



AMIR PERVAIZ – 2028687- BMSW4001- ACADEMIC AND EMPLOYABILITY
SKILLS - SYLVIA HOFFMANN

ACE PRACTICAL PORTFOLIO



INTENDED CAREER

- My Own Chauffeuring Company



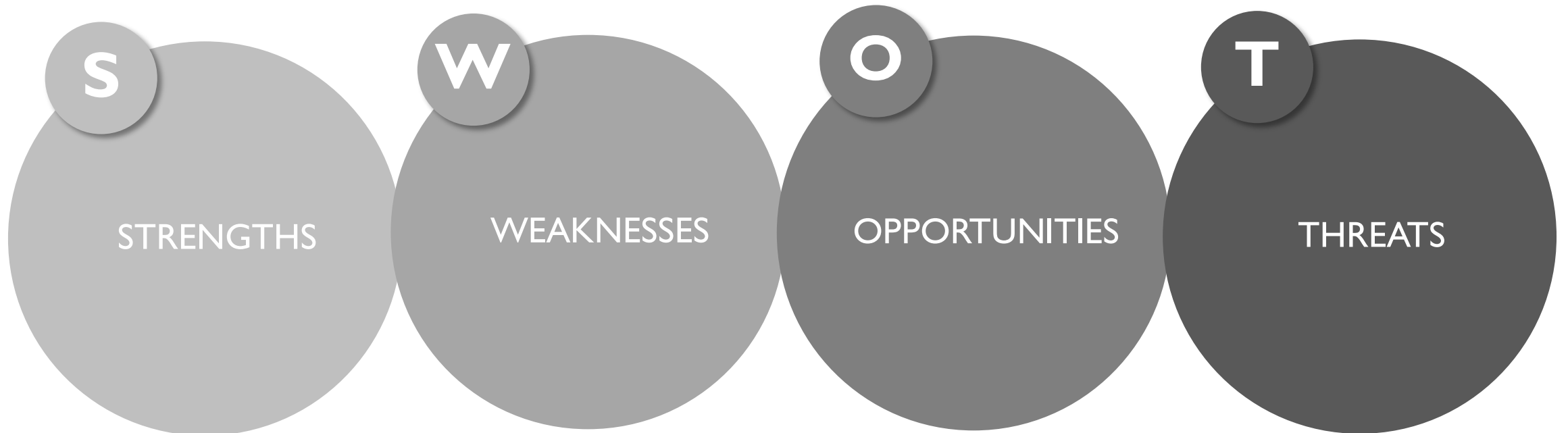


EMPLOYABILITY SKILLS:

One of the important part in having your own business is Employability skills also knows as Soft skills.

- Good communication.
- Motivation
- Management
- Reliability
- Following instructions
- Teamwork
- Tolerance
- Flexibility

SWOT ANALYSIS



SWOT ANALYSIS IS A FRAMEWORK USED TO EVALUATE A COMPANY'S COMPETITIVE POSITION AND TO DEVELOP STRATEGIC PLANNING.





STRATEGIES: BY USING SWOT ANALYSIS AND EXAMPLES:

Competitors

You need to understand who your competitor is, what is their strength, and weakness. Identify the Threats you have from them.



Prices

Focus on weaknesses, your competitor might have low prices but are they on time? Are their customers happy with service? If you identify this you can be a strong competitor.



Customer

Plan a grand opening. A key piece of the marketing plan will be the the promotional strategies necessary to get target market in the door.



TIME MANAGEMENT TOOLS

There are tons of Time Management tools out there which we should use to enhance our careers and businesses some are listed below.

- [Toggl Plan](#)
- [RescueTime](#)
- [Priority Matrix](#)



FINAL MARKETING PLAN



PRICE

I will make sure my prices are great and competitive



SERVICES

My plan is to give a great service to my clients, making sure they leave with a smile and always recommend our services



PLACE

I will have to make sure that my service is readily available in right place on right time.



PROMOTION

Providing acknowledgment and value to customer is my priority and I will make sure that my valuable clients get special promotions.



THANK YOU

AMIR PERVAIZ

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