

**Enterprise Learning & Development
Passport
Module BMTP 5020**

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Introduction

Over the course of this enterprise module, I have experienced significant personal and professional growth through the development of my business plan for Timeless Adventures, an adventure tourism company offering guided trekking experiences in Nepal for UK-based customers. Using Gibbs' Reflective Cycle (1988) as the framework for this reflection, I will explore my entrepreneurial development through each of its six stages: Description, Feelings, Evaluation, Analysis, Conclusion, and Action Plan.

Description

The core activity of this module was creating a comprehensive business plan for a start-up of my choice. I decided to build my concept around adventure tourism, combining my personal interest in travel with market trends showing increased demand for meaningful and active holidays (UNWTO, 2014; Booking.com, 2022). This involved researching the market, creating customer profiles, developing a pricing strategy, identifying competitors, sourcing equipment and suppliers, and designing a brand and marketing strategy. I also explored legal and financial requirements, forecasting income and expenses, and produced a final reflective report.

Feelings

Initially, I felt excited but overwhelmed. While I was passionate about the idea of Timeless Adventures, I was unsure how to turn this passion into a structured and financially viable business model. The variety of tasks from financial forecasting to academic referencing, challenged my organisational skills. I also felt nervous about whether my business idea would be strong enough compared to others in the class. However, as the project progressed and I began to gather research, develop the brand identity, and receive tutor feedback, I started to feel more confident. Seeing my vision take shape was incredibly motivating, and I began to identify more with the mindset of an entrepreneur (European Commission, 2016).

Evaluation

There were several aspects of the project that worked well. For example, the research phase allowed me to deeply understand the adventure tourism industry, customer behaviours, and the importance of sustainable and safe travel experiences (Pomfret, 2006; Sebova et al., 2023). My strength in communication helped me craft clear customer profiles and engaging promotional ideas. I also enjoyed using design tools like Canva to develop the logo and visual identity for my brand.

However, I struggled with some of the more technical areas particularly financial forecasting and legal planning. Budgeting for equipment, training, and outsourced support (such as accountants or solicitors) required me to make estimations. I found this part difficult due to limited experience with financial tools and a general lack of confidence in dealing with numbers.

Analysis

These challenges were important learning moments. According to Gibbs (1988), the analysis phase is about making sense of what happened and understanding the contributing factors. My initial difficulties stemmed from a lack of prior knowledge in business finance and project management. However, through feedback and personal perseverance, I explored a range of financial planning resources and tutorials, which helped me understand the fundamentals of budgeting, interpret pricing structures, and develop a realistic start-up cost forecast for my business. This process improved my analytical thinking and taught me how essential it is for entrepreneurs to be proactive and resourceful.

Another key insight was realising the value of personal branding and trust. Since Timeless Adventures is a service-based business operating internationally, I added a personal touch by stating I would personally accompany each trip to ensure customer satisfaction. This became my Unique Selling Proposition (USP), helping to build credibility and a competitive edge over larger, less personalised companies like G. Adventures or Exodus (G. Adventures, 2025; Exodus Adventure Travels, 2025).

Action Plan

If I were to repeat this module, I would begin by keeping a reflection journal from the start to track my learning, challenges, and progress more consistently. This would allow for deeper insights during the reflective writing process and help me better understand how my mindset evolved over time. I would also engage with my peers more actively through discussion forums and group sessions, as sharing ideas and feedback could provide new perspectives and enhance my creative thinking.

Going forward, I intend to continue developing Timeless Adventures with the goal of eventually launching it soon. My focus will be on building partnerships with trusted local providers in Nepal, strengthening my digital marketing presence through platforms like Instagram and YouTube, and attending local business networking events to connect with other entrepreneurs and gain real-world insights. This practical approach will allow me to continue learning experientially, develop confidence, and stay aligned with customer expectations.

Conclusion

Through this module, I've learned that entrepreneurship is not just about having a good idea. It's about having the resilience, adaptability, and self-awareness to bring that idea to life (European Commission, 2016). I've developed greater confidence in my ability to conduct research, make informed decisions, and apply academic theory to real-world practice (Filep et al., 2013). I also gained valuable insight into my own learning style. Using Gibbs' model has helped me think critically and reflectively, recognising my emotional reactions, strengths, and areas for improvement.

This process, though still ongoing, marks a clear personal and professional shift, validating that entrepreneurial thinking can be nurtured through structured learning and reflection (European Commission, 2016). I have learned to value the iterative nature of development, where experimentation, feedback, and revision lead to better

outcomes. These experiences have enhanced my appreciation for resilience, curiosity, and the willingness to challenge assumptions. As I continue on this path, I feel better equipped to navigate uncertainty, pitch ideas with confidence, and embrace calculated risk as part of innovation.

This reflection also aligns with the EntreComp Framework (European Commission, 2016), particularly in areas such as “working with others,” “creativity,” and “mobilising resources.” I learned how to communicate my value proposition effectively, engage with external suppliers and co-working spaces, and seek partnerships with gyms and outdoor brands to expand visibility. I am also more motivated than ever to continue growing my entrepreneurial knowledge and skills beyond the classroom.

Reference List

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