

11/12/2017



Module Title: Pathway Project 2

Module Code: (EMPL4010_LON)

Lecturer's Name: Anita Nan & Mushfiqur Rahman

Group Presentation

Four Members

Syed Abu
Mazhar MD
Salim (Group
Leader)

Mohammed
Amin

Tufael Ahmed

Jamil Hussain
Chowdhury



Our Own Business Plan is To Set Up A Private Jet Company (RBT)



OVERVIEW

Syed Abu
Mazhar MD
Salim
(Group
Leader)

- **Introduction**
- **Aim and objectives**
- **Description of the Business &**
- **Conclusion**

Mohammed
Amin

- **Product and Service**
- **Market Analysis**
- **Marketing Plan**

Tufael
Ahmed

- **Location**
- **Competition**
- **Management and operation**

Jamil
Hussain
Chowdhury

- **Project Financial Statement**
- **Income**
- **Cash flow**
- **Balance sheets**

Introduction

- The business plan is an essential instrument for a new venture.
- It helps an organization set targets.
- Collates all the ideas.
- It develops futuristic long-term goals.



Aims and Objectives

Aims

- It aims to convince an investor to support the business
- A business plan focuses to stand out from the rest strategic decision



Objectives

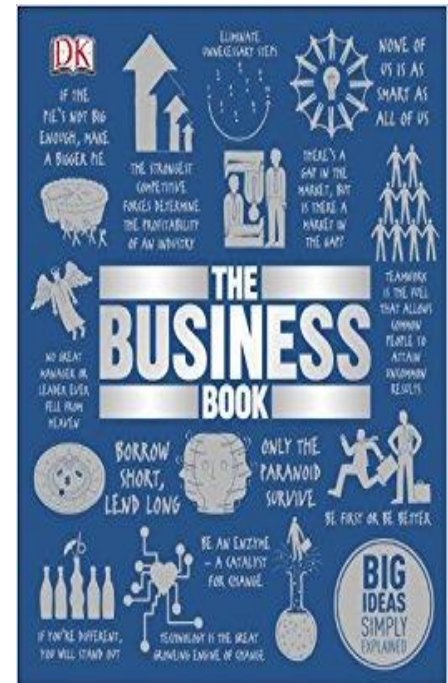
- To get the proper and appropriate funding from the investors.
- To enhance the profitability and market feasibility
- To get an advantage of the contemporary competitive market



The Business



- Our futuristic business prospect venture is in the aviation industry
- The status of RBT private jet company is an expansion which ensures the future objectives.
- The form of the business is essential to be mentioned to get the funds to strategize business operations.
- Company needs to have a license and registration certificate to start the operation.



Products/Services



- Make the capital flow towards the benefit
- The planner has to incorporate the specific features of the products and services.
- Benefit the organization when communicating with customers
- RBT Company has a strong position with a competitive edge.
- The products are different from that of competitors
- The justification of services differentiation in the market also mentions the uniqueness and desirability of the offered services in competitive market.





**Comprisin
g the
selling
details to
show the
market
image of
the
company
to the
shareholde
rs.**

Identification of target market is required

shareholders can assess the potential risk and opportunity of the target market.

The quantity and quality of the target customer can work as a magnet to get the fund thus it should be mentioned.

A detailed insight into the quality and quantity of the target consumer

**Enlighten
the
stakehold
ers about
the future
prospect
of their
money.**

**A list of
the
competitors and
their
products.**

Attracting the investors capital by showing the better-expected profitability of the company

Product & Pricing Strategies



- The products have to be incorporated into the business plan so that the customer can be attracted more in number. *According to Schwalbe (2015),*
- In the business plan of RBT, the marketing strategy of RBT
- Premium cost needs to be incorporated into the business plan so that focus group can be set.
- Premium pricing strategy needs to be compared with competitors' pricing strategy.
- The reason behind the pricing strategy should be mentioned in the plan.
- exchequer can identify their need and for what they pay accordingly.
- The payment modes have to be included in the business plan accordance with the credit plans.

Promotional Strategies



RBT private jet company's target market is the business class.

RBT reach their target market through social media which is their marketing strategy.

RBT motivates its target market by providing loyalty cards and offers.

Incorporating motivation level the company can enhance its profitability.

Estimating cost of marketing plan.



Location

- **Business address is one of the key points**
- **Property and surrounding area have an effect on the business.**
- **Can have a big impact on costs and revenues**
- **Budget is an issue in every business plan.**



Competition

Every company has competition in their respective field, this sector is not an exception.

Business operations is to harvest value from asset owned by the business.

More assets increase revenue and help to get more funds from investors.

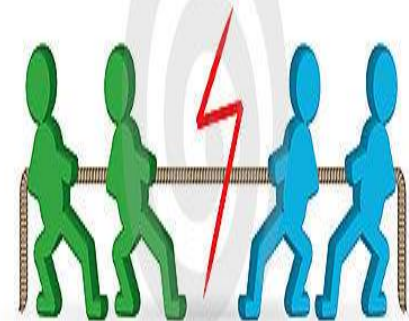
The responses from our competition are depended upon the steps that company will take.

Private jets cannot be afforded by middle-class people so there is no point of lowering the price hence the competition will be in luxury

RBT will offer higher salaries and better benefits to its staff



COMPETITION



dreamstime.com

Management and Operations

Experience matters in every business.

Experience of managers contributes to the company's management sector.

The functional areas will be Marketing and sales executives.

Human resources department.

Finance.

General management administration.

Salaries should be according to the quality of employees.

A major part of company's expense includes salary expenses.

Personal

- Personal needs are mostly initial capital.
- Every business plan needs to have an initial amount of capital to start a business.
- Have leadership quality.
- Intelligence.
- Critical problem-solving capability & creativity.

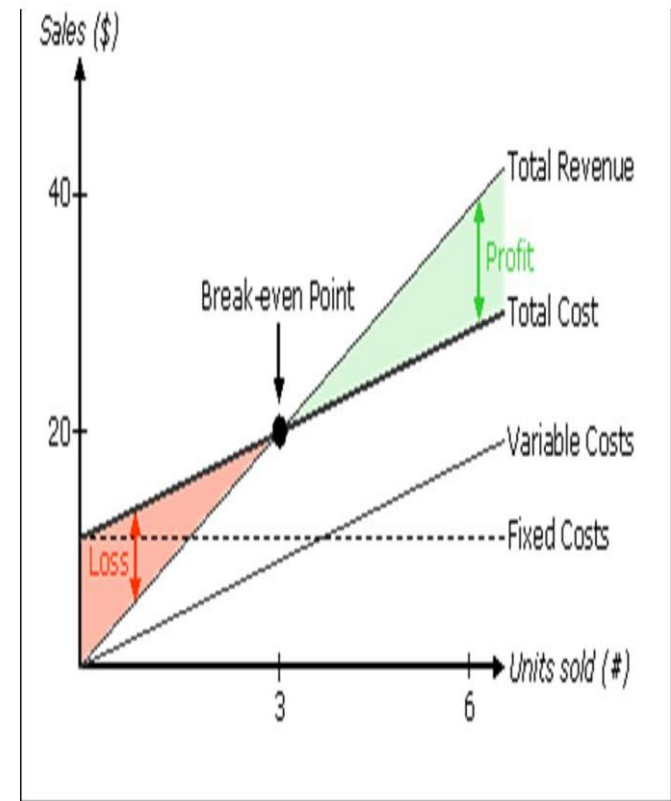


Financial data

Break-even analysis helps

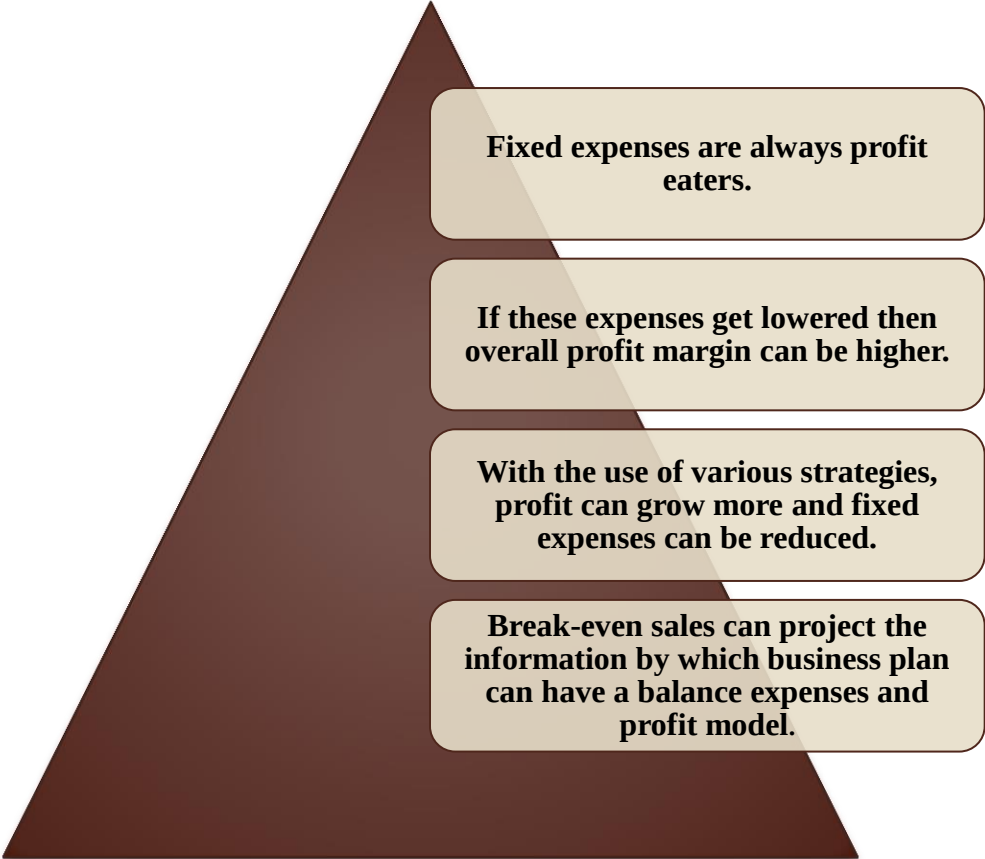
- companies to make decisions and calculates the margin of safety and variable costs.
- BEP help to do cost management which helps create a strategic plan
- Profit and loss forecast helps to make decisions and give time assumptions in which company will make the profit.
- This will allow investors to know how much money is needed to invest in the company

Break Even Analysis



Total Estimated Cash Needed to Start

Break Even Sales is Fixed Expenses divided by Contribution Margin %.



Fixed expenses are always profit eaters.

If these expenses get lowered then overall profit margin can be higher.

With the use of various strategies, profit can grow more and fixed expenses can be reduced.

Break-even sales can project the information by which business plan can have a balance expenses and profit model.

Estimate cash needed to start & other financial calculation

Total Estimate Capital needed to start a new Jet business like (RBT)	
Aircraft lease deposit	175000.00
Hire a lawyer	50000.00
Advertisement	10500.00
Hire a manager, negotiator	40000.00
Buy a office& decoration	250000.00
Insurance premium	150000.00
Others	30000.00
Total	705500.00

Estimate Monthly running cost.	
Aircraft lease payment	25000.00
Aircraft running cost	30000.00
Pilot & Crew expense	45000.00
Hanger hire	10000.00
Insurance	20500.00
Manager + sales person salary	12500.00
Office maintenance	12000.00
Utility bill	5000.00
Advertisement	2500.00
Airport tax	3500.00
Business tax	2750.00
Aircraft maintenance cost	25000.00
Others	2500.00
Total	196250.00

Proximate yearly Revenue collection	
Per day rent	85000.00
Weekly	59500.00
Monthly	255000.00
Per year	3102500.00
-Maintenance time (20 days)	170000.00
Total	2932500.00

CONCLUSION

- This presentation was to be performed in a time bound manner to see our ability to grasp a new topic quickly. It includes different types of materials that have to be read minutely. This knowledge has expanded all our previous knowledge and has had constructive implications on me and my group.

References

- Au, K., Chiang, F.F., Birtch, T.A. and Ding, Z., 2013. Incubating the next generation to venture: The case of a family business in Hong Kong. *Asia Pacific Journal of Management*, 30(3), pp.749-767.
- Biskeborn, R.G., International Business Machines Corporation, 2014. *Low track pitch writes module and bidirectional tape head*. U.S. Patent 8,760,803.
- Blackburn, R.A., Hart, M. and Wainwright, T., 2013. Small business performance: business, strategy, and owner-manager characteristics. *Journal of small business and enterprise development*, 20(1), pp.8-27.
- Castle, S., Sarashinsky, J., Perkins, R. and Michaud, R., 2013. Improving Profitability & Service: A Business Case for Managing Financial Write-Offs of Oncology Drug Infusion Services. *Oncology Issues*, 28(6), pp.20-27.
- DaSilva, C.M., and Trkman, P., 2014. Business model: what it is and what it is not. *Long range planning*, 47(6), pp.379-389.
- Finch, B. 2016 *How to write a business plan*. Kogan Page Publishers.
- McKeever, M. 2016 *How to write a business plan*. Nolo.
- Oregonbusinessplan.org,(2017) , Oregon business Plan
- Available At: <http://www.oregonbusinessplan.org/industry-clusters/about-oregons-industry-clusters/aviation/> [Accessed on 16 Nov 2017]
- Stark, J., 2015. Product lifecycle management. In *Product Lifecycle Management (Volume 1)* (pp. 1-29). Springer International Publishing.
- Schwalbe, K., 2015. *Information technology project management*. Cengage Learning. Available at https://s3.amazonaws.com/academia.edu.documents/46169145/5e-ch-1.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1510906745&Signature=wm2%2FBv8Qq%2BhKJRRceuKOW0cmBZM%3D&response-content-disposition=inline%3B%20filename%3DAn_Introduction_to_Project_Management_Fi.pdf [accessed on 16 Nov 2017]
- Ward, J., 2016. *Keeping the family business healthy: How to plan for continuing growth, profitability, and family leadership*. Springer.
- Zhang, Z., 2013. Business English students learning to write for international business: What do international business practitioners have to say about their texts?. *English for Specific Purposes*, 32(3), pp.144-156.

Group Log

On the first day we met up as a group and chose our presentation topic. All members attended and there was no difficulty in choosing the topic. Most of the time all members were able to make it to the group meetings except on one occasion where one person was not able to come. We met up on 7 different days and also kept constant communication over the phone and in text messages.

There were a few difficulties such as the time we met up in Costa where the internet connection was quite slow which limited the amount of work we could complete. Additionally, not all members were punctual so this was also a little barrier as we had lost a bit of time to work together.

Overall, communication was good with the group although we all have our own families to look after and also work so we had to take time off from work to give this project some time. Not everyone did the same amount of work either. For example, one member was given the task of researching; another member was in charge of creating the presentation.

In the end we achieved our goal and successfully completed our task. We also made a draft of our work to show our teacher and after receiving feedback, we met up once again to finalize our presentation so it was ready to present.

Date of meeting	Place of meeting	Time of meeting	Members attended	Topic	Outcome
30/10/17	London campus	14:30hrs-15:30 hrs	All	Summarising, aims, objectives and choosing our topic	Discussed about topic and agreed to choose to venture in to aviation industry
06/11/17	Costa Coffee Euston station	15:30 hrs-16:30 hrs	all	Discussed, Product & Services. Researched on market analysis	We learnt how products and services are key factors and plays main role including analysing in market research and how it can effect aviation industry
13/11/17	Team member's house (Amin)	15:15 hrs-16:45 hrs	All	Discussed and researched on Market plan	Did research online and looked at other similar industry and their business strategy
15/11/17	Team Members house (Amin)	21:00 hrs-22:00 hrs	3 out of 4 members	Discussed our chosen location and competition	As we learnt how vital it is for a business to be in a prime location as well as discussing about our competitors and found it to be, only few international company's offer similar service
20/11/10 17	Over the Phone	Evening	All	Discussed Management and operations	As we discussed and learnt about functional areas of management and the importance of successful operation. We looked in to a lot of sectors, such as, Human resources, Finance, Administrations and so on.
26/11/17	Team leader's house (Salim)	After lunch	All	Discussed and drafted Financial statement for the project, Including, Income, Cash flow and Balance sheet	We learnt how financial analysis helps companies make decision and calculate margins of safety, and how cost management help create a strategic plan
29/11/17	Team member's house (Jamil)	20:00hrs-22:00 hrs	All	Finally we managed to put our hard work together, ready to present	worked and designed to create a PowerPoint finalised presentation.
11/12/17	Team member's house (Tufael)	15:00 hrs 18:00 hrs		Got together to finalise our work after feedback from tutor from the presentation.	Drafted and edited our presentation At the beginning we found the task to be quite challenging but after the research & lectures, we overcame the difficulty and managed to reach our objective



Thank You

Supporting notes and appendices

Introduction

The business plan is an essential instrument for a start-up as well as an established organization to get the much-needed capital from the investors. It helps an organization set targets, collates all the ideas, plans for the future, and verify the applicability, efficacy, and effectiveness of that idea in a perception of the contemporary socio-economic scenario. Thus, the development of the business is one of the essential strategic operations for an organization to flourish in the competitive market. However, as it has to develop futuristic long-term goal according to the competitive economic situation, it should be reviewed regularly in order to regulate and maintain the performance of the business.

Aims

1. It aims to convince an investor to support the business as capital is very much crucial for the effectiveness of that organization's business.
2. The pertinent organization should need to read attentively any literature that the funding body it is approaching has released so far that can identify their objectives and demonstrate it in the business plan how can they meet.
3. A business plan focuses to stand out from the rest strategic decision. So, it should be easy to read, comprehensive yet concise and without any contradiction and ambiguity.

Objectives

1. To get the proper and appropriate funding from the investors.
2. To enhance the profitability and market feasibility of the organization according to the current financial condition.
3. To get an advantage of the contemporary competitive market.

The Business

A description of the business

The type of the business is related to the aviation industry. So, it should be mentioned in the plan as it depicts a clear futuristic prospect.

Finch (2016) stated that this concerned aviation business exactly focuses on the airlines business which needs to be mentioned in the business plan for designing the operations and steps of the business plan.

The status of RBT private jet company is an expansion which ensures the future objectives of the same that needs be involved in the business plan.

The form of the business like a partnership, sole proprietorship or a limited company is essential to be mentioned in the business plan to get the fund and to strategize next business operations.

Any company needs to have a license and registration certificate to start the operation. So the business plan has to cover all the necessary documentation of the organization.

According to Zhang (2013), the initial cost and the personal budget of starting the business should also be mentioned so that the picture of the necessity of capital emerges before the investors.

Products and Services

As stated by Blackburn, Hartand Wainwright (2013), within the business plan after mentioning a general description of the organization the details of the services and products are needed to be mentioned. The products and services the company fosters can make the capital flow towards the benefit of the same, should be in the plan.

The planner has to incorporate the specific features of the products and services as this will benefits the organization to communicate with the customers through services. As RBT Company has a strong position with a competitive edge, the specific market presence has to be involved in the business plan. The products are different from that of competitors will be stated in the business plan with justification so that investors, as well as customers, can have clear idea regarding the company. The justification of services differentiation in the market also mentions the uniqueness and desirability of the offered services in the competitive market.

Market Analysis

Castle, Sarashinsky, Perkins et al. (2013) said that the particular customer base determines the company's future growth thus, in the business after discussing the services or product details target market characteristics have to be mentioned which will include psychographic, demographic and geographic. The size and nature of the market should be clear in the business plan as this also states market condition. The share of the capital and the time interval of re-visioning of the same should be mentioned in the plan so that the investor and shareholders can get an idea of firm's potential market risk. Blackburn Hart and Wainwright (2013) observed that the segments of the users, if any, are underserved by the competition should be mentioned in the plan to provide a clear idea to the target market. If the under-served segments present opportunities or not should also be highlighted in the plan to ensure ethical requirements.

Marketing Plan

In this section, the detailed marketing plan should be highlighted after developing an analysis of the market. The basic components are product detail, price, and promotion strategy. The business plan comprises the selling details to show the market image of the company to the shareholders. DaSilva and Trkman (2014) opined that in the business plan, identification of target market is required to involve so that the shareholders can assess the potential risk and opportunity of the target market. The quantity and quality of the target customer can work as a magnet to get the fund thus it should be mentioned in the plan. A list of the competitors and their products will be helpful in attracting the investors' capital by showing the better-expected profitability of the company. Under the marketing plan of RBT, the estimated cost of marketing plan implementation will be involved in reaching the target market (Oregonbusinessplan.org, 2017)

Pricing Strategy

In the business plan of RBT, the marketing strategy of RBT which is premium Cost needs to be incorporated into the business plan so that focus group can be set. Before using premium pricing strategy, this strategy needs to be compared with competitors pricing strategy. The payment modes have to be included in the business plan accordance with the credit plans.

Product Strategy

According to Schwalbe (2015), in the business plan packaging strategy of the products have to be incorporated into the business plan so that the customer can be attracted more in number. The broadness of the product line will be included in the business plan so that the concerned plan can represent the range of products available. The new product introduction strategy will be mentioned in the same so that a number of customers can be reached.

Promotional strategy

RBT private jet company's target market is the business class which has to be set in the business plan for designing the stakeholder of the concerted plan.

As RBT reach to its target market through social media, in the business plan this marketing strategy has to be incorporated.

RBT motivates its target market by providing loyalty cards and offers and by incorporating this motivation level in business plan the company can enhance its profitability.

Location

Business Address

The business address is one of the key points that helps to raise the business from start-up to fully established one for every kind of business. This is determined by various factors, some factors are directly related to profit and gaining market share for traffic (McKee, 2016). The business development manager includes location details in the business plan to enlighten the strategic position of the company to the shareholders

Owned or leased

The advantages of owning a business are having full control over the business. In case of scaling the business, board members might interfere and scaling of business might get affected. Others points include philanthropy exercises that will build up the image of the brand and make more money. Castle et al. (2013) mentioned that in case of leasing business, monthly or yearly cash flow is mandatory to sustain the licensing. Anticipating fixed assets becomes frequent.

Renovations or Modifications

Renovations or modifications are necessary for a profitable business plan. This depends upon the model of business and infrastructure. Renovation and modifications need a huge amount of money to execute. To support growth and funding renovation is needed. This will attract more investors.

The renovation is necessary for the growth of the business.

Property and surrounding area:

Property and surrounding area have an effect on the business plan. Budget is an issue in every business plan. Property for office purpose is costly. Choosing a property should help a business grow in the right direction. The property should have enough space to have business meetings and also working space for employees. If the property is small or cheap then mapping the future of the company will be hard.

Baseborn (2016) said that there has to be a state of the art property to show off glamour of the company's head offices which should be part of business plan. To grow a business aesthetic beauty is necessary with a good business plan. The property should be an asset to a business. If the property has a good market then in hard times by selling the property company can create an exit plan which is a good business plan.

Reasons for choosing this location for this business:

One of the reasons for being a good location for business is an average number of rich people and business persons who will be spending money on services that company provides. Including target market in business, location is necessary. Around Marsabit, there are many rich countries which consist of rich people. Many business deals are done in private jets and a company near these regions can take advantage of being a private jet company. Marsabit is one of many examples which can be considered as a good location. Ideally, if a location is near to target market, close to suppliers and can help to hire employees easily then it can be considered good location. A location is always part of a good business plan it helps to stand out from competitors. Reason for choosing a good location for business can increase the amount of asset in a business plan.

Competitions

Name of Competitions:

Every company have competitions in their respective field, this sector is not an exception. Main competitions will be from

1. Nairobi jet
2. Priority one jets
3. GainJet
4. Fly-SAX

These companies are well-known companies in the industry.

The inclusion of competitors in a business plan can ensure the business target for competitive advantage.

Operations:

The job of business operations is to harvest value from asset owned by the business. There are various kinds of assets intangible and tangible. These assets are very important to business plan because they help to create either more asset or increase the existing asset value. More assets help to increase revenue and help to get more fund from investors.

Response from Competitions:

The responses from our competition are depended upon the step that company will take. Private jets cannot be afforded by middle-class people then there is no point of lowering the price hence the competition will be in luxury and service section. Competitors may take advantage of the brand value and increase the number of complementary services and paid services they may include new kind of services as well. Competitors help to increase the business value. Responses from competitions sometimes can be challenging and can force to change the business plan previously made.

Management and operations

Business management experience:

Experience does matter in any kind of business. Experience of managers contributes to company's hospitality services, from food to entertainment everything. So they have to be good in their field. Without experience in what they are doing, they might not proof be a valuable person to the company. They will help to manage proper cash flow and to develop a better business plan for the future of the company.

Functional area of the business:

The functional areas will be Marketing and sales executives, human resources department, finance, general management, and administration. This all functional areas are needed to run a successful business. All these functional areas are very important to a business plan. To create a good organizational structure for the business which will help business to grow more in future these are the very important part.

The responsible person for the functional area:

A responsible person for each of the functional area will be general manager. Every manager is responsible to set long-term and mid-term goals for employees. They are also responsible to keep customers happy which is very important part to a business plan. Without a happy customer, a business cannot grow. They should be able to speculate financial problems that might occur and create future plans for the company. The reporting person will be a manager or someone above in the hierarchy. Who manages employees. For every business, low-level employees are the one who is working hard to create the product. They always should be happy and productive. The reporting person is the responsible person for the job. No business plan will work if the low-level employees are not doing their job. So they are the pillar of every business plan.

Salaries:

Salaries should be according to the quality of employees. A major part of company's expense includes salary expenses. More the number of employees more the expense. However, to acquire good talent from the field sometimes companies have to provide high salaries which should be included in a business plan. A good business plan should have a balance between the number of employees and the salary expense.

Management resources outside of the company

All the solutions cannot be available inside the company. The management resources that can be outsourced are human resource management, catering management, accountancy management, lead generation management, marketing etc. This technique helps the business grow fast and efficiently. It is always a good choice to outsource and plan a business plan accordingly.

Personnel needs

Personal needs are mostly initial capital. Every business plan needs to have an initial amount of capital to start a business. Either the initial investment will come from the investor or from personal assets. To make the investor interested, a business plan has to be good. The forecast of the profit and loss has to clearly mention in the business plan.

Skills

A person who is running a business has to have leadership quality, intelligence, critical problem-solving capability, and creativity. Otherwise business will not grow in the right direction. Skills of employees also should be good. So problems that might occur in business can be anticipated easily. The main aim of the business is to grow profits in future and gain investment from investors which can only be possible if every employee is skillful.

Availability of people:

To run business employees are needed. There should be a good number of people available to work in the company. A company should be able to choose between various applicants. A large number of choice provides companies to hire best employees which help the business grow.

Purpose of financial projection:

1. Demonstration of financial viability
2. Taking measurement of actual financial operations
3. Guiding business to right direction
4. Assistance in securing bank loan

Without prominent financial projection making a business plan is difficult and attracting investors in future will be more troublesome.

Potential profit for business:

Luxury business always provides a profit if business model can generate traffic of customer. This RBT Company if given assumptions is working in favor then profit can be generated in short time and business can be enhanced and expanded in potential other branches. Without potential profit assumptions developing a business model is hard.

Capital requirement and use of it:

Initial Capital is always high in businesses. The amount of capital necessary depends upon the market target and business plan. The capital will be used in buying assets and operations and marketing of the company. Capital can be arranged through seed funding and venture capital firms and IPO. The business plan is always dependent upon capital that company has. At a time when the company may face losses then this capital will be put to use as well as establishing various kinds of operating capital is needed.

Generation of revenue:

Generation of revenue is dependent upon the business plan and because the market is not saturated and scope of getting the market share is possible company can generate cash and also repay the loan from the bank.

Financial data

Total Estimated Cash Needed to Start

Break-even analysis and timing calculation

Break-even analysis helps companies to make decisions and calculates the margin of safety and variable costs and help to do cost management. This helps to create a strategic business plan which can project an appropriate situational analysis of future investment.

Profit and loss forecast:

Profit and loss forecast helps to make decisions and give time assumptions in which company will make the profit. Without profit and loss forecast investors get problems to understand the business plan. In the business plan, the profit and loss forecast need to be incorporated so that investor can calculate investing amount accordingly.

Break Even Analysis:

The break-even analysis needs to be incorporated so that desired profit amount can be calculated accordingly under the business plan.

Lists of fixed expenses:

These expenses are fixed to every company's business plan. Fixed expenses have to be included in the business plan. These fixed expenses draw a large part of capital which could have been used for other purposes. So calculating and managing expenses is a big part of every business plan.

Some of the expenses are:

- Rent
- Insurance
- Utilities
- Salary expenses
- Maintenance cost

Break Even sales contributions:

Fixed expenses are always profit eaters. If these expenses get lowered then overall profit margin can be higher. With the use of various strategies, profit can grow more and fixed expenses can be reduced. Break-even sales can project the information by which business plan can have a balance expenses and profit model.

References

- Au, K., Chiang, F.F., Birtch, T.A. and Ding, Z., 2013. Incubating the next generation to venture: The case of a family business in Hong Kong. *Asia Pacific Journal of Management*, 30(3), pp.749-767.
- Biskeborn, R.G., International Business Machines Corporation, 2014. Low track pitch writes module and bidirectional tape head. U.S. Patent 8,760,803.
- Blackburn, R.A., Hart, M. and Wainwright, T., 2013. Small business performance: business, strategy, and owner-manager characteristics. *Journal of small business and enterprise development*, 20(1), pp.8-27.
- Castle, S., Sarashinsky, J., Perkins, R. and Michaud, R., 2013. Improving Profitability & Service: A Business Case for Managing Financial Write-Offs of Oncology Drug Infusion Services. *Oncology Issues*, 28(6), pp.20-27.
- DaSilva, C.M., and Trkman, P., 2014. Business model: what it is and what it is not. *Long range planning*, 47(6), pp.379-389.
- Finch, B. 2016 How to write a business plan. Kogan Page Publishers.
- McKeever, M. 2016 How to write a business plan. Nolo.
- Oregonbusinessplan.org, (2017), Oregon business Plan
Available At: <http://www.oregonbusinessplan.org/industry-clusters/about-oregons-industry-clusters/aviation/>
[Accessed on 16 Nov 2017]
- Stark, J., 2015. Product lifecycle management. In *Product Lifecycle Management (Volume 1)* (pp. 1-29). Springer International Publishing.
- Schwalbe, K., 2015. Information technology project management. Cengage Learning. Available at https://s3.amazonaws.com/academia.edu.documents/46169145/5e-ch-1.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1510906745&Signature=wm2%2FBv8Qq%2BhKJRRceuKOW0cmBZM%3D&response-content-disposition=inline%3B%20filename%3DAn_Introduction_to_Project_Management_Fi.pdf [accessed on 16 Nov 2017]
- Ward, J., 2016. Keeping the family business healthy: How to plan for continuing growth, profitability, and family leadership. Springer.
- Zhang, Z., 2013. Business English students learning to write for international business: What do international business practitioners have to say about their texts?. *English for Specific Purposes*, 32(3), pp.144-156.