



BA(Hons) Business Management

Entrepreneurship

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Business Plan Reflection – Swift Go Courier & Delivery Service

1.Introduction

This reflection evaluates my experience of developing the business plan for SwiftGo Courier & Delivery Service. The purpose of this reflection is to discuss what I learned during the assignment, the challenges I experienced, the skills I developed, and how this project has improved my understanding of business planning and entrepreneurship. Throughout the process, I completed market research, analysed competitors, prepared a marketing strategy, and developed a financial plan. These activities helped me understand that creating a successful business requires careful planning, effective decision-making, and a clear understanding of customer needs. This reflection also explains how I overcame difficulties during the assignment and how the knowledge I have gained will support my future academic studies and professional development. **(Burns, 2020)**

2.Reflection

Developing the business plan for Swift Go Courier & Delivery Service has been a valuable learning experience. It has helped me understand the various stages involved in creating a business, from identifying a business idea to planning marketing strategies and fiscal management. Before completing this assignment, I believed that starting a business mainly required a clever idea. However, I have learned that success also depends on careful planning, market research, financial planning, and understanding customer needs. **(Burns, 2020)**

One of the most important lessons I learned was the importance of conducting market research before starting a business. Researching the courier industry helped me understand customer expectations, competitors, and the increasing demand for delivery services due to the growth of online shopping. I realised that businesses must continuously adapt to changes in the market to remain competitive. **(Kotler and Armstrong, 2021)**

Another important learning point was understanding the value of a SWOT analysis. Completing this analysis helped me identify the strengths, weaknesses, opportunities, and threats that could affect the business. This made me think more realistically about the challenges that a new company may face, such as intense competition, limited financial resources, and rising operating costs. At the same time, I recognised that opportunities such as technological improvements and increasing customer demand could support future business growth. **(Johnson et al., 2020)**

The financial planning section was one of the most challenging parts of the assignment. Estimating start-up costs, operating expenses, and expected income required careful thinking because every business decision has financial consequences. Although the figures were estimates, this activity helped me understand how important budgeting and cash flow management are for business success. I also learned that businesses must prepare for unexpected costs and plan for long-term financial stability. **(Burns, 2020)**

Another challenge was creating an effective marketing strategy. I needed to think about how the business could attract customers while competing with larger courier companies. This helped me understand the importance of digital marketing, customer service, competitive pricing, and building long-term customer relationships. I learned that customer satisfaction is one of the most key factors in achieving repeat business and creating a positive business reputation. **(Kotler and Armstrong, 2021)**

If I had more time to develop this business plan further, I would include more detailed financial forecasts, customer surveys, and market research. I would also investigate the use of electric delivery vehicles to reduce environmental impact and operating costs. In addition, I would develop a mobile application that allows customers to book deliveries, track parcels, and communicate directly with the company. These improvements could increase customer satisfaction and improve business efficiency. **(Grant, 2021)**

Overall, completing this business plan has improved my knowledge of entrepreneurship, business planning, marketing, and economic management. It has shown me that developing a successful business requires careful planning, continuous learning, and the ability to adapt to changing market conditions. This assignment has increased my confidence in understanding how businesses are planned and managed, and I believe these skills will be valuable in my future career. **(Burns, 2020)**

3.Conclusion

In conclusion, completing this business plan has been a valuable learning experience that has improved my understanding of entrepreneurship and business management. It has shown me that developing a successful business requires careful planning, effective research, fiscal management, and a strong understanding of customer needs. Throughout this assignment, I developed important skills such as research, critical thinking, problem-solving, and planning, which will be useful in both my future studies and my career. Although I faced some challenges, I was able to overcome them by researching information and applying business concepts. Overall, this project has increased my confidence in creating and evaluating a business idea, and I now have a better understanding of the knowledge and skills needed to develop a successful business in a competitive market. **(Burns, 2020)**

3.References

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