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Managing Enterprise in the 21st Century Module Assignment Submission

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Introduction

A business plan is a composed statement which details and analyses the industry and provides precise forecasts respecting the eventuality. A business plan additionally includes the economic perspectives of beginning and extending the company — how substantial capital requirements and how to repay it backwards. Drafting a plan concedes understanding whence developing elements of the plan raise values or fulfils additional intentions. A composed business plan provides a precise way via the eventuality and gives a choice of shaping more comfortable. Some obstructions and opportunities may represent a change course worth following, while others may be distractions that relating to business plan will permit to dodge. The blueprint written business sketch will benefit cast matters if anything does not operate out as supposed (McKeever, 2011).

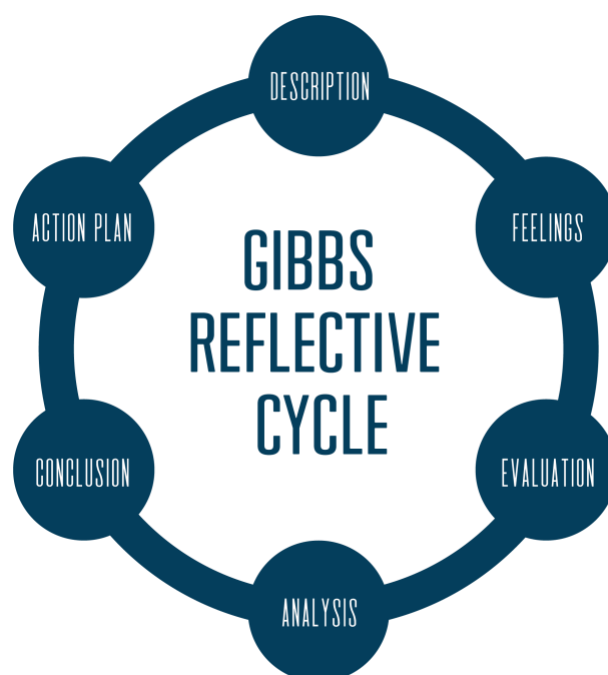
The business plan does not eliminate the risks, but it avoids that errors are committed by the lack of analysis, reducing the uncertainties of your business. It helps to organize ideas when starting a new venture, it guides the expansion of companies already in business. Also, supports business management. Additionally, facilitates communication between partners, employees, customers, investors, suppliers and partners. Finally, captures resources. (SEBRAE, 2019)

In this circumstance, self-analysis and personal evaluation is a specific portion for preparation and enhancing the level of skills.

Accordingly, I will use in this essay the model of reflection of Professor Graham Gibbs, of the University of Oxford that wrote his book "Learning by doing: A guide to teaching and learning methods" in the year of 1988. This model of reflection consists of six stages and helps us reflect on events that were not satisfying or do not have exacted results and learn from them. Gibbs reflective model provides us knowledge of prejudgment and awareness as we interpret the latest episodes in life by shifting more conscious of what we can develop next time and enhancing the level of empowerment and outcomes. Unlike other models of the reflective process, we must take into account that the Gibbs model recognises emotions and feelings as an indispensable point of perception.

The six stages are **Description, perception, evaluation, conclusion and action plan.**

Gibbs Reflective Cycle



Source: Gibbs reflective cycle

Description

In this first step, I will describe the process of what I acquired in this module through the teachings in the classroom, what I achieved as teamwork and the process for our presentation day.

To avoid future risks, the planning of the business plan is indispensable.

The business plan is the ideal tool to draw a picture of the market, the product and the attitudes of the entrepreneur. Through it will have detailed information about the branch, products and services, customers, competitors, suppliers and, mainly, strength and weakness of the company, contributing to the identification of the viability of the idea and the management of the company. In this context, We learned in this module how to build a **Swot and Pestle analysis**. These models were very important for our Business Plan.

SWOT analysis is an efficient structure for examining the Strengths, Weaknesses, Opportunities, and Threats of a business that benefits to direct the effectiveness of a scheme plan and implementation. Strengths would determine any interior asset that will serve to satisfy interests and to attack warnings. Weaknesses represent inner deficiencies that prevent the company in attending its requirements. Opportunities define any external factors or aims that support the requirement for an organization's particular ability. Threats define any outside event or aim that will negatively affect the market for an organization's provision. ([MindTools, 2019](#))

Summary, SWOT analysis gives a structure for solid knowledge of structure conditions "strengths and weakness" from outside structure states "opportunities and threats".

Another tool I learned through class and interaction with teacher and students in this module was leadership. [Rost \(1991\)](#) defines leadership as "an influence relation between leaders and collaborators which intend meaningful exchanges that reflect their common purposes." With that, it made our team have a clear vision and goal where we were walking. It gave us strength and courage to continue as a team and a collaborative environment for ideas and improvements.

I could learned about Pestle Analysis as well which is a simple and broadly handled tool that helps investigate the Political, Economic, Socio-Cultural, and Technological innovations in the business context.

I acquired research methods skills in "Managing Enterprise in the 21st Century" which prepare me to construct our Business Plan Presentation with different resources and data. Additionally, I learned how to create a useful executive summary. This is very significant because it is the first thing that investors will read in the business plan. Also, I gained an understanding of what to include in a table of contents, this is necessary as well as it needs to be very clear and easy to find the key information in the logical guide. In the course, I also learned how to create a business impact and strategy. This is necessary because determines the business

vision and help recognise clear and challenging goals, plan and how to accomplish these goals. Another skill is business description and purpose

Legal status and licenses were necessary to learn for the business plan. We had to choose the most appropriate right status to satisfy our future requirements. Also, the management process, the market situation we achieve a knowledge of our target market, including terms of size, market trends, locations, groups of potential clients and target consumers.

During the process, I also learned how to build an effective marketing planning including sales targets and objectives. Additionally, current financial requirements and financial forecasts. Also, what kind of training needs and knowledge of business risks using the methods as Swot Analysis and Pestle mentioned before.

Feelings

Before enrolling the course, I had a slightly shallow idea of how to build a business plan.

I had a poor understanding of how to work out a business plan. Through the lectures and the classes of weekly, the teacher introduced the statements and necessary information about the project. I realized the importance and the urgency I needed to appropriate and update myself on this new reality in my life and also for plans in projects or even in the creation of a company.

Honestly, I felt a bit distant from this reality and a little lost for not knowing how to start a business plan. However, at the same time, the teacher during the lessons was guiding us and forming the teams that would create the project, in a very strategic way, was teaching us and as the weeks went by we broke the cultural barriers between the members of the team, our fears and communication was improving, and that was a positive point.

I realized that with the methodology that the teacher used was loaded with affection, passion and much encouragement, thanks to this encouraging environment we were learning and moving towards the same goal. With the weekly activities and the classes, they helped me a lot in the learning process.

With the weekly activities in groups in the classroom, the teacher helped us a lot in the learning process and taking away many doubts that were appearing as the business plan was being built.

Evaluation

Subsequent transmitting and revealing the emotions that have occurred in this event, in this next stage, I intend to judge and show the process further openly.

One of the unfortunate circumstances I encountered in the business plan process was initially the lack of leadership and direction until it became clear what direction we were taking. The lack of time of the members were also negative factors that somewhat delayed the commission of the work.

However, the classroom intercommunication with team members and the teacher has developed elasticity and creativity in us. We have developed a safe and suitable atmosphere for sharing ideas.

Bill Johnson says "A successful team is a group of many hands and one mind."

Analysis

Whatever contributed boldly behind the hunger to acquire and develop as a person, also as a team is the way how the teacher used the instruction techniques, as well as digital tools such as PowerPoint slide shows and videos on YouTube. The teacher appropriated accessible communication and simple, practical examples of easy understanding. Indeed, a friendly learning environment and safety certainly makes all the difference in our learning and encouragement process.

In opposite to this, because of personal problems or distractions in the classroom, our staff sometimes lost focus and yield in the process of developing and gathering information.

The lack of experience and skills within this subject generated a search for creativity, innovation and knowledge. So, I believe that these contrasts served to improve our performance and increase our review as students and future professionals.

Conclusion

I am excited to share what I have acquired in this subject as well as the skills and

knowledge in this module. My evolution was meaningful through this semester. I gained a lot on Keynote presentations, drafting my business plan, operating as a team and leading a group with effectiveness. In this module, I also acquired to lose the fear and how to perform in public, thanks to the classroom training and influences that our lecturer performed.

However, I need to improve my skills in verbal and non-verbal communication, especially English as a language. I also believe that I need to improve my knowledge in the field of strategic marketing and the financial area.

Action Plan

I have understood that in order to communicate more clearly and effectively I need to improve my skills mainly in the language. For this reason, I have decided that I will familiarize myself in the area of weakness and seek resolutions that will give me strength in those areas.

Efficient Communication requires specific statements of the verbal communications of others as the purpose is co-created. Contrarily, the purposes of the information transmitted will not be recognised.

(Quintanilha and Wahl, 2017)

In communication, people and creatures share different message between themselves, making the act of relating an action crucial to life in culture.

From the origin of living, communication remained important, being a weapon of integration, guidance, common activity and advancement.

Communication is the foundation of all human communication, which is primary to human life. (Bunglowala & Bunglowala, 2015, p. 371).

Mentoring is to support and inspire people to fulfil their learning, so they can grow their talents, increase their potential, intensify their perform and turn the person they desire to be. (Gravells, 2010)

Based on this analysis I will ask the lecture next time to advise me and give me feedbacks and conduct me in my growth.

I will study and investigate more precisely on the strategies of marketing and financial plan. This will help me recognise my spots of weakness and vulnerability and consequently increase those areas of need. I also have plans to share this learning with co-workers and friends as it helps to learn further.

Conclusion Report

Based on this work, I can conclude that I have become more aware of my weaknesses and how I can improve and hone my skills. Many people find that they learn best through their own experiences.

However, if they do not think about them or do not consciously believe in how they could do better next time, it will be a challenge to get something from them. Even with appropriate information in practice in conjunction with its adversities, it is different from theory.

Gibbs reflective model was an essential point of understanding to analyze what I might have done and what my attitude would be if it happened again.

Based on this study, I believe it is a constructive way of reassessing our attitudes, feelings about experiences, adversities to improve our performance and quality, and the results. I am sure that the construction of the business plan, the presentation in the classroom, along with this work has contributed significantly to my growth.

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