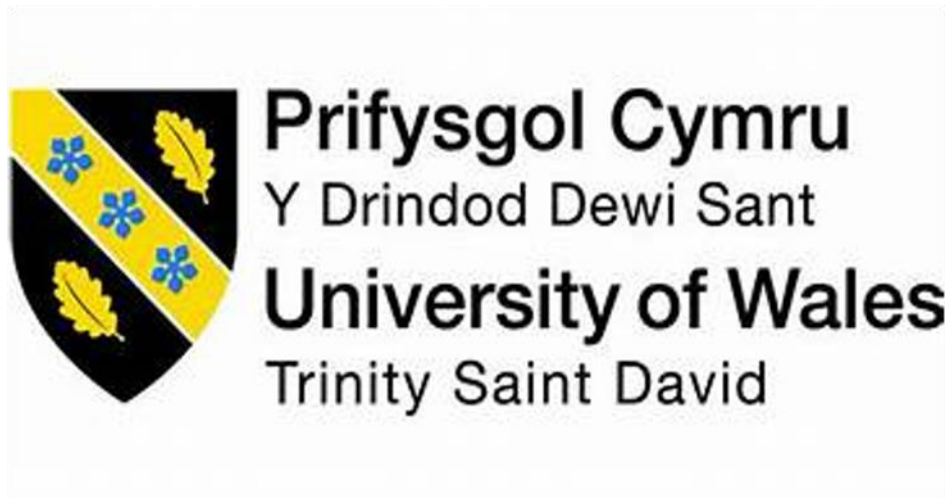




BA(Hons) Business Management

Entrepreneurship

Student Name: Xenia Costea

Student Number:2422705

Course Name: Entrepreneurship (LCBB5013)

Lecturer Name: Balendran Kandasamy

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Reflection

Introduction

Completing the Fresh Bite Café business plan was a valuable learning experience. It helped me understand the process of creating a business from the initial idea to financial planning. During this assessment, I learned that starting a successful business requires careful research, planning, and decision-making. I also developed a better understanding of marketing, customer needs, competitor analysis, and financial management. This project allowed me to apply the knowledge I gained during my studies to a realistic business idea (**Burns, 2022**).

What I Learned

Through this assessment, I learned that every successful business starts with a clear business idea and realistic objectives. I understood the importance of identifying the target market and analysing competitors before opening a business. I also learned how the marketing mix (4Ps) helps businesses meet customer needs and remain competitive. In addition, preparing the financial plan helped me understand the importance of budgeting, controlling costs, and planning for future growth. Overall, this project improved my knowledge of business planning and entrepreneurship (**Kotler and Armstrong, 2021**).

Challenges I Faced

One of the biggest challenges I faced was deciding how to make Fresh Bite Café different from other coffee shops. There are many well-known competitors, such as Starbucks, Costa Coffee, and Greggs, so it was important to create a unique selling point that would attract customers. Another challenge was preparing the financial plan because I had to estimate the start-up costs, monthly expenses, and expected income. I also found it difficult to choose the most effective marketing strategies and decide which customer groups to target. At the beginning, I was not confident about

using business planning models, but I improved my understanding as I continued working on the project.

How I Overcame the Challenges

To overcome these challenges, I carried out research using course materials, books, and reliable online sources. I compared different coffee shops to understand what customers expect and what makes a business successful. I also reviewed examples of business plans and used the marketing concepts learned during the module, such as SWOT analysis and the marketing mix (4Ps). Breaking the project into smaller sections helped me stay organised and complete each part step by step. This approach increased my confidence and improved my ability to apply business theories in a practical way (**Kotler and Armstrong, 2021**).

Future Improvements

If I had the opportunity to develop Fresh Bite Café further, I would introduce more healthy food options and seasonal drinks to attract a wider range of customers. I would also create a mobile app where customers could order food and drinks in advance and collect loyalty points. In the future, I would increase the use of social media marketing by working with local influencers and promoting special offers. I also believe that collecting customer feedback regularly would help improve products and services. These improvements could increase customer satisfaction and support the long-term growth of the business.

Conclusion

Overall, completing this business plan was a positive and rewarding experience. It helped me develop important skills in business planning, research, problem-solving, and decision-making. I now have a better understanding of the steps involved in starting and managing a business. This assessment also improved my confidence in applying business theories to a practical situation. The knowledge and skills I have gained will be valuable in my future studies and career, especially if I decide to start my own business one day.

References

Burns, P. (2022) *Entrepreneurship and Small Business: Start-up, Growth and Maturity*. 6th edn. London: Red Globe Press.

Kotler, P., and Armstrong, G. (2021) *Principles of Marketing*. 18th edn. Harlow: Pearson.