PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

MODULE: International Business Concepts

MODULE CODE: LCMB7034

FMCG

FMCG (Fast-Moving Consumer Goods)

CONTRY: United Kingdom

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Section 1

1. Introduction

International business concepts encompass principles and practices for conducting business across borders, such as trade, international strategy, cross-cultural awareness, and international market entry (Hasan, Dowla, and Ahmmed, 2026).

The United Kingdom Fast-Moving Consumer Goods (FMCG) sector is a crucial part of the national economy as it provides some of the daily necessities like food, beverages, personal care, and domestic goods. The industry is very competitive, and affected by evolving consumer needs, sustainability requirements, pricing factors and good retail distribution channels. The firms in this market have to react fast to the demand trends, while keeping quality, affordability, and brand trust.

The report will cover details on the FMCG industry in the United Kingdom, which is one of the biggest consumer markets in Europe. The UK market is very competitive and differentiated by high consumer demands, stringent regulations, and developed retailing structures. This report will give a general overview of the UK FMCG industry, match the competitiveness of the country using Porter's Diamond Model and compare Unilever as a local company with Nestlé as a global company that has been performing well in the UK market.

2. Industry and country overview

<u>a. Introduction of selected FMCG in the context of the United Kingdom</u>

Fast-Moving Consumer Goods (FMCG) is one of the aspects of the economy of the United Kingdom and an essential component of everyday life. FMCG products are everyday consumer goods that are purchased frequently due to regular use. These include food and beverages, personal care items, household cleaning products, and other daily-use essentials. These goods have high sales that occur at a comparatively low cost, and consumers use them on a daily basis; thus, the industry is stable and very competitive.

The UK has a high consumer purchasing power and has a well-developed retail infrastructure, thus it makes it one of the biggest consumer markets in Europe. The UK

FMCG industry is characterised by strong competition between domestic firms and multinational companies. Continuous innovation, branding, cost control, and supply chain efficiency are essential for maintaining market position.

Another factor that is influencing consumer preferences in the UK is health consciousness and environmental sustainability, as well as shifting lifestyles. A great number of consumers are now willing to consume organic food, plant-based food, and eco-friendly packaging. Meanwhile, there is a greater sensitivity to price courtesy of inflation and escalating living standards, and this has promoted the expansion of own-label brands (Prakash Kumar, Mitra and Tiwari, 2026).

Strict rules regarding food safety, environmental issues, and product labelling also influence the FMCG industry. The firms involved in this market need to strike a balance between quality, affordability, sustainability and innovation to keep up-to-date with the times.

b. Description of the size, scope, and economic importance of the industry.

The Fast-Moving Consumer Goods (FMCG) business is among the most massive and economically important sectors of the United Kingdom. Although exact figures for all FMCG products collectively are not reported separately, the **food and drink segment within the UK FMCG industry illustrates its economic importance**. In 2024, the UK food and drink manufacturing sector contributed around **£37 billion to the UK economy** and supported nearly **500,000 jobs** across the country, making it one of the largest manufacturing employers in the UK (FDF, 2025). It promotes local manufacturing, overseas exports, and innovation in packaging, sustainability measures, and supply chain effectiveness. The FMCG industry is very wide in terms of the categories of products which it deals in, which include food and beverages (such as packaged food, dairy products, snacks, frozen meals, and soft drinks). Further, it includes personal care products (skincare products, shampoos, soaps and oral hygiene products), household products (cleaning products, detergents and paper products) and health products. Due to the nature of FMCG goods as necessities in the daily lives of people, the demand will not change drastically in times of economic recession, and therefore, the sector is resistant and critical towards the stability and growth of the UK economy as a whole.

c.Identification of the major domestic and multinational firms

The United Kingdom FMCG sector has both established local firms and large multinational firms competing in the personal care and household product sectors. One big local company is Unilever, which is based in London. **Unilever** has a very diversified product range in terms of food, home care, and personal care products. The firm is highly strategically placed on its sustainability, responsible sourcing and brand trust (Unilever, 2026). It has a broad market coverage with its strategy having a broad range of consumer segments, including value buyers and high-end consumers (Sayem *et al.,* 2026).

Nestlé is one of the major FMCG competitors in the UK market among multinational firms. Nestlé primarily deals with food, beverages, and pet nutrition and caters to nutrition, health, and wellness. The company has good research and development infrastructure throughout the world and is subject to economies of scale. Procter & Gamble is another significant multinational that deals with hygiene and household brands and competes based on potent marketing and premium positioning of the brands. In the same manner, **Reckitt** also concentrates in the area of health, hygiene and cleaning products and consequently, is well known in the area of sanitation and health care products (Nestlé. 2026).

Compared to it, Unilever can compete in terms of product diversity and sustainability leadership, whereas Nestlé is much more concerned with food innovation and nutrition-related approaches. Procter & Gamble focuses on strong international branding, and Reckitt focus on health and hygiene skills. All in all, the UK FMCG market is subject to highly innovative and efficient prices and highly quality products as a result of competition between these firms (Prakash Kumar, Mitra and Tiwari, 2026).

3. Application of Porter's Diamond Model to Analyse Global Competitiveness

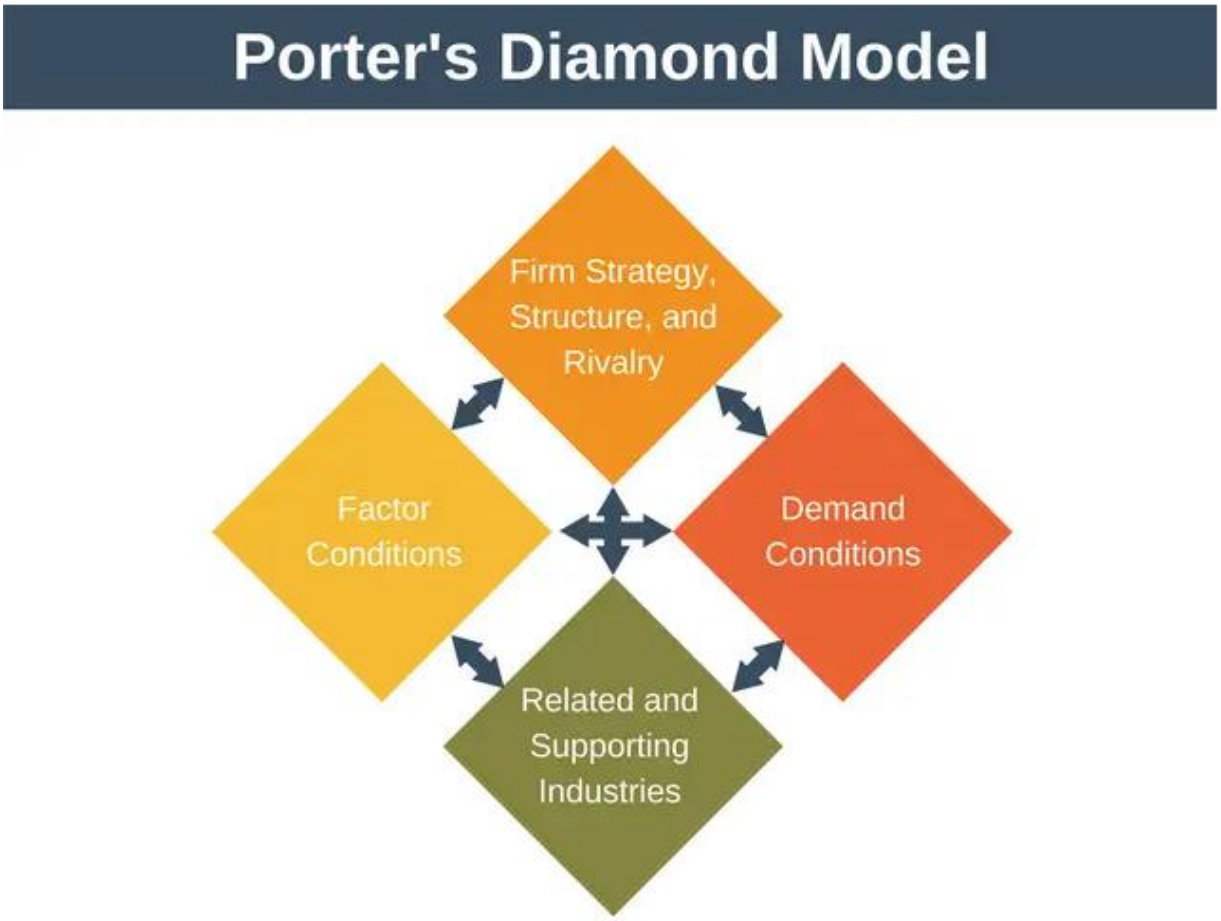

Figure 1: Porter's Diamond Model

(Source: Expert Program Management, 2026)

Porter's Diamond Model of National Advantage explains why certain industries within a country achieve international success. Applying this model to the Fast-Moving Consumer Goods (FMCG) industry in the United Kingdom shows that the sector benefits from strong national advantages that support its global competitiveness (Expert Program Management, 2026).

1. Factor Conditions

Factor conditions refer to the resources a country possesses, including skilled labour, infrastructure, technology, and capital. The UK has a highly developed transport network, advanced logistics systems, and strong digital infrastructure that support the efficient distribution of FMCG products domestically and internationally. The country also benefits from a skilled workforce in manufacturing, marketing, and supply chain management. Additionally, access to advanced research facilities and technological innovation helps firms improve packaging, product formulation, and automation. However, high labour and operational costs in the UK can increase production expenses, encouraging some firms to outsource manufacturing while maintaining strategic operations domestically.

2. Demand Conditions

Demand conditions in the UK are a major driver of competitiveness. UK consumers are highly sophisticated, quality-conscious, and increasingly focused on health, sustainability, and ethical sourcing. Demand for organic foods, plant-based products, eco-friendly packaging, and premium personal care goods pushes companies to innovate and maintain high standards. At the same time, price sensitivity due to rising living costs has increased demand for value products and retailer private labels. This dual demand structure forces FMCG firms to balance affordability with premium innovation, strengthening their ability to compete globally (GhanavatiNejad *et al.,* 2025).

3. Related and Supporting Industries

The UK benefits from strong related and supporting industries that enhance FMCG competitiveness. Large retail chains such as Tesco and Sainsbury's provide efficient distribution channels and strong bargaining structures. The country also has well-developed packaging, advertising, financial services, and logistics sectors that support production and market expansion. E-commerce platforms and rapid delivery services further strengthen supply chain responsiveness and consumer access. These supporting industries create an integrated ecosystem that allows FMCG firms to operate efficiently and respond quickly to market trends.

4. Firm Strategy, Structure, and Rivalry

Intense competition within the UK FMCG sector drives innovation and efficiency. Domestic and multinational companies such as Unilever and Nestlé compete across multiple product segments. This strong rivalry encourages firms to invest heavily in research, sustainability initiatives, branding, and product differentiation. Companies must continuously improve quality while maintaining competitive pricing. Retailer private labels further intensify competition by offering lower-cost alternatives, pushing branded manufacturers to innovate and strengthen customer loyalty. Such competitive pressure strengthens the industry's global performance.

5. Government Role

Government policy plays a significant role in shaping competitiveness. The UK enforces strict regulations related to food safety, product labelling, environmental standards, and consumer protection. These regulations increase operational requirements but also enhance consumer trust and product credibility in global markets. Sustainability policies encourage firms to adopt eco-friendly packaging and reduce carbon emissions. Trade policies and international agreements also influence import/export conditions and supply chain strategies, especially following Brexit. While regulatory compliance increases costs, it strengthens product standards and international reputation.

6. Chance Factors

Unexpected events, or chance factors, also shape competitiveness. Brexit created trade uncertainties, customs adjustments, and supply chain disruptions, forcing firms to restructure sourcing and distribution strategies. Global inflation and pandemic-related disruptions exposed vulnerabilities in supply chains, prompting companies to increase resilience through local sourcing, digital transformation, and inventory optimisation. These challenges have ultimately strengthened operational flexibility and risk management capabilities (Kabus *et al.,* 2026).

Critical Evaluation

Overall, the UK FMCG industry demonstrates strong global competitiveness due to sophisticated consumer demand, advanced retail networks, strong supporting industries, and intense domestic rivalry. These factors encourage continuous innovation, sustainability leadership, and operational efficiency. However, challenges remain, including high operating costs, regulatory complexity, and post-Brexit trade barriers. Firms that leverage technology, sustainability, and supply chain resilience are better positioned to maintain a competitive advantage (Ashraf, 2026).

Applying Porter's Diamond Model shows that the UK provides a supportive environment for FMCG firms to compete globally. Strong infrastructure, demanding consumers, integrated supply chains, and intense competition create conditions that foster innovation and high standards. Despite cost and regulatory challenges, the industry remains globally competitive and continues to evolve in response to changing consumer expectations and international market pressures.

4. Foreign MNCs/TNCs operating in the UK

Company overview

One of the biggest and most powerful Fast-Moving Consumer Goods (FMCG) companies that is located in the United Kingdom is Nestlé. A strong market presence has been developed and sustained by the company through a well-diversified product offering that targets various consumer segments and age groups. It also has confectionery, coffee, dairy products, breakfast cereals, frozen meals, bottled water, and pet nutrition in its operations in the UK. The brands KitKat, Nescafé, Felix, and Cheerios are well recognised and consumed by consumers in UK households, which makes the company have high brand visibility and customer loyalty. This varied portfolio minimises business risk as the business is not reliant on one kind of product and can balance between various segments.

Nestlé has a high emphasis on nutrition, health, and well-being, which has been one of the primary sources of success in the UK market (Bunyan *et al.,* 2025). The UK consumers are becoming more health-aware, and people are requiring low-sugar, low-salt, and less artificial products. Nestlé has been responding to this by redesigning most of its products to comply with government regulations as well as expectations held by the people for their health. To illustrate, the company has made the confectionery and cereals less rich in sugar and offered more nutritional alternatives. This strategic change not only facilitates adherence to the UK laws on food but also enhances the confidence of consumers. This will increase its competitive ability in the long run by positioning itself as a responsible, health-conscious company, one whose competitiveness is already growing as consumer awareness continues to rise (Shanmugapriya, Anudevi and Anandhi, 2026).

Innovation is key to the sustainability of the competitive advantage in Nestlé. The firm spends a lot on research and development (R&D) so that the products can be more highly rated in terms of quality, taste, packaging, and sustainability. Modernised research and development would enable Nestlé to be faster in reacting to shifts in consumer preferences, including the increase in demand for plant-based foods, high-protein snacks, and functional beverages. Constant development of products is the reason why the company will not be left behind in a very active FMCG environment. Besides, innovation

helps in premium positioning of the products; thus, Nestlé can aim at competing based on more than just price but also on value and differentiation.

The problems related to the environment are becoming highly significant in buying choices, and consumers would demand that companies take responsibility. Nestlé has launched reusable and recyclable packaging programs, endeavoured to decrease the emission of carbon, and enhanced the achievement of responsible sourcing of raw materials like cocoa and coffee. These acts correspond to the UK environmental laws and community. As much as sustainability programs might incur extra expenses in their operation in the short run, the program enhances the reputation of the corporation as well as curbs environmental risks over the long term. A sustainability profile of high power helps to boost a relationship with the retailers and stakeholders interested in ethical supply chains as well.

The presence of a wide distribution network is also a plus to Nestlé, which is contributing to its success in the UK. The company has very good collaboration with other big chain stores and convenience stores that offer their products throughout the country. Efficient logistics and supply chain management ensure that Nestlé is able to deliver products promptly and consistently,y even when it is faced with disruption. The company has also been adjusting to the rise of e-commerce and online shopping platforms in the grocery market, besides the conventional retail outlets, to enhance its online presence and accessibility. This type of distribution strategy (omnichannel) facilitates the level of penetration in the market and contributes to the growth of sales.

The other key is that Nestlé can combine international experience and internal localisation. Although the company appreciates the advantages of economies of scale and world research innovations, it is also customising products and marketing to the consumer style of the UK. Cultural inclinations, regulatory demands, and buying behaviour can help Nestlé to contend successfully with the local companies as well as other multinational companies (Nestlé, 2026). This has been a realisation of a balance between global integration and local responsiveness, which operational efficiency and relevance in the UK market.

Nonetheless, Nestlé is not an exception and has its own problems that affect its performance. THE UK FMCG market is rather competitive, and the competition among multinational companies and in-house brands is quite intense. Retailers also possess a high bargaining power, threatening to strain prices and profit margins. There is also inflation, increased production costs and changes in regulations which pose financial and operational pressures. Nevertheless, Nestlé has a diversified portfolio, a focus on health and sustainability, a dependable distribution chain and a strategy of never-ending innovation that makes it a top and strong player in the UK FMCG sector.

The success of the Nestlé enterprise in the United Kingdom can be observed as a combination of strategic flexibility to the consumer trends, responsible business and the ability to combine the global competencies with the domestic market demands.

Critical evaluation of factors that impact the success of Nestl
é

Nestlé is one of the top companies that operates in the FMCG sector in the UK. This market is based on both internal strengths and external factors to succeed. It has enjoyed a great brand reputation, which is one of the key factors. Nestlé is a company that is in possession of such household brands as KitKat, Nescafé, Felix, and Cheerios. The consumers trust these brands, and this fact contributes to making a repeat purchase and enables this company to charge a premium price on certain products. A strong brand further facilitates the introduction of new products by Nestlé, since customers will be more inclined to consume products of a brand that they trust. Nevertheless, the brand reputation may be influenced as well by such public issues as health, environmental responsibility and ethical sourcing. As an example, the high content of sugar in food, packaging waste, and sourcing practices could destroy the image of Nestlé. As such, it is of high importance to guard its brand to stay in the good graces of the consumers.

The other significant consideration is that Nestlé was concentrated on innovation, research, and development (R&D). The company spends a significant amount of money on the development of new products, the enhancement of existing products, and the redesigning of packaging to suit the customers. It is also through innovation that the company is able to be ahead of the competitors and firmly positioned in the market.

Innovation is also expensive, and not everything that is new in the market is embraced by the consumer. There are customers who can enjoy the old tastes, and they might not readily embrace reformulated or new products, which will affect sales.

Nestlé would also be successful in terms of health, nutrition, and wellness. The consumers in the UK are highly health-conscious, and they would want firms to offer healthier alternatives. Nestlé puts great emphasis on the nutritional value of its products, e.g. high protein and low sugar alternatives. This assists the company in fulfilling the government requirements and ensuring that it has a good image. Concurrently, the redesigning of products can result in higher production costs and, in some instances, taste, which can lead to consumer acceptance. Thus, the company needs to strike a balance between health benefits and retaining the taste that is attractive to the customers.

Environmental responsibility and sustainability are gaining weight in the UK. Customers are attracted towards the brands which use recyclable packaging, minimise carbon emissions, and source materials in a responsible manner. Nestlé has taken measures to deal with these, and this enhances its reputation and complies with state policies. But these practices lead to higher costs of operation, and they must have strict management of supply chains that would lead to the achievement of sustainability objectives (Cabała and Paluch, 2025).

The network of Nestlé distribution and relations with major retailers (Tesco and Sainsbury stores) is also important. Good logistics and effective relationships assist the company in distributing its products all over the country. Conversely, such large retailers have a high bargaining power and are able to receive greater prices, and this can cause profit margins to be low. Thus, it is significant to handle such an alliance for the profitability of Nestlé.

The other aspect that influences the success of Nestlé in the UK FMCG market is competition. The firm ranks alongside good local and international business corporations, e.g. Unilever and Procter and Gamble. The intensity of the competition requires Nestlé to be innovative, enhance product quality, and invest in marketing at all times. On one hand, this makes the company stay competitive, on the other hand, it is raising expenses and creates pressure on prices.

Overall, there are economic and regulatory issues. The company is faced with a challenge of the rising inflation, increasing the cost of the supply chain because of fluctuating food safety, nutrition and environmental regulation intents. Since **Brexit,** there have also been changes in the sourcing and distribution of the products due to the trade and import regulations. Although compliance with rules fosters consumer confidence, it may raise the costs of operation and minimise the profits in the short term.

Altogether, the success of Nestlé in the UK can be characterised by the possibility to uphold brand loyalty, innovative product development, addressing the needs of health and wellness, and sustainability management. The company also gets to consumers in an efficient manner through efficient distribution and robust retailer relationships. Simultaneously, there is a strong competition, economic stress, and regulatory burden that is challenging. Nestlé should strike a balance between these to sustain itself in the UK FMCG market and move even higher (Biyani *et al.,* 2025).

<u>Assessment of Market attraction through PESTLE analysis</u>

Political Factors: The United Kingdom has an established political climate, a factor that can be used in long-term business planning and investments. Developed policies on taxation, trade and business operations by the government make multinational corporations predictable. Nevertheless, the **post-Brexit** developments have introduced new customs regimes, paperwork, and tariffs. Such modifications add more administrative work and can lead to a cost rise in the supply chain. Environmental sustainability and responsible sourcing are another marketing effort of the UK government where companies need to minimise the amounts of packaging and carbon emissions. There should be stringent food safety and labelling regulations. Though it raises the operation cost, it enhances consumer trust and brand credibility (Gkillas and Vasiliadis, 2025).

Economic Factors: The UK's inflation rate is around 3%, which can directly impact the growth of the FMCG industry and the firms (GOV. UK. 2026). Further, this had an impact on the number of households whose budgets were pressured, making them highly price-sensitive. This has influenced some consumers to use premium branded goods. Product availability is facilitated by well-developed supermarket chains and expanding online

grocers. Increasing costs of raw materials, energy and transportation also augment the production costs. Irrespective of such difficulties, the UK is a promising market due to the stable demand for ordinary goods and the development of online retail.

Social Factors: Consumer behaviour in the UK is highly directed by social trends. The consumers are becoming health-conscious and choosing products with less sugar content and more nutritional value (Hošoff and Majzlíková, 2025). The environmental consciousness is also on the increase, and most customers prefer sustainable products and environmentally friendly packaging. The busy lifestyles have boosted the need for convenience foods and ready-to-eat meals. The multicultural society of the UK makes their products in demand in terms of the varied tastes/diets. Ethical business decisions and brand trust have not lost their significance, and thus, transparency and responsible sourcing are of great importance to retain customer loyalty.

Technological Factors: The FMCG industry is enhanced in terms of efficiency and competitiveness through technological growth. The digital logistics systems, combined with automation, improve supply chain and inventory management. Digital marketing and e-commerce platforms enable business organisations to communicate with consumers at a higher level. Food technology and packaging will aid in product re-formulation, higher shelf life and sustainability goals (Pathak and Chopra, 2026).

Legal Factors: The UK has stringent legal standards for the FMCG sector. Businesses have to adhere to the standards of food safety, proper labelling of products, and nutritional claims policies. Policies of sugar and salt decrease, and ingredient labelling advocate the objective of population health. The environmental laws compel companies to deal with environmentally friendly packaging, waste disposal and carbon emissions. Even though compliance raises administrative and operational expenses, it does boost consumer confidence, as well as brand reputation. The regulations on post-Brexit trade operations have complicated the importation and exportation systems, and it is necessary to strictly follow the customs and tariff regulations (Jayawardana, 2025).

Environmental Factors: Sustainability in the environment is one of the key concerns in the UK market. The reduction of plastic use, the use of recyclable packaging, and the reduction of carbon emissions are expected among companies. Agricultural sourcing and

supply chain resilience are also affected by climate change. Sustainability programs can result in hiking both the immediate expenses, but enhance the reputation that the corporations have and are also in tandem with the market expectations of the consumers (Nasiri, Moradi and Khodayari, 2025).

All in all, the UK market is still buoyant owing to political stability, good consumer demands, stringent laws, and evolving consumer concerns about the environment. The complexity in regulation, inflationary pressures and healthy competition at any given time demand constant adjustment and efficiency in operations (Amadi-Robert, 2026).

5. Conclusion

The present report has been done with the aim of conducting a critical analysis of the Fast-Moving Consumer Goods (FMCG) industry in the United Kingdom, as well as to assess the operational performance of Nestlé in the industry. The UK FMCG business has also been found to be a very competitive and economically important sector backed by the strength of consumer buying capacity, the presence of well-established retailing facilities and stringent regulatory regulations. Its ability to maintain high levels of product innovation to adapt to its dynamic consumer tastes and preferences, coupled with its effective global brand portfolio, tremendous focus on health, nutrition, and sustainability, and strategic orientation, has led Nestlé to excel in this environment. Moreover, the efficient association with the leading retail stores, including Tesco and Sainsbury's, has helped the company to cover the broad market and achieve efficiency in its operations.

Politically, the UK has been stable since this has facilitated the long-term strategic planning of the organisations, though post-Brexit trade policies and the changing customs procedures have been posing operational risks to operations which require close attention and management of the supply chain. At the economic level, in spite of the inflationary and increasing operational expenses, with the massive consumer market in the UK as well as the expansion of digital retail platforms, there have been substantial expansion prospects. Laws have made it possible to increase consumer confidence by observing intense food safety, nutritional labelling, and environmental standards.

Section 2

Introduction

Reflection entails taking time to think over what has been experienced so as to learn and perform better in future (Misopoulos and Bajiraj, 2025). It assists in the formulation of self-awareness and academic skills. The research, analysis, and writing process will be analysed and critiqued in this report in the framework of the Gibbs Reflective Cycle.

Reflection writing

1. Description

The first step of the assignment was the careful study of the given instructions to have a perfect understanding of the task to be performed (Kolesnik, 2025). I realised that the assignment demanded logical research, critical evaluation, and logical presentation. As a result, I gathered both primary and secondary information in scholarly books, peer-reviewed journals, authoritative reports and credible websites, and then I recorded the relevant information using a systematic note-taking. After data collection, I performed interpretive analysis to be able to extract key themes and patterns with the help of theoretical models gained in coursework, especially the Competing Values Framework and several interpretations of motivation and psychotherapies, to put the results in perspective. The text was further divided into separate portions to create a logical flow and understanding for the reader. The point of a final review was that there was clarity, adherence to academic conventions and coherence to scholarly tone.

2. Feelings

At first, I felt some fear because of the size of the information and my unawareness of how best to utilise it. Fears of possible mistakes or vague expressions also added to the feeling of being nervous. The level of confidence grew as the project went on; more knowledge about the subject matter led to productive integration of ideas. I found pleasure in the observation of working out my work and explaining the theoretical constructs with examples. At times, the irritation came when facing conflicting perspectives of the source, making it difficult to pick the source. However, the general satisfaction and motivation

were positive as they were motivated by the solid knowledge obtained and the successful implementation of concepts.

3. Evaluation

I think a number of my performance areas were effective. The content structure was well defined and could help readers understand. The validity of my arguments was supported by the use of credible sources. The theoretical assertions were made more practical and applicable by including concrete examples, and thus made the analysis rich. On the other hand, there were indications of allocative inefficiencies; the initial reading took up too much time, which could be used to revise and refine. Some parts were too long and need to be shortened. Also, a more theoretical palette would have contributed to a stronger depth and analytical strength of the piece (Warnery-Daugy, 2025).

4. Analysis

This thinking practice was able to generate significant inferences. The use of the Competing Values Framework helped shed light on organisational dynamics and team effectiveness. Motivational theories explained the latent forces behind employee behaviour and clarified the management approach towards engaging employees. I also realised that data cannot be put to meaning through mere description, it requires critical comparison and interpretative analysis to draw meaningful, cohesive data. Hierarchical development - review of the notes, contemplative research, and through cycles of reassessment allowed closer correlations between the theory and empirical demonstration. Further, the reflective process as such turned out to be useful; the self-analysis of the strong and weak points encourages ongoing learning and readiness for the upcoming activities.

5. Conclusion

Overall, the reflective part of this assignment allowed developing several academic skills, such as retrieving information, evaluating it analytically and being able to communicate clearly in a scholarly manner (Fitriani, Yafie and Laksamana, 2025). Reflective planning and critical revision became the main keys to attaining quality results. As a result of contemplation, I was able to see what I am doing well and what I need to improve upon,

specifically, the combination of various theoretical points of view and conciseness. This has seen my confidence and willingness to muster in my future academic picture.

6. Action Plan

Table 1Action Plan

(Source: Self-generated)

Skills	Action	Resources	Timebound
Time-management	Use an improved time-management approach to avoid over- or under-investment in each stage; adjust writing style for conciseness; broaden the theoretical framework; seek early feedback; use the Gibbs Reflective Cycle for self-evaluation and continuous enhancement(Mujahed Feng, Wang, 2026).	Assignment guidelines, notes, scholarly articles, Gibbs Reflective Cycle	1–2 weeks per project phase
Project planning	Develop a sensible study plan allocating specific time to research, analysis, writing, and revision to reduce wasted time, stress, and improve overall quality.	Calendar/Planner, study schedule tools	Throughout the project duration
Writing clarity	Focus on clear and concise writing by eliminating unnecessary words; read academic articles to learn structured and coherent writing.	Academic journals, past assignments	1–2 hours daily during writing phase
Theoretical expansion	Expand theoretical base by exploring a wider scope of scholarly viewpoints; obtain early comments from peers and lecturers to improve assignment quality.	Library resources, academic databases, peer/lecturer feedback	2–3 weeks during research and drafting

Reflective practice	Continue using Gibbs Reflective Cycle to analyse learning processes; consistent reflection for self-improvement academically and professionally.	Gibbs Reflective Cycle templates, personal notes	Ongoing throughout the academic program

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