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Programme: Cert HE Business Skills for the Workplace

Module: Employability and Career Development

Module code: LCLM4005

Assignment Title: Selection of in-class tasks

Skills	Job Advert 1 - Business Development	Job Advert 2 - Operations	Job Advert 3 - Brand Representati ve	Job Advert 4 - E-Commerce
1. Communication	Negotiation with clients and stakeholder presentations by embracing brand identity. Ensuring relationships with high profile private and luxury commercial clients	Coordinate with suppliers and internal teams to ensure day to day operations.	Storytelling and PR communication emphasizing the core USPs: 1. Made in Britain 2. Natural healing metal products 3. Ancient wisdom and modern design	Copywriting and customer service communication and general management of the e-store and maintaining the online brand.
2. Sales & Negotiation Skills	Budget management and sales forecasting by	Cost control and margin analysis to ensure ROI.	Manage marketing budgets and	Analyze profit margins and Customer

	market analysis. Negotiating prices for bespoke and luxury products with clients.		allocation of general funds.	Acquisition Cost (CAC).
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Knowledge	Job Advert 1 - Business Development	Job Advert 2 - Operations	Job Advert 3 - Brand Representative	Job Advert 4 - E-Commerce
1. Product and service Planning knowledge	Develop growth strategies and sustainable sales targets. Create innovative sales techniques to cater to the luxury and wellness markets.	Schedule and meet production schedules and manage resource allocation.	Define brand strategy and market positioning in the wellness space.	Plan digital roadmaps to increase conversion rates and general sales. Be knowledgeable on the intricacies of the online platform
2. Customer Needs & Market Awareness	Market research and sales	Production and Supply chain	Consumer and sales insight and analysis.	Proficient in Google Analytics and traffic monitoring to maintain

	performance metrics.	efficiency metrics.		space in the ad space.
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SWOT Analysis

To evaluate my readiness for managing "Copper Balance Ltd" and my broader career, I have conducted a SWOT analysis based on my current academic progress and business experience.

Strengths:

My primary strength lies in Entrepreneurial Leadership and Product Knowledge. As the Founder of Copper Balance Ltd, I have demonstrated the ability to conceptualize a USP by combining traditional Ayurvedic healing with modern manufacturing. I possess deep knowledge of the intricacies of the "oligodynamic effect" and its commercial applications (Arendsen et al., 2019). My experience managing the copper supply chain demonstrates resilience and operational capability.

Weaknesses:

A significant area for development is Technical Financial Management. Currently, my business plan relies on an external "Chartered Accountant" for tax and payroll, indicating a gap in my personal ability to handle complex compliance issues. Additionally, while I have a vision for digital sales, the industry standard conversion rate is low at only 2.9% (IRP Commerce, 2025). I also lack advanced technical skills in SEO and algorithmic marketing to guarantee overcoming this.

Opportunities:

The global wellness market is valued at over \$5.6 trillion, offering immense room for growth (Talukder et al., 2025). There is a specific opportunity to leverage the "Made in Britain" trend to capture the luxury market. B2B partnerships with boutique spas also present a networking opportunity to expand our client base.

Threats:

Economic volatility, specifically fluctuating copper prices, poses a threat to margins. Strict Health, Safety & Environment (HSE) regulations regarding welding fumes also

pose a legal risk if not managed perfectly (Health and Safety Executive, 2025); which is currently an area I outsource.

Evidence of Readiness:

My readiness for employability and personal advancement is evidenced by my academic and practical achievements. Academically, studying the management of businesses has provided me with the theoretical frameworks to structure a viable business plan. I have successfully applied academic research, to validate my business proposition. This ability to bridge academic theory with commercial application is a key employability skill.

As Managing Director of Copper Balance Ltd, I executed a hybrid DTC and B2B sales model, defined a clear target market (Demographic: 25-60), and developed a pricing strategy. This demonstrates "Commercial Awareness." My recognition of the need for "External Support" for specialized tasks like HSE and Accounting shows my commitment to my business.

Employment Goals

Based on the weaknesses identified in my SWOT analysis, specifically regarding technical financial compliance and digital marketing technicalities, I have set the following goals:

- **Short-Term Goal (3-6 Months):** Secure Investment and Operational Stability. My immediate goal is to secure the £25,000 investment required to cover startup costs and initial losses. This is critical to reaching the break-even point by Month 4 (Mariotti et al., 2016). Achieving this will validate my business model and provide the financial runway to operate.
- **Long-Term Goal (2-3 Years):** Market Expansion and Thought Leadership. I aim to establish Copper Balance Ltd as a recognized leader in "Wellness Architecture" and expand into international exports. Personally, I aspire to become a thought leader in sustainable, artisan manufacturing, bridging the gap between "Ancient Wisdom" and "Modern Design". This aligns with my career aspiration to not just run a business, but to influence the wider industry towards organic, non-lacquered materials.

Personal Development Plan (PDP)

To achieve these goals and address my weaknesses in finance and digital marketing, I have developed the following plan:

Time Frame	Short-Term (3-6 Months)	Mid-Term (6 Months - 2 Years)	Long-Term (2-3 Years)
Section 1: My Goals	1. Secure £25k funding. 2. Reach break-even point. 3. Master basic bookkeeping.	1. Expand B2B client base (Spas/Hotels). 2. Increase e-commerce conversion above 3%.	1. Export products internationally. 2. Remove reliance on external operational consultants.
Section 2: Skills & Knowledge to be Learned	Financial Basics: Learn to interpret balance sheets and cash flow without relying solely on an accountant. Pitching: Advanced presentation skills for investors.	Digital Marketing SEO: Learn technical SEO to drive organic traffic to the Shopify store. Supply Chain Optimization: Lean manufacturing techniques.	International Law: Export regulations and duties for shipping copper goods abroad. Advanced Leadership: Managing a larger team.

Section 3: Next Steps	1. Enroll in a "Finance for Non-Financial Managers" short course. 2. Pitch the business plan to 3 angel investors.	1. Undertake a Google Digital Garage certification. 2. Attend wellness trade shows to network with B2B partners.	1. Hire an in-house export manager. 2. Join the "Department for Business and Trade" export academy.
Section 4: Resources	- Business Plan - Mentorship from university lecturers. - Accounting Software	- Shopify Academy (Online). - Industry networking events. - Marketing budget from profits.	- Government grants for export. - Trade advisors. - Professional management consultants.
Section 5: Time Schedule	Start: Jan 2026 End: June 2026 (Projected Break-even)	Start: July 2026 End: Dec 2027	Start: Jan 2028 Ongoing

This PDP ensures that while I outsource complex tasks like tax returns, I acquire enough personal knowledge to oversee them effectively, reducing risk and increasing my capability as a Managing Director.

References:

1. Arendsen, L.P., Thakar, R. and Sultan, A.H. (2019) *The use of copper as an antimicrobial agent in health care, including obstetrics and gynecology*, *Clinical microbiology reviews*. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC6730497/>
2. IRP Commerce (2025) *E-commerce Market Data and Benchmarks for the Health and Wellbeing Market*. Available at: <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx?Market=2>
3. Talukder, M.B. et al. (2025) 'The business of wellness tourism', *Human Capital Management and Competitive Advantage in Tourism*, pp. 445–476. doi:10.4018/979-8-3373-0071-9.ch015.
4. Health and Safety Executive (2025) *Welding fume: protect your workers*. Available at: <https://www.hse.gov.uk/welding/protect-your-workers/index.htm>
5. Mariotti, S., LaRoc, J. and Glackin, C. (2016) *Entrepreneurship: Starting & operating a small business*. 4th edn. New York: Pearson.