

Certificate in Higher Education

Skills for the Workplace - Term 1

Task 1: Individual presentation Analyze academic and employability skills

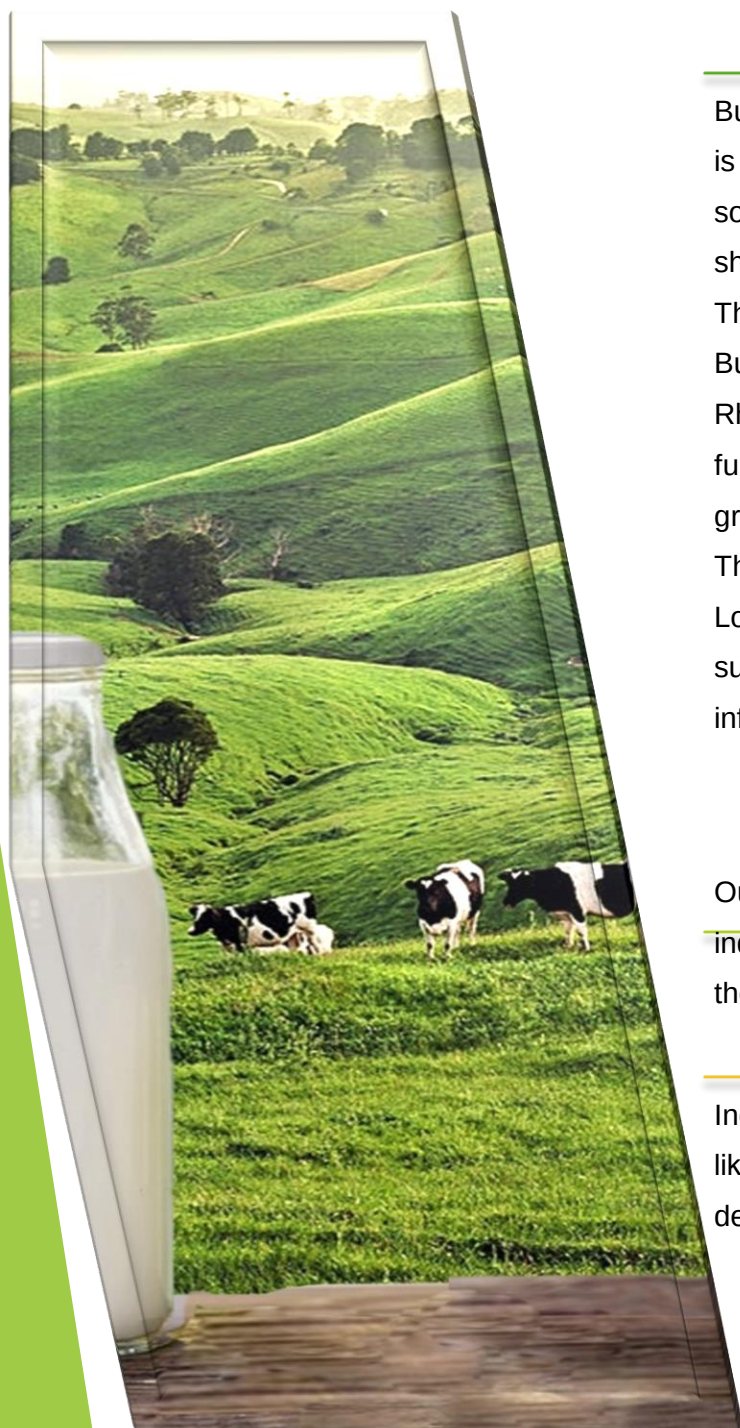
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For many people today, a lifelong career is no longer an option. Most people will work for different employers and experience different fields of employment throughout their careers. Therefore, all of us need to be flexible in how we work and are willing to change jobs and/or departments if we believe there are better opportunities elsewhere. For this, we need to understand that all of us have a range of employability skills. These are non-professional skills and can be used in all professional fields. Academic skills include core skills, such as academic writing, presentation skills, and reference skills, which can support more complex skills, such as critical thinking and reflective practice.. For me personally, these skills are very important because they help us achieve the desired goals and realize our biggest dreams.

That's why I prefer to focus and to make something different and unique. I will include all of my skills based from the university and create my business plan.

I would like to combine traditions with the healthy way of living in the modern society.



Bulgarian yogurt is a popular variety of yogurt within the world and is one of the things that make our nation proud of. It is our elite development and heritage that dates back many centuries. Bulgarian yogurt is thick and delicious. A gently sour-tasting yogurt, is without a doubt the leading and the most beneficial of all dairy items that are accessible to shoppers these days. In the western world, it is called Bulgarian yogurt, in our country, Bulgaria, it is the kiselo Mlyako. This high-quality probiotic food has a long history. It is believed to be at least 4,000 years old. It is no secret that Bulgarian yogurt has healing properties. Yogurt is an excellent source of "high-quality" bacteria needed in the Rhodope region of Bulgaria. Active live cultures are mostly beneficial bacteria necessary for the human body to function optimally. These beneficial bacteria prevent harmful bacteria that cause bacterial infections and disease growth. A healthy level of beneficial bacteria can also promote digestive health and strengthen the immune system. The immune system can also prevent tumour growth. The high calcium content also helps prevent osteoporosis and Lower cholesterol levels. Reduce the risk of high blood pressure. Active culture helps certain gastrointestinal diseases, such as lactose intolerance, constipation, diarrhoea, colon cancer, inflammatory bowel disease, Helicobacter pylori infection, etc. Yogurt is a good diet. Nutritious yogurt can also make you feel full. It is also a good source of protein.

Our Yogurt is distinguished as a reason for life span. Bulgaria is one of the nations with the greatest number of individuals matured 100 a long time and more seasoned. It's one of the leading probiotics out there. It also strengthens the immune system and helps prevents tumour growth.

Individuals who have tasted yogurt from all over the world continuously discover that none of them tastes anything just like the Bulgarian assortment. For us our yogurt is more than a healthy food. It's a tradition – a few 400 000 tons are devoured each year within the nation.

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- ▶ Bulgarian yogurt belongs to the general category of yogurts that contain live microbes. For yogurt to be considered a Bulgarian assortment, it must be made with two specific microscopic starter organisms, *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. Most yogurts contain both of these as they are excellent starters. But most "regular" yogurts also contain other great microbes.
 - ▶ It is the specific combination of microbes that characterize the thickness, spiciness, taste and smell of yogurt. The uniqueness of Kiselo Mlyakolt is in the climate of the place and in the exceptionally specific way in which it is prepared: using a combination of the two strains: *Lactobacillus Bulgaricus* and *Streptococcus Thermophilus*. The twist begins to increase, gradually turning the drain into yogurt. *Lactobacillus Bulgaricus* is unique in the Bulgarian climate and nature. In fact,
 - ▶ it can be found anywhere: in the ground, grass, Trees, water, everywhere. Yogurt was part of Bulgaria's oldest inhabitants, the Thracians, who were great sheep farmers. The word yogh is believed to mean "fat" and urt "milk" in Thracian, and this is how the word yogurt was shown. above.



Organizing my time

- ▶ For my successful time management I choose the Pareto's 80-20 principle.
- ▶ Since its largely used by the business and management because of the easier leadership and organizational planning.
- ▶ Pareto's is extremely effective in my case and in terms of sales and marketing situations, as it draws attention to the activity and energy it normally generates in a short period of time and significant improvements (such as when it is applied to focus the existing audience) customers, product lines, prices, etc. and various key profit levers).ed data sets or groups exist (typically cause and effect, or input and output), for example:
 - ▶ "80 percent of output is produced by 20 percent of input"
 - ▶ "80 percent of outcomes are from 20 percent of causes"
 - ▶ "80 percent of contribution comes from 20 percent of the potential contribution available"



I need to complete the marketing mix and to add advertisement and logo on my product. Like that the product can be unique and sellable.

The second thing in my list is definitely manage my time and priorities when it comes to critical decisions.

- ▶ One of the important things that would help me realize my business idea would be to learn to calculate all my income and expenses well. This way I will be able to invest with the profit I have made by inventing new ideas such as fruit yoghurt or a milk drink as known as smoothy. For that kind of business I will need excellent communication skills, Negotiation skills, Problem solving ability, organisational skills, perseverance and motivation, confidence and most important – Leadership ability.
- ▶ By the end of first year I'm targeting the local Bournemouth market - including hotels, restaurants, local health food stores and etc.
- ▶ I am seeking to hire min 3 other persons in the company, building successful team is key factor to develop a winning business.
- ▶ The dairy sector plays an important role in the UK. Dairy farms around uk play an important role in the communities and employ 24,000 people in processing locations across the country. In addition, they employ 50,000 additional people, both directly and in supporting industries.
- ▶ There are 12,000 active dairy farmers producing nearly 15 billion litres of milk each year, with wholesale dairy products valued at a staggering 9.2 billion pounds. The impact of the healthier food will be enormous for the community and the possibilities for growing the company and open new job places will also result positively in long and short term.
- ▶ The vast majority of adults (78%) eat a tablespoon of yogurt or cream cheese, and more than half eat it twice or more a week.



- ▶ Hence, I can say that all the skills would help me to start my new project. This yogurt will be made from raw milk with a lot of love and attention. People prefer to eat organic and healthy food and this is definitely my advantage. On the one hand will be risky, because this is something new for the market. On the other hand I can achieve my goal and make on successful business plan for future.
- ▶ My plans to start a small company would help me gain reliable customers in the beginning and get to know the market. The skills I mentioned above would help me expand my business and create product uniqueness and more customer trust.
- ▶ Slot analysis shows that with more advertising and a product logo would bring more revenue to my future company. The four elements of the marketing mix - product, price, distribution and advertising will completely close the business expansion cycle.
- ▶ That is why I want to advise all my friends to invest more in their education, so that they can then realize each of their ideas.
- ▶ This was my idea for a future business following one of my dreams!

Thank you so much for viewing my presentation!

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