



Assignment 2

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Task 1.

After comparing the two job advertisements, I find one on the website ([Indeed.com](#), 2026). Is Nawras Express, which is delivering shipments for Amazon. The second job advertisement, I find it on the website ([SimplyHired](#).2026). The name is Everi Prime, and it is delivering shipments for Everi. In the Nawras express position, key skills needed include safe, legal driving with valid UK licence and performing daily vehicle safety checks to ensure reliable service. Strong time management and organisation are essential to follow planned routes, manage high parcel volume and use high parcel volume and use scanning technology to record accurate proof of delivery. Good physical fitness support lifting and carrying packages safely, while reliability and flexibility help meet busy or varied shift demands. Professional communication and polite customer service are crucial, as driver act as the face of Amazon when interacting with recipients, answering questions and resolving small delivery concerns calmly. Being adaptable and staying composed under pressure help navigate unexpected traffic, poor weather or last-minute changes, ensuring deliveries stay on schedule and high service standards are maintained consistently.

Similarly, in the second advertisement from([SimplyHire](#).2026). Everi Prime delivering for Evri requires these same core strengths: careful driving, punctuality and effective time management to meet tight delivery deadlines. Both roles need confidence using digital scanners and navigation apps, careful handling to protect goods and attention to details for accurate delivery records. Friendly, respectful customer service remain central to build positivity impressions and uphold the company brand. Minor differences may lie in Everi Prime focus on consistent vehicle upkeep and close teamwork to reach shared depot targets. Reliability, a positive mindset and quick problem solving when challenges arise are valued equally. Overall, both employers seek independent, safety minded workers who follow procedures, take pride in their work and delivery dependable service vital to successful last-mile logistics.

Task 2

Find a **definition of SWOT** – RESEARCH and **why SWOT is important (research)**

Strengths • Reliable and punctual • Good communication • Quick learner • Adaptable and calm	Weaknesses • Can be too detailed • Nervous speaking to groups • Sometimes overcommit • Need to improve prioritising
Opportunities • Learn new digital/logistics skills • Gain more work experience • Attend training courses • Build professional contacts	Threats • Strong job market competition • New technology fast to learn • Changing work rules • Economic uncertainty

My professional strengths are deeply rooted in over six years of hands-on experience within logistics, customer service, and delivery operations, forming a solid foundation for excellence in roles such as a delivery driver or team-focused logistics specialist. Above all I am defined by reliability and punctuality—qualities that are non-negotiable in time-critical supply chains and last-mile delivery work. Throughout my tenure, including my time at Amazon and supporting broader operational workflows, I have consistently met and exceeded performance targets and maintained strict adherence to road safety regulations and ensured that every vehicle under my care remained roadworthy through rigorous pre- and post-trip inspection. My communication skills are another key asset: I engage with customers, colleagues, and management in a clear professional and approachable manner, resolving queries or service issues promptly and persevering in positive working relationships even in high-pressure situations. I pride myself on being highly adaptable and calm, whether adjusting to sudden route changes, navigating traffic delays, or learning new operational procedures and digital tools such as handheld tracking devices, I remain composed and productive. Furthermore, I am a quick learner who thrives in dynamic environments—evidenced by my ongoing academic progress toward a CertHE in Business Skills for the Workplac	While I maintain strong professional standards across core responsibilities, I recognise several areas for development that I am actively addressing to become a more effective and balanced professional. One notable tendency is to become overly focused on fine details—for example, spending extra time verifying delivery logs or vehicle condition reports to ensure absolute accuracy—which can occasionally slow my workflow or cause me to spend more time on individual tasks than strictly necessary. To counter this, I am practising structured prioritisation techniques and using time-blocking methods to distinguish between critical precision requirements and areas where efficiency can be optimised without compromising quality. I also experience nervousness when speaking or presenting in formal group settings, such as team meetings or training sessions; this is unrelated to my ability to communicate one-to-one or with customers, but it limits my confidence in larger forums. I am working to improve this by volunteering to share updates in smaller team gatherings and actively seeking opportunities to build my public-speaking skills through coursework and professional development initiatives. Another challenge I face is a natural inclination to take on additional duties or extend my workload to support colleagues and ensure operations run smoothly, which can sometimes lead to overcommitment and risk stretching my capacity too thin.
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Evidence of Readiness

My readiness for employment and personal advancement is clearly demonstrated through consistent academic commitment, strong learning outcomes, and active engagement in my educational development. Throughout my studies, I have maintained a solid academic standing, particularly in modules focused on business principles, professional development, and strategic analysis. I consistently produce well-researched, structured assignments—such as a comprehensive business plan and supporting analyses—which reflect my ability to understand complex concepts, apply theoretical frameworks, and present information coherently and accurately.

Beyond standard coursework, I actively seek opportunities to strengthen my employability within an academic setting. I participate in collaborative group projects, where I practise effective communication, teamwork, and conflict resolution, and I regularly engage in career-focused workshops and interview simulations provided by my institution. Feedback from tutors consistently highlights my reliability, attention to detail, and willingness to accept constructive criticism as a tool for improvement. I also take independent initiative: for example, refining my own research and citation methods to meet professional standards and preparing personal assessments like SWOT analysis to better understand my development needs. This academic foundation and proactive approach confirm my preparedness to transition into a professional environment and continue growing in my chosen career.

Task 3

Employability Goals

Based on my SWOT self-assessment, I have defined clear career goals to guide my development. In the short term (1–2 years), I aim to secure an entry-level business role where I can apply my academic knowledge, learn from experienced colleagues, and build practical workplace skills—bridging theory and practice. Long-term (5+ years), I intend to progress toward a position with greater responsibility, such as project or team coordination, developing deeper expertise to contribute meaningfully to business objectives. These goals keep my growth focused, ensure continuous improvement, and align with my ambition to become a capable, well-rounded professional.

Personal Development Plan

DEFINITION OF A PERSONAL DEVELOPMENT PLAN and why it is important (research)

	Short-Term Time Frame	Mid-Term Time Frame	Long-Term Time Frame
	What do I want to accomplish in the next three to six months?	What do I want to accomplish in the next six months to two years?	What do I want to accomplish in the next two to three years?
Section 1 - My Goals What are my overall goals that I want to accomplish in this time period? <i>Example: become a Student Affairs Officer; learn computer graphics</i>	1. I want to finish my current qualification with good results. 2. I want to do a Master key study and professional skills. 3. I want to prepare for my next learning step	1. Gain practical knowledge in my field. 2. Complete any further training or courses needed. 3. Apply what I learn in a real	1. Reach a high level of professional knowledge. 2. Take on more responsibility in my area. 3. Keep learning to stay good at my job

		work situations.	
Section 2 - Skills and Knowledge to be Learned What specifically do I need to learn? What project do I need to work on? <i>Example: Student advising; Banner; Dreamweaver; develop a procedures manual</i>	Goal 1: Academic & Professional Development: Academic research, referencing, business analysis, and financial basics. Report writing, presentation skills, building a business plan, preparing a presentation, and completing assessment tasks.		Goal 2: Advanced Study & Independent Learning: Critical thinking, time management, independent study, advanced writing, self-review, portfolio development, and project management meet academic targets.
Section 3 - Next Steps How am I going to acquire the skills and knowledge? How am I going to do this project?	Attend classes; Use study materials; Complete tasks. Review feedback; Build a business plan; prepare a presentation.		Time management, independent research, self-review, portfolio work, meeting targets, and asking for guidance.

<i>Example: take Dreamweaver class; do an informational interview; set up a project outline</i> Exact Timing you will complete the goals	Goal 1: Weeks 1–4: Learn & research; Weeks 5–8: Draft business plan; Weeks 9–10: Prepare presentation; Week 11: Finalize & submit.		Goal 2: Weeks 1–2: Plan schedule; Weeks 3–9: Independent study; Weeks 10–11: Review & build portfolio; Week 12: Complete all goals.
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REF;

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