Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Evaluation Report

ENTREPRENEURSHIP

LCBB5001

LECTURER NAME: NISHI RAMSURRUN

WORD COUNT: 1554

Petya Encheva Petrova (2111477)

Table of contents

1. Introduction.
2. Evaluation of the business idea and the motivational factors leading to it.
3. 5 Entrepreneurship skills, traits, and behaviour.
   3.1. Why are they important for the business?
4. Self-Assessment.
   4.1. SWOT Analysis.
   4.2. Skill Audit.
5. PEST Analysis of the UK.
6. Conclusion.
7. References.
8. Appendix

1. Introduction

In this report I will explain in detail my business idea which is about opening a shisha lounge in my local area and how I get motivated to do it. Also, I will mention some skills, traits, and behaviours of entrepreneurs and how they are important for the businesses. I will also include a personal swot analysis and skill audit completed about my areas for improvement so I can be a successful entrepreneur and for final will include a PEST analysis of the UK.

2. Evaluation of business idea and the motivational factors leading for it.

As a new entrepreneur on the market, I would like to invest in opening Mystic Clouds Lounge. Mystic Clouds Lounge will offer a variety of the best flavoured shisha bringing cultural fusion to the target market and engaging the community in the local area due to creating a social hub. The shisha will be located in Enfield area near Palmers Green and it will be unique with its best quality shisha and diverse menu in which people can get coffee, alcohol, food and mainly shisha. People will be engaged with different events like belly dancers, fire show, magician etc. The interior will be a mixed of Eastern and Middle Eastern elements which will create an modern urban lounge with a vintage and tropical oasis. This will include ornate lamps, traditional patterns and intricate tile work. My mission for the business is to create a welcoming social hub where individuals can engage, relax and enjoy the unique experience of smoking diverse selection of flavours. Moreover, the vision will be to become the premier destination for shisha enthusiasts recognised for our dedication to excellence in customer service and will deliver an unparalleled shisha lounge experience.

Some motivational factors that are leading me to keep going with my idea is the passion for the Shisha culture. I have a deep interest for smoking as I am a smoker which brings an interest for the culture of the shisha and the experience that can provide. I also have an entrepreneurial opportunity where I see the shisha lounges have a strong demand through the young generation and millenniums due to their social experience and I think that would be the best place for them to enjoy their time. Opening Mystic Clouds will help me to express my creativity and personal style through the design, ambiance and offer establishment. I will request a funding of £50,000 as a start-up cost for renting the place, hire new staff and get the equipment needed. The whole business idea to become real will be costing around £150,000 as a start-up. The other £100,000 are personal savings. 20% of this £150,000 will go for advertisement. I will advertise in social media as nowadays; the young people are spending 99% of their time online and there is most likely my advert to be seen. I will create an Instagram page but also website so I can reach wider audience. I will engage with loyal customers by offering discounts which will be part of my marketing strategy.

3. 5 entrepreneurship skills, traits, and behaviours

According to *Guffey, M 2010,* one of the skills that entrepreneur should have is communication. Effective communication is crucial for entrepreneurs to articulate their vision, negotiate deals and build relationship so they can lead their teams. This includes verbal, written and interpersonal. Another skill stated by *Doran, G. 1981,* is the problem solving. This skill enables entrepreneurs to identify issues, analyse the root of the problem and develop creative solution to overcome challenges. Financial literacy is another skill which was started by *Brigham, E. 2010* which helps entrepreneurs to have better understanding in basic financial concepts such as cash flow, budgeting, financial forecasting etc. This involves setting a clear vision fostering a positive work. The final skills which is important is the adaptability. They must be adaptable and resilient and able to pivot their strategies so they can succeed in long term.

On the other hand, there are some traits which are common with each entrepreneur. One of them is the risk taking. Sometimes entrepreneurs need to go out of their comfort zone so they can pursue innovative idea dispute uncertainly and potential failure said *Casson, 1982.* Another trait is the passion. According to *Cardon, et al 2015*, They are driven by deep passion for business idea fuelling their commitment to persereve through challenges. Moreover, *Amabile, 1996* states that creativity is another trait as allows entrepreneurs to think outside the box so they can develop innovative ideas and solutions to address market needs. Also, resilience gives them ability to bounce back from setbacks, learn from failures maintaining positive attitude. And lastly the adaptability as I mentioned before gives them ability to hinge their strategies and seize new opportunities.

Kotler, P. 2015, Covey S. 2013 and Heifetz, R. A 2002 state their opinion regarding entrepreneurs' behaviours. Customer focus is on first place as they should prioritise their understanding of their customer needs so they can deliver exceptional value. Moreover, effective time management enable entrepreneurs to prioritise tasks, set goals allowing them to achieve their target. On the other hand, ethical behaviour demonstrates honesty and integrity in all aspects of their business dealings treating shareholders and stakeholders with fairness and transparency. Adaptive leadership is another behaviour which navigate entrepreneurs in complex situations to achieve their target by leveraging their intelligence and effective communication skills. And lastly, the effective networking involves building and nurturing relationships with stakeholders to access resources.

3.1. Why are they important for the business?

All these skills, traits and behaviours are important for the business because they help entrepreneurs to drive innovation and creativity of their ideas to get success. They also helps them to navigate uncertainty and complexity on the market by adapting them to challenges and seizing opportunities which will bring them growth but mainly creating value for stakeholders including investors fostering long-term success.

4. Self-Assessment

4.1. SWOT Analysis

Strengths:

- Communication skills
- Technological skills
- Problem solving and leadership
- Attention to detail

Weaknesses:

- Lack of confidence
- Lack of knowledge in certain areas.
- Perfectionism
- Lack of experience in certain areas

Opportunities:

- Able to work in a team.
- Get an online course for the areas I want to develop.

Threats:

- Need more experience in delegating departments.
- Competition
- Failure to get approvals.

4.2. Skill audit

Skills I have	Example
Communication	Doing morning briefs for employees
Leadership	Managing people as im working as a team manager
Technological	Having experience working with PC from work, school and personal life as using social media.
Problem solving	Able to handle complex situation at work and get a solution in a time by being proactive
Attention to details	Creating to do list and doing the job by following the steps so it can be done in detail.

Skills I would like to improve	How? Example?
Time management	Creating to do list, setting digital reminders so I can keep a track on how I spend my time.

Flexibility	Learning additional skills and practice ways to stay calm when something changes. It can be done by takin scheduled breaks or have a conversation with a friend.
Leadership	Volunteering in non-profit organisation
Critical thinking	Engaging in different departments to get better understanding.

5. PEST Analysis of UK.

- Political factors:
  The stability of the UK government affects investor confidence, economic growth and business operations. Changes in government policies can impact business confidence and investment decisions. The uk's decision to leave the European union (Brexit) has significant implications for business and market access leading to uncertainty and potential disruption. Government policies and regulations can impact businesses for many sectors such as taxation, trade, employment laws and industry standards. Also, UK's foreign relations and geopolitical dynamics can impact security policies and global economic stability. (*Beasley, D. 1996)*

- Economic factors:
  The overall health and growth of UK economy as measured by GDP impact business confidence, consumer spending and investment levels. Another factor is the inflation and price stability which affects consumer purchasing power, production cost and business profitability influencing pricing strategies. Moreover, unemployment rate and labour conditions impact consumer confidence, income and wage pressures. *(Goodhart, C. 2010).*

- Social factors
  Demographic trend is a factor which shows the age distribution, household composition and urbanization rates. The uk's multicultural and diverse population contribute to cultural influences which shape consumer preferences and market segmentation strategy. Social factors drive technological adoption and diffusion, influencing the adoption rates of digital technologies and social platforms. (*Warbuton, D et al 2006).*

- Technological factors
  The availability and quality of technological infrastructure impact business operations and access to market. Investments in research and development contribute to technological advancement, product and innovation. Regulatory environment frameworks and policies governing such as data privacy, cybersecurity experts influence innovation capacity and technology adoption within organisations. (*Bloom, N., 2002)*

6. Conclusion

In conclusion, the evaluation report has provided a comprehensive analysis of my business idea. It has highlighted the potential of the idea to address the specific market needs and opportunities. Additionally, key challenges and risks such as political factors and weaknesses have been identifies signalling areas for further attention and mitigation strategies. The evaluation report serves as a valuable tool for informing decision making and guiding the strategic direction of the business idea.

7. References

- Amabile, T. M. (1996). Creativity in context: Update the social psychology of creativity. Journal of personality and social psychology. 92(6), pp 1087-1101. DOI: 10.1037/0022-3514.92.6.1087. (accessed on 14.03.2024)
- Beasley, D. B. (1996). British political culture and the idea of national decline. International affairs, 72(3), pp 469-486. DOI: 10.2307/2625886. (accessed on 14.03.2024)
- Bloom, N., Griffith, R., & Van Reened, J. (2002). Do R&D tax credits work? Evidence from panel of countries 1979-1997. Journal of Public Economics, 85(1) pp 1-31. (accessed on 14.03.2024)
- Brigham, E.F. & Erhardt, M.C. (2010). Financial management: Theory and practice. Strategic Management journal., 21(10-11), pp 1105-1121. DOI: 10.1002/1097-0266. (accessed on 14.03.2024)
- Cardin, M.S., & Kirk, C.P. (2015). Entrepreneurial passion as mediator of the self-efficacy to persistence relationship. Entrepreneurship theory and practice, 39(5), pp 1027-1050. DOI: 10.1111/etap.12100. (accessed on 14.03.2024)
- Casson, M. (1982). The entrepreneur. An economic theory. Rowman and Littlefield publishers. 92(6), pp 1087-1101. (accessed on 14.03.2024)
- Covey, S.R. (2013). The 7 habits of highly effective people. Powerful lessons in personal change. Simon and Schuster. (Accessed on 14.03.2024)
- Doran, G.T, (1981). There is a SMART way to write management goals and objectives. Management review, 70(11), pp. 35-36. (accessed on 14.03.2024)
- Goodhart, C. A. (2010). The changing role of central banks. Financial History review, 17(2), pp 171-197. (accessed on 14.03.2024)
- Guffey, M.E., &Loewy, D. (2010). Business communication: Process and product. American Journal of sociology, 78(6), pp. 1360-1380. DOI: 10.1086/225469. (accessed on 14.03.2024)
- Heifetz, R.A., & Linsky, M. (2002). Leadership on the line. Staying alive through the dangers of leading. Harvard Business Press. (accessed on 14.03.2024).
- Kotler, P. & Armstrong, G. (2015). Principles of marketing. Pearson. (accessed on 14.03.2024)
- Warbuton, D. E., Nicol, C. W., &Bredin, S.S. (2006). Health benefits of physical activity: The evidence. CMAJ, 174(6), pp 801-809. (accessed on 14.03.2024)

8. Appendix

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MYSTIC CLOUDS LOUNGE

CREATED BY PETYA ENCHEVA PETROVA (2111477)

Module name: Entrepreneurship
Module code: LCBB5001
Lecturer Name: Nishi Ramsurrun

TABLE OF CONTENTS

- Self introduction
- Business idea
- Management team plan
- Target market and marketing strategies
- Competition and differentiation strategies
- Funding requirements and allocation
- Conclusion
- References

SELF INTRODUCTION

- Currently studying at UWTSD.
- High motivated entrepreneur
- Strengths – good focus, communication and ability to learn.
- Weaknesses – lack of knowledge.
- Opportunity – savings and venture with other big companies
- Threats – competitors.

(T. Ervan, 2024) (Sampson, S. E., 2000)

BUSINESS IDEA

- "Mystic clouds" lounge
- Unique selling proposition: Wide selection of high-quality shisha flavors.
- Diverse menu of different products.
- Emphasize customization, health and wellness focus.

(Issu, 2023.)

(Shewan, D., 2014)

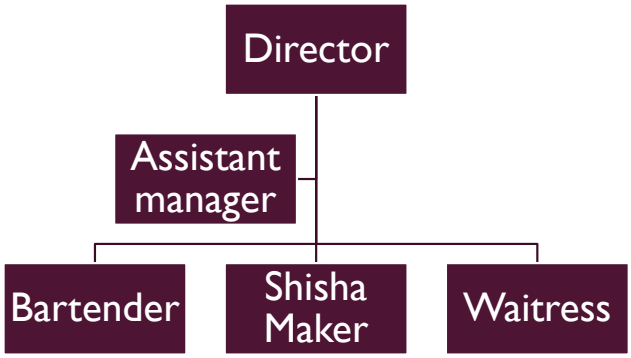
MYSTIC CLOUDS LOUNGE

JUST RELAX.

MANAGEMENT PLAN

- Management roles for Mystic Clouds Lounge: Director; Assistant/Operation Manager; Financial Manager; Marketing Manager.
- Focuses on creativity, customer experience and organizing events.

(Smith, J.K. 2022)



TARGETING YOUNG ADULTS AND MILLENNIALS.

(Qualman, E., 2013) (Porter, M. E. 2008)

SOCIAL MEDIA AND EXPERIENTIAL MARKETING STRATEGIES.

GOAL: MYSTIC CLOUDS LOUNGE AS A LEADING DESTINATION FOR SHISHA ENTHUSIASTIC IN ENFIELD AREA, LONDON.

TARGET MARKET AND MARKETING STRATEGIES

COMPETITION AND DIFFERENTIATION STRATEGY

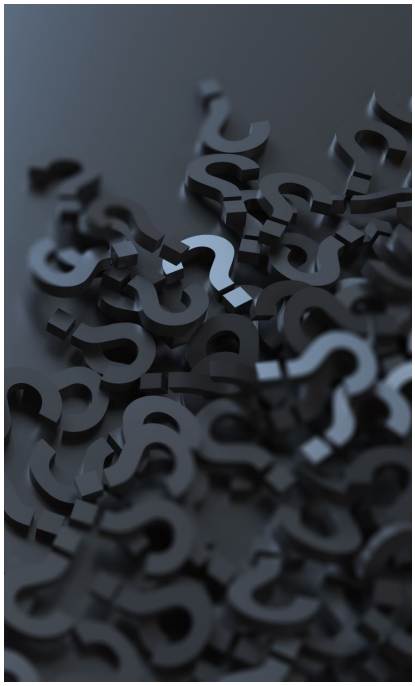
- Competition: various establishments that offers similar socializing experiences in the area e.g Hart Lounge, Misty Lounge etc.

Differentiation strategy (Alex, R., 2023)

- Offers group package discount.
- Collaborate with local businesses for cross promotion.
- Unique edge: Cultural atmosphere, live entertainment and VIP services.

FUNDING REQUIREMENTS AND ALLOCATION

- Funding requirements £50000.
- For purchase of shisha Equipment
- Hire new staff
- To rent an affordable place in Enfield area



CONCLUSION

- The start up business idea is a trial for a year and endeavor to expand in different locations around London by 2026. I would like to thank the dragons to listening to my pitch.

REFERENCES

- Shewan, D. (2014). The Ultimate Guide to Creating a Unique Selling Proposition (USP). WordStream. Available at: [https://www.wordstream.com/blog/ws/2014/10/07/unique-selling-proposition] (Accessed: March 14, 2024).
- Qualman, E. (2013). How social media transforms the way we live and do business. John Wiley & Sons.
- Porter, M. E. (2008). The five competitive forces that shape strategy. Harvard Business Review, 86(1), pp. 78-93.
- Sampson, S. E. (2000). Identifying important entrepreneurial traits: A public policy perspective. Technology in Society, 22(3), pp. 325-336.
- Tarver, E. (Jan,2024). 5 skills every entrepreneur should have. Investopedia, Business leaders. Available at: https://www.investopedia.com/articles/personal-finance/080615/5-skills-every-entrepreneur-needs.asp#:~:text=A%20great%20entrepreneur%20must%20be,inherent%20business%20sense%20and%20skills. (accessed on march 14, 2024).
- Ryzhkov, A. (Oct, 2023). Strategies to increase your Hookah bar sales & profitability. Finmodelslab. Available at: https://finmodelslab.com/blogs/sales-strategy/hookah-bar-sales-profit-strategy (accessed on march 14, 2024).
- Issu. (Sep, 2024). The unique selling point of Hookah Café. Issu. Available at: https://issuu.com/whitemistcafe/docs/the_unique_selling_point_of_hookah_cafe.docx (accessed on march 14, 2024).
- Smith, J.K. (2022). Strategic management plan for a shisha bar: A case study. Journal of Hospitality Management., 10(3), pp, 150-165.

THANK YOU!