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Employability Skills and Career Development in the Delivery and Logistics Sector

Two job adverts were analysed for this task: a delivery driver role with Uber Eats and a general delivery driver position advertised by LinkedIn Talent Solutions. Both roles fall within the delivery and logistics sector but differ slightly in structure and expectations.

The Uber Eats role is highly flexible and operates on a self-employed basis. Drivers are responsible for collecting food orders from restaurants and delivering them to customers using an automated app-based system. The role emphasises independence, as drivers choose their own working hours and manage their workload. Key skills required include time management, navigation skills and the ability to work independently (Uber Eats, 2026). Customer service is also essential, as drivers interact directly with customers and are often rated based on their performance.

In contrast, the delivery driver role described by LinkedIn Talent Solutions is more structured. It highlights responsibilities such as delivering goods within set timeframes, managing multiple deliveries and ensuring high levels of customer satisfaction. This role places greater emphasis on organisation, reliability and the ability to work under pressure (LinkedIn Talent Solutions, 2026). Unlike Uber Eats, it may involve fixed schedules and closer supervision.

Despite these differences, both job adverts highlight several common skills and knowledge areas. These include communication skills, time management, customer service and route planning. This is reflected in delivery roles where teamwork and problem-solving are important (UKCES, 2014).

One key shared skill between both roles is customer service. This skill is particularly important in the delivery industry because drivers act as the main point of contact between the company and the customer. A positive interaction can improve customer satisfaction, encourage repeat business, and enhance the reputation of the company. In roles such as Uber Eats, customer ratings directly impact a driver's ability to receive more work, making good communication and professionalism essential. Similarly, in more structured roles, maintaining customer satisfaction is crucial for meeting company standards and performance targets.

While the two roles differ in flexibility and structure, a closer comparison shows that employers consistently prioritise transferable employability skills over technical requirements. Both job adverts emphasise communication, customer service and time management, suggesting that these skills are essential regardless of the working model. This highlights that success in the delivery and logistics sector depends not only on

completing tasks efficiently, but also on maintaining professional customer interactions and representing the company effectively.

Self-Assessment

This section presents a self-assessment of my current skills, experience and employability within the delivery and logistics sector. A SWOT analysis is used to evaluate my strengths, weaknesses, opportunities and threats, helping to inform my development needs and employment readiness (Leigh, 2006).

Strengths

One of my key strengths is my extensive experience within the delivery and transport industry. I have worked for several well-known companies, including Uber, Bolt, DPD and Evri. This has allowed me to develop a strong understanding of logistics operations, customer expectations and time-sensitive deliveries, giving me a strong understanding of industry standards

Another key strength is my communication and interpersonal skills. According to Poláková et al., (2023), communication is widely recognised as one of the most important employability skills required by employers in the labour market. Through regular interaction with customers, I have developed the ability to communicate clearly, resolve issues and maintain professionalism in a range of situations. Reflecting on this experience, I have become more confident when handling difficult interactions, particularly when dealing with delays or complaints. This has improved my ability to remain calm under pressure and respond effectively, which has had a positive impact on customer satisfaction and overall performance.

Additionally, I possess strong time management and organisational skills. Working in delivery roles requires careful planning of routes, meeting strict deadlines and managing multiple tasks simultaneously. My experience has enabled me to work efficiently under pressure while maintaining accuracy and reliability.

Weaknesses

Despite my strengths, there are areas where I need to improve. One of my main weaknesses is the lack of formal qualifications specifically related to business or logistics management. While I have developed strong practical experience, I recognise that relying solely on experience may limit my long-term career progression. Reflecting on this, I understand the importance of combining academic knowledge with industry experience to access higher-level roles.

Another weakness is the reliance on gig platforms such as Uber and Bolt. I rely on gig-based work, which limits stability and career progression due to a lack of job security and structured benefits (Casalhay, Guevarra and Bragas, 2025).

Furthermore, although I have strong practical skills, I recognise that I need to improve my theoretical knowledge of the logistics industry, including areas such as supply chain management and business strategy. Understanding the full supply chain process is essential for effective operations and is highly valued within the logistics sector, supporting career development (Islam, Monjur and Akon, 2023).

Opportunities

There are several opportunities available to support my career development. The delivery and logistics industry is rapidly growing, particularly due to the rise of e-commerce. Research shows that the expansion of online shopping has driven the development of logistics systems and increased demand for delivery services (Ren, 2025; Islam, Monjur and Akon, 2023). Companies such as Amazon and Deliveroo continue to expand, creating increased demand for skilled workers in this sector.

Another key opportunity is the ability to further develop my knowledge through education and training. Completing my current course will strengthen my understanding of business and logistics principles, while additional online learning can support the development of specific skills such as management and planning. Reflecting on this, I recognise that continuous learning is essential for career progression and I will need to take a proactive approach to developing my knowledge beyond my current experience.

Threats

One major threat is the high level of competition within the delivery industry. Many individuals are attracted to gig economy roles such as Uber due to factors like flexibility and accessibility, leading to a large supply of workers (Berger et al., 2018). The low barriers to entry associated with gig work further increase the number of participants, resulting in intensified competition for available work (Warwick Business School, 2023).

Another threat is the dependence on technology and platform-based work. Algorithms directly control pay and job allocation, meaning that changes in platform systems can significantly affect workers' earnings and access to work (Li et al., 2025).

In addition, external costs such as fuel and vehicle maintenance can reduce overall profitability for drivers, further increasing financial uncertainty within the gig economy (Young et al., 2025).

Evidence of Readiness

My readiness for employment in the delivery and logistics sector is supported by both my practical experience and the skills I have developed over time. I have gained extensive hands-on experience through working with multiple companies, which has allowed me to understand the operational aspects of delivery services, including route planning, customer interaction, and time management.

In my current role, I transport customers safely while maintaining high customer service standards. This demonstrates my ability to work independently, manage responsibilities and adapt to different situations.

My previous roles with DPD and Evri further highlight my experience in handling multi-drop deliveries, working under pressure and meeting strict deadlines. These roles required reliability and consistent performance.

In addition to work experience, I have developed transferable skills such as problem-solving, communication and organisation, which are highly valued by employers. These skills are essential for improving employability and career progression (Muhamad, 2012).

Overall, my combination of practical experience, transferable skills and ongoing education demonstrate a strong level of readiness for employment and future career development within the logistics and delivery sector.

Employment Goals

Based on the weaknesses identified in my SWOT analysis, I have developed both short-term and long-term employment goals to support my career progression within the delivery and logistics sector.

In the short term, one of my main goals is to successfully complete my Higher National Certificate in Business, aiming to achieve at least a Merit grade. This will allow me to develop formal knowledge in areas such as operations, management and organisational strategy. In addition, I aim to improve my customer service and communication skills by actively seeking feedback from customers and monitoring my performance ratings on delivery platforms over the next six months. Another short-term goal is to improve income consistency by analysing peak working hours and implementing a structured weekly schedule within the next three months.

In the long term, my goal is to progress into a more advanced role within the logistics sector, such as a logistics coordinator or transport supervisor, within the next three to five years. To achieve this, I will build on both my practical experience and academic qualifications.

Additionally, I aim to establish my own delivery or transport business within the next five to seven years. This goal aligns with my desire for career progression, financial stability and independence and will require continued skill development, industry knowledge and professional experience.

These goals are important because they allow me to address my current weaknesses while building on my strengths. They also align with my long-term career aspiration of achieving stability, progression and independence within the logistics and delivery industry.

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Personal Development Plan

Weakness Identified	Action to Improve	Timeline	Resources Needed	Measure of Success
Limited formal knowledge of business/logistics	Successfully complete Higher National Certificate in Business and enrol in additional short courses in logistics and management	6–12 months	College materials, online platforms (e.g. Google scholar)	Completion of HNC Business with Merit or higher
Reliance on gig platforms (Uber, Bolt) limiting stability and progression	Apply for more stable, structured roles in logistics (e.g. depot roles, supervisor roles) and update CV to reflect experience	6–12 months	Job websites (Indeed, Reed), CV support, networking	Apply to at least 10 roles and secure a minimum of 2 interviews
Income instability due to gig-based work	Develop a structured work schedule and	3–6 months (ongoing)	Work planning tools, job platforms,	Achieve consistent monthly income

	diversify income sources within logistics (e.g. part-time employed roles)		financial tracking	variation within $\pm 10\%$
Limited theoretical knowledge of logistics and supply chain	Study supply chain management and business strategy through academic modules and independent learning	3–6 months	Academic textbooks, online courses, lecture materials	Ability to apply theory in assignments and achieve higher grades in assignments related to logistics modules
Need to understand wider logistics operations for career progression	Research industry practices and trends, including supply chain systems and operational management	On- going	Industry reports, online resources, case studies	Confidently apply logistics concepts in assignments and interviews.

Explanation

This personal development plan directly addresses the weaknesses identified in my self-assessment and aligns with my goal of progressing within the logistics and delivery sector. Completing my Higher National Certificate in Business will help bridge the gap between my practical experience and formal qualifications, which is essential for accessing higher-level roles in management and operations.

Reducing my reliance on gig-based platforms such as Uber and Bolt is also a key priority. While these roles provide flexibility, they lack long-term stability, structured career progression and financial security (Casalhay, Guevarra and Bragas, 2025). Therefore, actively seeking more stable employment opportunities within logistics will support my long-term career development.

In addition, improving my theoretical understanding of logistics, particularly in areas such as supply chain management and business strategy, is crucial. Research highlights that knowledge of the full supply chain process is highly valued within the logistics sector and supports effective operational performance and career progression (Islam, Monjur and Akon, 2023). By combining academic learning with my practical experience, I will be better positioned to progress into more advanced roles.

Overall, this plan provides a structured and realistic pathway for improving my employability, achieving career stability and progressing within the logistics industry.

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