HSE) levied penalties totalling over £5 million 2021 for health and safety violations in various businesses, including cleaning services (Ahl and Marlow, 2021). The government of the United Kingdom has launched programmes to encourage more environmentally responsible behaviours. These actions will help cleaning business owners succeed. The government will invest £10 million in the switch to green energy in 2021; this money could be used to purchase environmentally friendly cleaning products.

Economic Factors: In 2020, the market for cleaning services in the United Kingdom is predicted to reach \$54.5 billion (Hart et al., 2020). This number is indicative of the high need for housekeeping help. Macroeconomic variables like personal disposable income may affect the need for housekeeping services. For instance, during the COVID-19 epidemic, people spent more money on cleaning services and supplies, leading to a 7.9% rise in that industry.

Social Factors: The COVID-19 epidemic has prompted a widespread improvement in personal and commercial sanitation practices. A poll found that 68% of UK consumers are more aware of the need for personal hygiene after the outbreak (Lattacher and Wdowiak, 2020)k. The growing need for cleaning services in the residential and healthcare sectors in the UK may be directly attributed to the country's ageing population. Around 12 million persons in the UK were 65 or older in 2020.

Technological Factors: Robotic cleaners and intelligent cleaning systems are two examples of technological advancements changing the cleaning business. Robotic Hoover cleaners, for example, showed a sales rise of 43.5% in 2020 (Christophers, 2023). The expansion of online booking platforms for housekeeping services directly results from technological advancements. Cleaning services are more accessible than ever in the United Kingdom because of the proliferation of Internet marketplaces that put clients in touch with cleaning companies.

Conclusion

Express Cleaning has the vision to bring changes in the landscape of the industry. The firm is determined to well establish itself as a reliable name in the cleaning service industry. The eco-friendly focus and sustainability priority aids the firm to add new dynamics in the cleaning service sector by ensuring the quality of service, and health safety for its customers.

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