

Assessment 1

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Creativity & Value Creation

Assessment 1: Innovation & Research

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Introduction

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This assessment shall cover how to develop the skills to identify opportunities, develop ideas and many more attributes to create and provide value and progress towards evolution for the society. Through the simple steps of Creating a Mind Map based on the ideation of the selected business subject, the Aiming of Objectives and Research area and coming up with Business Strategies and understanding said strategies. Thus, providing both the information and the clarity for it

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It is quite necessary to understand the importance of gathering all the information in regards of your ideas in business and placing them one by one, creating the bigger picture of your business. Hence, by creating and using a mind map as the bigger picture, it's very helpful in portraying every single idea and their extensions in one tree like image, from the main roots to every single tree branch. Said business of choice is the classic coffee shop, as it can bring many benefits and contributing to society in more ways than one.

Socially Welcoming- This comes as no surprise that coffeeshops are pleasant for social gatherings and for open conversation, thus making it a wonderful experience for everyone.

Worker Friendly- The coffee shops are the most chosen locations by all the employees who would like to complete their work in a quiet calm and peaceful environment to feel in the right mindset and gather their thoughts to focus on said work.

Local Economy- This key factor can be quite interesting because it supports local distributors, product suppliers and the

surrounding communities of the business.

Cultural Events- When it comes to Social, Cultural and Festive Events, the coffee shop is all in one adequate location for all these gatherings, bringing said events to life.

Quiet Environment- The most enjoyable part about this business in general is the relaxing atmosphere due to the soothing state of calming silence and flowing choice of soft music. [1]

While these steps are wonderful for the social part which is one of the many important keys for a successful business, there is also the financial support, which is rather crucial to maintain the balance of creating a business/ project.

Conduct Research- When it comes to a coffee shop, the idea sounds great, regardless, the important parts of this idea must be completed, such as how to attract the customers, location of opening the coffee shop, what will make your shop different than the rest, Etc.

Choose a Concept- This is rather crucial, because your coffee shop should look different than the other companies, what services will you provide, what makes your

shop better than the other ones (e.g. Coffee to go, full-service Café, Etc.). [2]

Triggers Creativity- There is no doubt that an environment such as the coffee shop can bring out the creativity out of a person and gives them a burst of productivity.

Economic Growth- One of the biggest advantages is when it comes to the economy growth by having some small ideas (e.g. Free Wi-Fi, helping those using technology more often outside their home). [3]

Walk/Drive-by Kiosk- The iconic fast-food drive through has inspired many coffee shops to create a drive trough or a walk-by kiosk, thus making it even more convenient for everyone who is on the road and need a quick fresh start to their journey. [4]

Now, all these ideas combine both the artistic and pleasant for the customer part with the business strategy and economical part to create a proper balance between fun and productivity. While all these ideas are great for the start of a project, it won't always be seen properly by most people, these being more like bullet points instead of being shown as important parts creating the bigger picture for the team. This is the part where Mind Mapping comes as a fun yet effective method to capture the focus of

the team while also give a proper understanding of the entire project, what and how it needs to be done, as you can see clearly on the Mind Map image shown below.



Task 2: Aim and Objectives & Research Area

The research for finding an aim and the proper research on how to solve every problem that is occurring is very important, as it represents an individual asking important questions such as what if this or that goes wrong, how do we prevent it, or how do we fix it if it's not avoidable.

The list can begin by the simple basics for every new company opener:

Sell Barista Training Lessons- It comes as no surprise that training is crucial to every single worker in the company, which is why the training lessons are helpful from the beginning, for everyone who wishes to participate, both new employees and the skilled employees also as a refresher. Thus, making it easier for colleagues to help each other, and to help new employees in training too. [5]

The Visibility of the Location- The location is very important in answering the basic questions, such as

How do we make ourselves visible to the customers, if we move next to another coffee

shop what do we do to stand out more. The answers are quite simple, to stand out the best choice of location is next or nearby another coffee shop, advertisement around the competition, announcing the neighbouring location of your opening, Etc. A bit of friendly rivalry between two leaders and their companies sparks curiosity within the customer community to try both. The most amazing part about this friendly competition is the fact that a collaboration can be created from this situation. Which is why location is quite important for good reasons too, not only the negative. [6]

Know your Target Audience- The best part about the surrounding community is the fact that you can create bonds with regular customers that have come across your establishment multiple times, such as adults/office workers/couples/ families, elderly people who want to start their morning with a fresh cup of coffee, students who look for a quiet place to hang out or study. This type of connection can become very useful for a leader of a company as said regular customer can spread the word around to their friends, family and loved ones. Thus, making the known area of your company more well known among everyone who would like to visit and try a new wonderful experience. The usual questions such as “How can we make

ourselves more known outside of our area” can be resolved by the idea of creating online services, this way making it more accessible for everyone who is acquainted with advanced technology such as smartphones, tablets and laptops. [7]

Design a Coffee Shop Layout- This step can be completed in many ways, depending on how the leader of the company sees fit or desires to create the image of said company. It can vary from the simplest Pictionary logo to the different art styles of graffiti images to the rustic classic renaissance paintings.

Afterwards the inside decorum, how does the arrangement appeal to the customer’s eyes. Here can also be different stylings, from the classic 80’s to 90’s coffee shop that makes the customers feeling nostalgic and enjoying a trip down memory lane, to the most modern aspect with comic books on the shelves and weekly board game nights that welcome everyone for a good time with friends and family. The possibilities are endless, and for a leader/ changemaker, the sky is the limit when they set their mind for success and contributing to society, thus giving forward to the world and receiving back 10 times more as a good cycle should, back and forth. All questions being what the customer would like. [8]

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Task 3: Research Strategies

The importance of gathering information and developing strategies is a very reliable method, such as a contingency plan in case something does not go according to plan. Considering the 4 main keywords throughout the process:

Validity- When it comes to a company or workplace that wants to provide for the society and the community, Validation is quite important. Not only it offers reassurance to the public, but it also portrays your true intentions with what exactly you wish to create with said company, to compose an image of the truth towards the society. Taking this into account, validation of owning a trendy coffee shop or any kind of establishment, provides the comfort to the customer by offering a beautiful experience of enjoying food, beverages hot and cold, and responding proudly to probable negative hear and say from different points of view such as hard to please critiques and over dramatic people. Validity creates the benefit of providing reliability to all the outside regular or for the near future, the new welcomed customers. [9]

Reliability- This goes beyond any Practical

Marketing Strategy, the relationship between the owner's establishment and the customer can only be described as sacred and from time to time, quite delicate, like hanging in the balance by a string. Showing the public world that the company can be reliable not only face to face but also in the online territory also.

This way, providing the reassurance that we can deliver as a strong united collective of workers to the public, creating an even stronger bond with said customers. Reliability is based on trust; it can vary from broken to a solidified one in just mere moments. [10]

Generalizability- Generalization is one of the most important key factors when it comes to creating strategies for the company. It focuses on the difference between quality and quantity, giving and rationalising the direct choice nobody can find a solution for when there is a discussion debated on these 2 factors. Would more but less effective be better for the customer this way speaking that we offer nothing more nothing less, or we offer less quantity but a better quality this way providing the customer with nothing but the best, offering less for more, on genuine trust build. This debate can be seen from 2 points of view, working with more quantity could be better giving more, but working with more quality provides less but for more. Evolution of the market or the company can evolve from

both stand points, it's only a matter of in what situation is the company in the respective moment. [11]

Ethical Consideration- Given the circumstance that it is rather crucial to own a successful company; there is no doubt that importance must be provided on how the company can or cannot affect the planet/nature and the environment. Considering the evolution from plastic to paper, hence reducing the plastic pollution and giving a helping hand to keep the natural environment clean from the plastics, metals and glass pollution. Thus, making the company greener and Eco-friendly day by day, and offering no tolerance for pollution, giving a welcoming open to the customers in a clean and safe establishment to enjoy themselves. Thus, providing clarity to the fairly concerned consumers in regards of pollution related inquiries. [12]

Conclusion:

With all the above being said, there is now an understanding for every single problem/ question/ concern on how and why using Mind Mapping can be more resourceful and captivating for adding multiple ideas for a project, what type of research questions to be answered and why is it important to create Research Strategies.

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