

Berry Boost Acai Bar

Enterprise Pitch Presentation

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Introduction

This Enterprise Learning and Development Passport critically reflects on my entrepreneurial learning and professional development throughout the development of Acai Bar. a mobile açai bowl business designed for the tourism, events and leisure industry. The purpose of this passport is to evaluate how developing this business has enhanced my entrepreneurial knowledge, practical skills and professional competencies while demonstrating the application of academic theory to a real-world business context. Reflection is recognised as an important process that transforms experience into learning and supports continuous professional development

Throughout this project, I progressed from generating an initial business concept to producing a comprehensive business plan that considered market research, customer needs, marketing strategies, financial planning, sustainability and overall business viability. This process strengthened key entrepreneurial competencies, including opportunity recognition, creativity, communication, problem solving and strategic thinking. As Drucker (1985) argues, entrepreneurship is centred on recognising opportunities and creating value through innovation. Developing Acai Go enabled me to apply this principle by identifying a growing demand for healthier food choices within the tourism and events industry.

This passport evaluates my learning using recognised entrepreneurship and reflective learning frameworks. The Intercom Framework (Bacigalupo et al., 2016) is used to assess the development of my entrepreneurial competencies, while Gibbs' Reflective Cycle provides a structured approach for evaluating my learning throughout the module. Together, these frameworks demonstrate how research, feedback and practical application have contributed to my personal and professional development.

Overall, this reflection highlights that entrepreneurship is an ongoing process of learning, adaptability and evidence-based decision making. Evaluating my experiences has strengthened my understanding of entrepreneurship and identified areas for further development that will support my future career within the tourism, events and leisure industry.

Reflection on My Learning Journey

Developing Acai Bar has been one of the most valuable learning experiences of this module and has significantly enhanced my understanding of entrepreneurship. At the beginning of the project, I viewed entrepreneurship mainly as developing a business idea. However, researching, planning and evaluating my business concept helped me understand that successful entrepreneurship requires strategic planning, market awareness and continuous learning (Hisrich, Peters and Shepherd, 2020).

One of the most important lessons I learned was the importance of identifying genuine market opportunities. Initially, I focused on creating a product that I believed customers would enjoy. However, through market research I realised that business decisions should be guided by customer demand rather than personal assumptions. Research into consumer behaviour identified a growing demand for healthier, convenient and sustainable food options within the tourism and events industry. This strengthened my confidence that Acai Bar could meet an existing market need while promoting healthier lifestyle choices.

Another important aspect of my learning journey was developing an understanding of business planning. Before completing this project, I had limited experience in financial forecasting, market analysis and operational planning. Producing the business plan helped me understand how marketing, finance, operations and risk management work together to determine business success. I also recognised that creativity alone is not enough without realistic planning and evidence-based decision making.

The project further strengthened my research, analytical and problem-solving skills. Evaluating academic literature, industry reports and market data enabled me to justify business decisions using reliable evidence rather than assumptions. Preparing realistic financial forecasts and estimating startup costs was particularly challenging because I had little previous experience in these areas. However, these challenges encouraged me to seek lecturer feedback, improve my research skills and develop greater confidence in making informed business decisions.

Preparing the investment pitch also improved my communication, presentation and organisational skills. Presenting Acai Bar as a viable business required me to communicate ideas clearly and confidently while managing my time effectively throughout the project. Overall, this experience has changed my perception of entrepreneurship. I now understand that successful entrepreneurs require resilience, adaptability, critical thinking and a commitment to continuous learning. Developing Acai Bar has therefore provided a strong foundation for my future professional development within the tourism, events and leisure industry.

Reflection Using Learning Theory

To critically evaluate my learning throughout this project, I applied Gibbs' Reflective Cycle which provides a structured framework for reflecting on experiences and identifying opportunities for future development.

During this module, I developed Acai Bar, a mobile açai bowl business designed for the tourism, events and leisure industry. The project involved identifying a market opportunity, conducting market research, preparing financial forecasts, developing a marketing strategy and presenting the business through an investment pitch. At the beginning of the assignment, I felt uncertain about developing a realistic business plan, particularly when completing the financial planning and operational sections. However, as I carried out more research and received constructive lecturer feedback, my confidence gradually increased and I became more comfortable applying entrepreneurial concepts in practice.

Reflecting on this experience, I believe the project significantly improved my understanding of entrepreneurship and business planning. Conducting research using academic literature and industry reports enabled me to make evidence-based decisions rather than relying on assumptions. Preparing and delivering the business pitch also strengthened my communication and presentation skills while increasing my confidence in presenting ideas professionally.

This model helped me recognise that entrepreneurship extends beyond developing an innovative idea. Instead, successful business planning requires critical thinking, market research, financial management and strategic decision making. This reflection also highlighted areas where I need to continue developing, particularly financial forecasting and budgeting. In the future, I intend to strengthen these skills through further study, practical experience and continuous reflection to become a more effective entrepreneur.

Conclusion

Developing Acai Bar has been a valuable learning experience that has strengthened my entrepreneurial knowledge, practical skills and professional confidence. Throughout the project, I developed a greater understanding of opportunity recognition, market research, communication and strategic planning while recognising the importance of evidence-based decision making. Applying the Intercom Framework (Léo-Paul, Dana 2016) enabled me to evaluate both my strengths and the areas requiring further development, particularly financial planning. Overall, this module has demonstrated that entrepreneurship is a continuous process of learning, reflection and adaptation. The knowledge and skills I have developed provide a strong foundation for my future career within the tourism, events and leisure industry and have increased my confidence in applying entrepreneurial principles in professional practice.

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