



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Module Name: Professional Career Development

Module Code: BMBS4005

Student Name:Jannat ara ferdousi

Student Number:2504826

Lecturer:Antoninette Milne

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23.59PM

AI Acknowledgement

(This section is compulsory for all students.)

I acknowledge the use of ChatGPT (<https://chatgpt.com/>) and Gemini (<https://gemini.google.com/>) on 17 October 2026 to support preliminary sector exploration, grammar proofreading, and structuring of portfolio sections.

I confirm that I have not presented any AI-generated text as my own work. I confirm that I have retained copies of drafts, notes, and resources used before and after the use of AI tools.

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Element 1: Career Sector Investigation

1.1 My Chosen Sector or Business Area

My chosen focus is the Bangladeshi restaurant and food business sector in South Wales, with an emphasis on Newport and nearby regions. Bangladeshi cuisine carries a distinct identity rooted in slow-cooked gravies, intricate spice balances, and warm hospitality. Living in Newport has given me direct insight into how local South Asian food establishments act as essential cultural and social bridges—serving diaspora families while introducing genuine Bengali flavours to the wider Welsh public. I chose this sector because independent food enterprises operate in a highly dynamic commercial environment. Beyond food preparation, they must manage tight inventory cycles, build lasting community trust, and adapt to changing digital consumer habits. My aspiration is to combine business management education with practical operational knowledge to help develop or manage a sustainable food enterprise in South Wales.

1.2 Sector / Business Area Research

Bangladeshi restaurants play a vital role in Wales' hospitality sector. According to 2026 government figures, tourism-related industries in Wales supported 150,000 jobs, with hospitality employing roughly 83,000 people. Out of the £3.5 billion generated by the visitor economy in 2023, the food and beverage sector contributed £1.7 billion. However, for independent, family-led Bangladeshi restaurants in competitive urban hubs like Newport, commercial survival depends on balancing daily operational management and authentic flavors with strict compliance with Food Standards Agency (FSA) regulations—including mandatory declarations for the 14 major allergens, HACCP cross-contamination controls, and spotless hygiene ratings..

1.3 Skills, Qualities and Attributes Valued by Employers

Employers in this industry value responsibility, good communication, teamwork, and food safety knowledge. During busy periods, staff must coordinate effectively between customers and kitchen teams. They should also handle complaints calmly, maintain high hygiene standards, and never guess information about allergens, following Food Standards Agency (2025) guidance. Supervisors also need digital skills to operate EPOS systems, manage online delivery platforms, and use social media effectively.

1.4 Current Trends Affecting the Sector

Explore relevant current trends, for example artificial intelligence (AI), hybrid working, skills shortages or another trend that is important to your chosen sector. Explain how the trend is affecting the industry.

- *Online Ordering: Delivery apps like Just Eat and Delivery help restaurants reach more customers, but their high commission fees reduce profits. So, many restaurants are creating their own websites for orders.*
- *Visual Social Media Engagement: Platforms like Instagram and Tik Tok have become vital promotional channels for independent eateries to showcase*
- *Digital and AI Management Tools: Independent operators are increasingly adopting digital tools to analyse customer feedback, track inventory waste, and automate promotional posts.*
- *Food Safety and Health: Customers care more about food hygiene, allergens, and ingredients. Clear food labels and good hygiene ratings help restaurants build customer trust.*

1.5 Personal Career Fit

This sector matches my cultural background and interest in South Asian food. Living in Newport helps me understand local restaurants and the needs of different customers. Although the hospitality industry has long working hours, low profit margins, and strong competition, it offers valuable learning opportunities. By improving my skills in customer service, food safety, and marketing, I can build a successful career in the food and beverage industry.

Element 2: Skills Audit and Professional Development Plan

2.1 Personal SWOT Analysis

STRENGTHS	WEAKNESSES / AREAS FOR DEVELOPMENT
Deep cultural insight and authentic appreciation for Bangladeshi culinary heritage.	Limited UK hospitality supervisory experience.
Established client-facing communication, active listening, and administrative accuracy.	Need deeper practical mastery of UK Food Standards Agency regulations and allergen tracing.
Adaptable team player with organizational discipline.	Developing practical commercial budgeting and food-cost calculation skills.
OPPORTUNITIES	THREATS / CHALLENGES
Direct access to independent restaurants and food business networks in Newport.	Intense competition from established South Asian dining brands.
Undertaking accredited training in Level 2 Food Safety & Hygiene and Digital Marketing.	Rising utility costs and ingredient inflation.
Growing South Wales demand for authentic ethnic dining	Strict regulatory inspections and shifting consumer spending habits.

SWOT Reflection:

My cultural knowledge and communication skills provide a good foundation, but I need formal training and practical experience to improve my hospitality and business management skills.

2.2 Emotional Intelligence and Professional Behaviour

Goleman's (1995) five emotional intelligence elements self-awareness, self-regulation, motivation, empathy, and social skills—are critical in hospitality for stress management and clear teamwork. Through retail customer service and university group work, I learned the importance of patience and active listening. Remaining calm and polite during complaints allows me to de-escalate tension, resolve customer issues effectively, and foster positive colleague relationships.

2.3 Applying Theories or Models

Gibbs' Reflective Cycle (1988):

Using Gibbs' six-stage reflective cycle on a difficult customer complaint helped me recognize that initial defensiveness hindered my effectiveness. Evaluating this experience highlighted the necessity of emotional composure and active listening, leading directly to an action plan focused on staying calm and practicing self-regulation under pressure.

Maslow's Hierarchy of Needs (Hawkins & Mothersbaugh Framework):

Hawkins and Mothersbaugh emphasize that lower-order motives must be satisfied before higher-level needs emerge. In hospitality, diners must first fulfill basic physiological (food quality) and safety needs (hygiene, clear FSA-compliant allergen labels) before seeking social connection or esteem. This framework directs my career development to master food safety standards first, ensuring essential foundational needs are met before scaling service experience.

2.4 SMART Development Goal

Specific	Acquire recognized competence in UK food hygiene regulations and develop digital marketing skills suited for independent restaurants
Measurable	Complete an accredited Level 2 Food Safety & Hygiene certification and draft two complete social media promotion schedules for a Newport dining business
Achievable	Dedicate 1-2 hours per week to complete online course modules and study official Food Standards Agency guidance documents.
Relevant	Directly targets my identified audit weaknesses in UK statutory compliance, dining room operations, and business promotion.
Time-bound	Complete both learning milestones within 10 weeks and evaluate my practical portfolio before module completion.

Element 3: Recruitment Application Pack

3.1 Selected Job Role

Job Title	Restaurant Team Member / Chef
Organisation	Spice Elephant
Location	Newport, South Wales
Where the vacancy was found	Indeed.co.uk / Hospitality Jobs UK
Job Role URL	https://spice-elephant.co.uk

3.2 Tailored Curriculum Vitae (CV)

[INSERT YOUR TAILORED CV HERE]

Jannat Ara Ferdousi



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☎ +44 7838 260025

in linkedin.com/in/jannat-ara-ferdousi-lovely

📍 Wales, Newport Uk

SKILLS AND ACHIEVEMENTS

- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MICROSOFT OFFICE (Basic)
- Excel functions (Assignment Purpose)
- Digital marketing

LANGUAGE

- BANGLA
- German
- Hindi/Urdu
- ENGLISH (Basic Proficiency)

SUMMARY

Motivated student pursuing CertHE in Business at UWTSD with a strong background in Business Studies from Bangladesh. Experienced in customer service, cash handling, and teamwork through retail volunteering and early childhood assistance. Skilled in basic IT, time management, and communication, eager to contribute effectively in a professional role

EDUCATION

Certificate of Higher Education CertHE

University of Wales Trinity Saint David| Cardiff, UK

Bachelor of Business Administration (BBA), Marketing discipline
Siddheswari University College| Dhaka, Bangladesh

Higher Secondary Certificate, Business Studies

Siddheswari University College| Dhaka, Bangladesh

Secondary School Certificate, Business Studies

Shahjahanpur railway high school| Dhaka, Bangladesh

EMPLOYMENT AND WORK EXPERIENCE

- Volunteer Charity Shop | Newport, UK | 2025
Greeted customers, sorted/priced donated clothes, and operated the till.
Developed customer service, teamwork, and communication skills.
- Early Childhood Educator Assistant Volunteer | Fly Kids Kindergarten, Austria | 2015–2016 (6 Months)
Assisted teachers with learning activities and supervised child safety/meals.
Developed childcare, patience, empathy, and hygiene awareness.
- Language Learning & Practice | Language School |
Learning German (A1-B1) and practising English, Hindi, and Urdu.
Developed multilingual communication and intercultural skills.

CERTIFICATES AND ACHIEVEMENTS

- **Volunteering Charity Shop, Newport** – Greeted customers, sorted clothes, and worked at the till (2025)
- **ESOL English (Level 1)** – Improved English speaking, reading, and writing (2024–2026)
- **Started CertHE at UWTSD** – Began higher education in the UK to develop business skills (2026)

3.3 Cover Letter

Hiring Manager

The Royal Balti, Newport, South Wales

Subject: Application for Restaurant Team Member / Chef Position

Dear Hiring Manager,

I am writing to express my strong interest in the Restaurant Team Member / Chef position at The Royal Balti, as advertised. As a resident of Newport with a deep passion for authentic Bangladeshi cuisine and cultural heritage, I am eager to bring my dedication, culinary interest, and strong work ethic to your kitchen and restaurant team.

My studies at the University of South Wales, combined with my practical understanding of food safety standards (such as Food Standards Agency guidelines and allergen management), have prepared me to handle kitchen operations responsibly. I recognize the importance of maintaining consistent food quality, managing time effectively during peak service hours, and ensuring seamless coordination between the kitchen and front-of-house staff.

I am a quick learner, comfortable working in fast-paced environments, and deeply committed to hygiene and safety. I would welcome the opportunity to discuss how my enthusiasm and commitment can contribute to the success of your culinary team.

Thank you for your time and consideration.

Yours sincerely,

Jannat Ara Ferdousi

3.4 LinkedIn Profile

LinkedIn Profile URL	https://www.linkedin.com/in/jannat-ara-ferdousi-lovely/
Professional Headline	Aspiring Chef & Hospitality Enthusiast Restaurant Team Member at Spice Elephant
Evidence / Screenshot	

The screenshot shows a LinkedIn profile for Jannat ara FERDOUSI. The profile includes a profile picture of a woman wearing a blue hijab, a banner image, and a bio stating she is a Charity Shop Volunteer at Islamic Relief shop Newport. The profile is verified and has 1 connection. The right sidebar shows the profile language as English, the public profile URL, and a list of people you may know, including Suzanne Escott - Sloan, Chloe Brasier, Alexandra Marina Mandoiu, Arwen Garland, and Natalie Emma Male. The bottom section shows analytics for profile views, post impressions, and search appearances.

LinkedIn Profile URL: https://www.linkedin.com/in/jannat-ara-ferdousi-lovely/

Professional Headline: Aspiring Chef & Hospitality Enthusiast | Restaurant Team Member at Spice Elephant

Evidence / Screenshot

Profile language: English

Public profile & URL: www.linkedin.com/in/jannat-ara-ferdousi-lovely

People you may know

- Suzanne Escott - Sloan (3rd+) Senior Student Success Officer @ University of Wales Trinity Saint David. Connect
- Chloe Brasier (3rd+) Textile Design student at Falmouth University Specialising in woven ... Connect
- Alexandra Marina Mandoiu (3rd+) Student at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinit... Connect
- Arwen Garland (3rd+) Winner waiter of Wales 2025 Above and beyond service winner 2026 YYY ... Connect
- Natalie Emma Male (3rd+) Student at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinit... Connect

Suggested for you

- Which industry do you work in? Members who add an industry receive up to 2.5 times as many profile views. Add industry
- Write a summary to highlight your personality or work experience Members who include a summary receive up to 3.9 times as many profile views. Add a summary

Analytics

- 2 profile views Discover who's viewed your profile.
- 0 post impressions Start a post to increase engagement. Past 7 days
- 1 search appearance See how often you appear in search results.

You might like

- CharityJob Internet Market 87,390 followers Messaging



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Jannat ara FERDOUSI

Charity Shop Volunteer at Islamic Relief shop Newport

Resources

Experience



Charity Shop Volunteer

Islamic Relief shop Newport

Mar 2025 - Sep 2025 · 7 mos

Newport, Wales, United Kingdom

Supported charity shop operations and community initiatives, assisted customers, and organised donated clothing while developing customer service teamwork and communications skills



Early Childhood Educator Assistant (Volunteer)

Fly Kids Kindergarten

Sep 2015 - Mar 2016 · 7 mos

Austria

Assisted teachers with educational and recreational activities for young children. Supported child supervision during daily routines, meal times, and play activities while maintaining a safe and hygienic environment.... more

Education



Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David

CertHE Business Skills

2026 – Present



Siddheswari University College

Bachelor of Business Administration, Marketing

2007 – 2009

Show all 4 educations →

Interests

Companies

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Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David

51,971 followers

✓ Following

3.5 Application Rationale

My application pack has been carefully tailored to match the job description and person specification for the Restaurant Team Member / Chef role at Spice Elephant. In designing this application, I prioritized three core elements: food preparation and hygiene, teamwork and time management, and professional digital identity.

First, I prioritized Food Preparation and Kitchen Hygiene. For a bustling local business like Spice Elephant, a chef or team member must handle traditional recipes while strictly following Food Standards Agency (FSA) guidelines regarding allergens and safety. Therefore, I highlighted my commitment to hygiene, food safety awareness, and kitchen assistance across my CV's key skills section and my cover letter.

Second, I emphasized Teamwork and Time Management. Recognizing the fast-paced nature of restaurant service, I tailored my CV and LinkedIn profile to reflect my ability to coordinate effectively with front-of-house staff and manage time under pressure during peak hours. My cover letter further reinforces my calm approach to handling high-demand service environments.

Finally, I updated my LinkedIn Profile with a professional headline and summary explicitly referencing my association with Spice Elephant and my dedication to food safety and authentic cuisine.

Overall, this application pack directly aligns my academic background, practical understanding, and career aspirations with the exact requirements of the advertised role.

Reference List

List every source that you have cited in your portfolio using the required referencing style. Check that every in-text citation has a matching reference-list entry.

Bardi, J.A. (2003) Hotel front office management. 3rd edn. New York: John Wiley & Sons Ltd.

Cousins, J. and Weekes, S. (2020) Food and beverage service. 10th edn. London: Hachette UK.

Food Standards Agency (2025) Allergen guidance for food businesses. London: Food Standards Agency. Available at: <https://www.food.gov.uk> (Accessed: 10 October 2026).

Food Standards Agency, Scarrett, A., Cooke, S. and Bachelor, J. (2026) Retail Surveillance Survey Sampling Programme 2025/26. FSA Research and Evidence. Available at: <https://doi.org/10.46756/001c.162217> (Accessed: 01 October 2026).

Gibbs, G. (1988) Learning by doing: A guide to teaching and learning methods. Oxford: Further Education Unit, Oxford Polytechnic.

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Hawkins, D.L. and Mothersbaugh, D.L. (2010) Consumer behavior: Building marketing strategy. 11th edn. Boston: McGraw-Hill Irwin.

Lundberg, D.E. and Walker, J.R. (1993) The restaurant: From concept to operation. New York: John Wiley & Sons.