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LEVEL 5 ASSESSMENT SPECIFICATION

Student Name:	Elea Nur Batrisyia Binti Kamaru Azman	Student ID Number:	2321901
Programme:	Bachelor Of Business Administration (Hons.) In Marketing		
Module:	Changemakers: Building Your Personal Brand for Sustainable Employment		
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Lecturer:	Robyn Griffiths	Internal Verifier:	Gwyneth Jones
Assignment Title:	Employability Skills and Semester Abroad Reflection	Word Count (or Equivalent):	2,000 words or equivalent
Submission Deadline:	Friday 2nd May 2025	Return Date of Provisional Marks & Written Feedback:	Friday 6th June 2025
Submission Method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic Honesty / Referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Part 1: Evaluation of Employability Skills

Introduction

The Indeed Editorial Team (2025) defines employability skills as a set of essential personal attributes and transferable competencies required for effective work performance. These abilities are referred to as fundamental, employment, soft or job-readiness skills. Possessing these skills is essential for all professional trajectories. These skills may enhance a candidate's appeal to employers, irrespective of their academic qualifications or professional experience. Enhancing verbal communication, work readiness and collaboration skills are effective methods to increase employability. These transferable skills are relevant in any workplace, irrespective of industry and are not confined to certain roles or jobs, unlike professional or technical competencies. For instance, teamwork and communication (University of Sydney, 2025).

Employability skills are the qualities that employers consider when assessing job applicants. An applicant's employability skills may enhance their competitiveness in the employment market. GVI (2023) identifies leadership, work ethic, communication, problem-solving, adaptability and interpersonal skills as essential attributes. Employers consistently seek applicants with robust employability skills, since they indicate the capacity to collaborate effectively and align with the organization's values and culture. Merely displaying individual marketable skills on a CV (Curriculum Vitae) is insufficient to get employment, one must invest time and effort to really master them. Employers highly want individuals with robust critical thinking, collaboration and initiative abilities. Acquiring and sustaining these competencies makes an individual an invaluable asset to any organization.

Industry and Employers Research

The United Kingdom offers a diverse array of employment opportunities in the dynamic beauty and food sectors, requiring a broad spectrum of skills from potential candidates. By 2023, the beauty sector is projected to employ around 603,000 individuals (Redcurrant Jobs, 2023). Due to establishments such as Superdrug's headquarters, Croydon has emerged as a principal hub for beauty-related jobs, surpassing all other cities in the United Kingdom (The Times, 2024). Hairstylists, aestheticians, salon proprietors and skincare specialists are prevalent in this sector. Employers need individuals who can engage with others, demonstrate innovative thinking and exhibit a commitment to professional development. There is a significant need for persons with entrepreneurial skills in this sector because to the popularity of self-employment (Planit Plus, 2025).

Prominent entities in the food industry include Bakkavor Group PLC and 2 Sisters Food Group (CareerStructure, 2025). For instance, the Greater Lincolnshire Local Enterprise Partnership reports that in 2025, 2 Sisters Food Group employs around 13,000 people across 16 sites in positions ranging from manufacturing operatives to engineers. The industry employing around 456,000 individuals (Food & Drink Federation, 2025) predominates the United Kingdom's manufacturing sector. Collaboration, accuracy and adaptability are highly valued attributes in this domain (Graduate Recruitment Bureau, 2025). Innovation and sustainability are increasingly vital in the business, resulting in a significant need for individuals with these skills.

Apprenticeships and continuous education are esteemed in both industries. Tesco is a firm that acknowledges the need of ongoing education by offering apprenticeships that benefit individuals of all ages. The Department for Environment, Food & Rural Affairs (2011) indicates that the food industry is concentrating on luring young people via apprenticeships, underscoring its commitment to skill development. A multitude of work opportunities is available in the food and beauty industries in the United Kingdom. Success in these domains requires a combination of technical expertise, adaptability and a commitment to ongoing professional development.

Skills Evaluation

My education in marketing has provided me with transferable skills relevant to many roles in the food and beauty industries. This skill set encompasses leadership, a robust work ethic, problem-solving, computer proficiency, time management, adaptability, cooperation and communication. Job descriptions for retail and beauty advisor roles at companies such as Superdrug and Boots emphasize the need of exceptional customer service, teamwork and product knowledge (SuperDrug, 2024). These requirements align seamlessly with my marketing expertise, which has significantly aided me in anticipating consumer behaviour and cultivating brand loyalty. As an increasing number of beauty firms embrace e-commerce and digital engagement methods, my proficiency in marketing software and digital technologies is becoming more valuable (Planitplus, 2023).

The Food & Drink Federation (2024) asserts that positions within the food industry, such as those at 2 Sisters Food Group or Bakkavor Group PLC, need a high degree of technical precision, compliance with hygiene requirements and the ability to do tasks efficiently. My academic background has provided me with the adaptability, precision and ability to adhere to procedures that will compensate for my deficiency in practical experience within the food production sector. My involvement in academic research projects and my desire to gain new skills demonstrate my commitment to lifelong learning and my ability to handle issues efficiently, attributes that are highly valued by employers in both domains. In conclusion, my expertise is very applicable to marketing and customer-oriented roles across several sectors, yet, I contend that my marketability would significantly improve with technical training in food production.

Conclusion

In conclusion, in dynamic industries such as food and beauty, employability skills are essential for securing employment and maintaining a competitive edge. Irrespective of my professional trajectory or sector, I will need four essential skills such as communication, cooperation, adaptability and problem-solving. The beauty industry aligns seamlessly with my existing competencies and future aspirations. My most marketable skills are communication, digital literacy, customer service and critical thinking. Furthermore, my marketing experience provides a competitive advantage when pursuing employment in the beauty sector. My education has equipped me for success in customer service, product expertise and interpersonal abilities, all of which are esteemed by firms such as Superdrug and Boots.

Creativity, professionalism and a commitment to enhancing client experiences are the foundational principles of my brand. I am confident in my ability to significantly contribute to the industry's shift towards online purchasing and digital engagement, owing to my expertise in consumer behaviour and proficiency in digital marketing technology. Moreover, the beauty industry prioritizes innovation and personal development, qualities that I embody. I am committed to acquiring new knowledge and possess adaptability. My professional objective is to be recognized as a creative thinker, a reliable team member and a valuable contributor via exceptional client communication and robust strategic planning. I am confident in my ability to excel in dynamic beauty industry roles that combine marketing, customer service and brand representation by aligning my personal brand with the values and standards of firms in the sector.

Part 2: Reflective Essay on Skill Development

Introduction

This reflective essay aims to analyse and evaluate the knowledge and skills gained from investigating prospective careers in the food and beauty industries, using Gibbs' Reflective Cycle (1988). The aim is to evaluate how these insights influence my academic advancement and future job aspirations. I will evaluate if my current competencies align with industry requirements, identify significant experiences and recognize areas for improvement by using Gibbs' six-stage model which are description, feelings, evaluation, analysis, conclusion and action plan. I can enhance my understanding of workforce readiness and use this framework to guide my future skill development.

Description

The objective of this reflective essay is to ascertain the significance of the knowledge and experiences acquired throughout my exploration of prospective jobs in the food and beauty industries. Through this reflective approach, I aimed to ascertain if my current skills align with the expectations of potential employers, particularly for marketing roles. Identifying significant employment opportunities and evaluating them against my professional identity and competencies required an examination of industry research, job advertisements and corporate websites. This experience has underscored the importance of transferable skills and their relation to future academic and professional objectives.

Feelings

Initially, I was uncertain whether the skills I had developed mostly in academic settings and collaborative projects were sufficient to satisfy the requirements of the professional realm. My confidence increased when I investigated the requirements that firms such as Superdrug, Boots, 2 Sisters Food Group and Bakkavor Group PLC had for their staff. I found that my communication skills, adaptability and technological competency were highly valued advantages. In food production roles, I saw a need for enhanced technical precision, which motivated me to pursue chances for skill and knowledge enhancement in this domain.

Evaluation

Evaluating my competencies against industry standards has proven to be a very advantageous and illuminating experience. Upon doing this study, I determined that my marketing expertise is ideally aligned with roles in the beauty industry. Employers in my sector want individuals with exceptional digital competencies, product expertise and customer service abilities, all of which I have cultivated via my studies. I saw a notable deficiency in technical competence about food production and safety within the food business, despite possessing several essential abilities, like teamwork, adaptability and attention to detail. Nonetheless, I see the discrepancy as an opportunity for advancement rather than a hindrance. This activity reinforced my conviction on the significance of employability skills like as collaboration, critical thinking and problem-solving, which I had previously used extensively in class via group projects and individual study.

Analysis

Academic and professional success need employability skills, sometimes referred to as soft skills or transferable competencies. Skills include adaptability, leadership, problem-solving, communication and cooperation. Numerous skills have been refined during my academic career via engagement in collaborative projects, presentations and joint endeavours. I effectively aligned my personal brand with the competencies desired by firms in the beauty industry. Beauty advisors and customer consultants at Superdrug and Boots are anticipated to demonstrate product knowledge, customer service skills and digital proficiency. I possess the requisite experience to thrive in roles as a marketing student proficient in consumer behaviour and digital technology. Competencies such as process management, meticulousness and the capacity to perform under pressure are crucial in the food industry, as shown by major corporations like 2 Sisters Food Group and Bakkavor Group PLC. My schooling has equipped me with analytical and organizational skills. Nonetheless, I see a deficiency in my technical and practical knowledge. With appropriate training, my competencies in adherence to processes and collaboration refined via my academic research could facilitate my adaptation. Upon examining the manifestation of these qualities in the real world, it becomes evident that they are crucial for my long-term professional success. My involvement in international group projects and leadership roles throughout my academic career has endowed me with the initiative, developmental

mindset and ability to engage with business cultural traits that are esteemed by employers in both sectors.

Conclusion

This introspective exercise has shown the strengths and weaknesses of my current skill set. Communication, computer proficiency, cooperation, adaptability and leadership are among the transferable skills I have acquired that are highly sought after in both the food industry and the beauty sector. Superdrug and Boots align well with my brand, since they value motivated, innovative and customer-oriented personnel. I have seen a deficiency in practical experience and technical proficiency, particularly in the area of food production. These deficiencies have shown the need of further education and the acquisition of additional qualifications to remain competitive in that domain. By recognizing my limitations, I can actively engage in both professional and personal growth. In conclusion, this reflection has allowed me to critically evaluate my employability skills and understand their relevance in real-world professional contexts. By recognising both strengths and areas for improvement, I feel more equipped to pursue opportunities that align with my academic background and career goals. The insights gained from this process will inform my future actions and help me build a career path that is both fulfilling and aligned with industry expectations.

Action Plan

This is a five-step procedure I want to undertake to enhance my future academic and professional competitiveness. Enhancing one's abilities with more training is the first step. I want to enhance my technical expertise in the food industry by exploring short courses or certifications in quality control, supply chain management or food safety. The second step is acquiring further practical experience. I want internships or part-time positions in the beauty business that include marketing or customer service to use my classroom knowledge and enhance my résumé. The third step is involving developing digital competencies. I want to use tools like as Google Digital Garage and HubSpot Academy to refine my skills in data analytics, social media marketing and e-commerce, since digital transformation is essential to both domains. The fourth step is entailing fortifying one's brand. Leadership, collaboration and customer satisfaction are among my fundamental principles, and I want to maintain updates on my LinkedIn page, develop my portfolio and engage in other activities that showcase these

attributes. The fifth step is involving soliciting input and identifying a mentor. As I prepare to join the workforce, I want to seek assistance from industry experts and professional advisors about my next steps.

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