

Managing Enterprise In The 21st Century

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Managing Enterprise In The 21st Century By Daniella Espiand

Abstract

In this reflective piece of writing I will be writing about how this module influence me and how I can apply it in the workplace. I will be talking about the different marketing plans such as financial plans, marketing plans. I will also be writing how presentations and partner work helped me to get me to the stage I am know for example in the presentations we had to communicate with each other to give our ideas we also had to do some research on that topic. After that I will talking about how different business market their business. For example, how Ikea arrange their tills so you roam around the entire shop before going to the tills. And the last thing I will be talking about Is how the skills that I have learnt in this module will help me in the workplace and in future careers that I might undergo.

Introduction

During the first term and the second term of the managing enterprise course. I have learnt many skills and different methods that will help me in the workplace. For example business plans,presentations,referencing. In this reflective writing I will write about what I want to improve and what I want to learn for next year that will help me to progress in the workplace such as more marketing techniques and how companies make profit. Also, in this reflective writing I will

write what I did correctly in this module and what I need to improve at for the next module. Lastly, I will talk about how presenting a presentation to the class helped me to boost my confidence and also what I didn't understand and didn't enjoy in this module.

Presentation Experience

In our group we had 4 girls and 2 boys the boys did the designing of the presentation and the girls did the research. It's not easy to do a presentation because we needed firstly to exchange numbers so if we had any issues creating a certain part of the presentation we can call each other. Then we had to plan what the presentation would be like in university. this was one of the trickiest part of the making of the presentation. Because It involved lots thinking. At the start we didn't have lots of ideas but as we were a group we ended up getting ideas from each other it was not an easy process. Then everyone had to do a part at home this was the most difficult task because we were on our own we had to think for the best and accurate content to put in our presentation.

Once we had conquered that issue we had to create a WhatsApp group so we can exchange our progress and get peer assessed.

We organised are team in a certain way we had one person who was in charge of our group we chose this person because he had more knowledge and understanding compared to the rest of us. His job was to give us distinctive task that we can all do. This was a good technique so we can get ideas from someone who already has experience in this field of knowledge.

During the presentation the PowerPoint that we made did not open all the pages that was on it. At that moment it was stressful for all members of the group. Because we had planned everything but what happen. This problem occurred because we did not have much time to see each other to finalise everything and check for errors in the PowerPoint. Because of the missing pages we had to improvise in the watch of the teacher, the lecturer and the students. This situation was really stressful for me. Because the PowerPoint was a landmark for me it was hard for me to improvise. This made my confidence gradually decreased.

We still presented it to the class each person presented their part of the presentation. Everybody was getting on well even after the incident. The presentation still was great everyone did their best.

At the end the lecturer colleague asked one of our team members a question on a sort of Pestle analysis. But unfortunately, he didn't know the answer. I felt sorry for the team member because he did a big part in the making of the presentation the fact that he did not know the answer it had a negative impact on the group. It felt like we did not know what we were talking about.

But at the end even though the presentation did not go as planned everything was still on track.

Business Plans

The presentation was about business plan and there is lots of different plans that I have learnt the first one is a Financial

plan. Financial plan is an evaluation of an individual's current pay. I found an interesting reference from Tom Halloran on U.S News 16.11.16 he says

First, think about putting together a budget and find a way to keep all your information in one place. For example, online resources like Voya's Personal Financial Dashboard can help you manage and budget your finances all in one place. These types of tools will help you keep track of your daily expenses and get detailed information as to where your money is actually going.

Having the ability to organize, integrate and manage all of your information in one place is a great starting place for organizing your financial life.

In the course on financial plan I have learnt the values of creating this plan and how useful it is in the workplace and at home. This was very useful because I learnt content that I didn't know and it will help me

The next plan that I learnt was the operation plan. The operation plan is a plan that organisation use to clearly defines actions it will take to support the strategic objectives and plans of upper management. This was an interesting course because I learnt about different businesses and their operation plans. Before the lesson I didn't know that businesses had operation plans. A good reference that links to operation plans is from Polly Schneider Taylor 18/07/12 Entrepreneur he says that an operations plan may cover strategy and processes for technology, people, capital/finance, sales and marketing, and, if applicable,

supply chains, logistics and R&D. At a minimum, a company should document all support processes, such as human resources, payroll and accounting, to protect a business in case of a leadership change or acquisition, says John Wilkerson, vice president at Bellwether Services, an Atlanta-based management consulting firm. "Someone needs to know how to run everything."

After that we learnt about marketing plans and management plan. This was easier than the other ones because it was what i chose to do in the presentation. I learnt all the different types of marketing such as social media,advertisement,leaflet and coupon. During the presentation process I visited many stores such as Ikea. I visited Ikea to buy a towel once I got the towel they organised the shop so you past the entire shop before getting to the tills so instead of buying a £10 towel I ended up shopping for £100 worth of Ikea items. This is a good method of marketing because they expose their speciality or best items they sell to make you want to buy it. I also the visited Marks and Spencer and I noticed every few days they change the products isles so it makes the customer search the store. This is a good marketing technique because the customer finds other products that him/her might be interested in. After learning about marketing plans and management plan we learnt about executive summaries and company overview. Executive summary is a brief introduction to the business plan. This was a fascinating part of the course because I did not know that businesses used different types of strategies to help their target market. I found a relevant

source by Eric Markowitz Inc.com. Whether you've put together a business plan or an investment proposal, you're going to need an executive summary to preface your report. The summary should include the major details of your report, but it's important not to bore the reader with minutiae. Save the analysis, charts, numbers, and glowing reviews for the report itself. This is the time to grab your reader's attention and let the person know what it is you do and why he or she should read the rest of your business plan or proposal. I enjoyed this course because each business is unique and has its own target markets. Also, they have their unique business plan that is linked to their revenue. The last plan that I learnt was customer analysis and pestle analysis. Customer analysis and pestle analysis is a critical component of any business plan in all stages of growth. This is a very important part of business plan because it breaks down all the stages of the growth of business I found this lesson interesting because I didn't know that a business had different layers. I found a good reference from (Thomas Bush pestleanalysis.com 20/07/16) on pestle analysis it says PESTLE analysis is one of the most popular tools used in business analysis, and for good reason! It can tell you all about the circumstances that an individual, product, or organization finds itself in, which can help in making decisions and understanding its current (or future) position in the market. In this article, we'll be thoroughly exploring the humble PESTLE analysis in order to ensure you a complete understanding of this invaluable business tool. I found this article by Thomas Bush very interesting because Pestle analysis plays a big role in the

organisation of a company. This is a good skill to know because you need this in the workplace.

The skills that I have learnt in this module will help me a lot in the workplace because in the workplace you will need to apply these skills such as pestle analysis and financial plans in real life situation with clients and colleagues. This module helped me to learn new skills that will help in future careers. Also, this course gave me confidence, when we made the presentations it helped me to communicate with others around me.

In conclusion I believe that this module gave me the confidence and knowledge that I can apply to the workplace. this is through the interactive actives that we done in class. Such as working on the computers and finding solutions to different business plans. Also, the use of partner work also helped me because it gave me self-assurance and it made me less nervous to convey my ideas to my partner without thinking that my ideas were not good enough. Another thing that the module helped me to achieve was the understanding of marketing. Because at the start of the module I had not lots of ideas about what marketing is and what it had to do with business plans. But I then find out it was a big part of a business plan because marketing is what drives the client/customers to your business.

After learning about marketing, we moved onto learning how to do a good presentation. This was the most important and helpful one to me because before doing this I had no idea on how to make a presentation. But because I worked in a great team with determined people I quickly learnt how to make a good presentation. I think the next step that I need to learn is how do businesses make profit because nowadays there are a lot of different ways that big businesses and small businesses make profit. Also, I want to learn how big businesses like Ikea market their products online and also the way they organise the store to attract customer. And other types of business such as small shops how do they market their business without doing mass advertising on social media also their business plan and revenue that they have for their business

Referencing

Tom Holloran 16.11.16

Polly Schneider Taylor 18/07/12 Entrepreneur

Thomas Bush pestleanalysis.com 20/07/16

Eric Markowitz Inc.com.