

Assignment 1 – Business Opportunity Development and Academic Interview

Title: Enterprise Development and Commercial Innovation

Module code: BMBS5000

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The lecturer: Chris Wilkin

Date of submission: 12th October 2026 23:59 Hrs (UK Time)

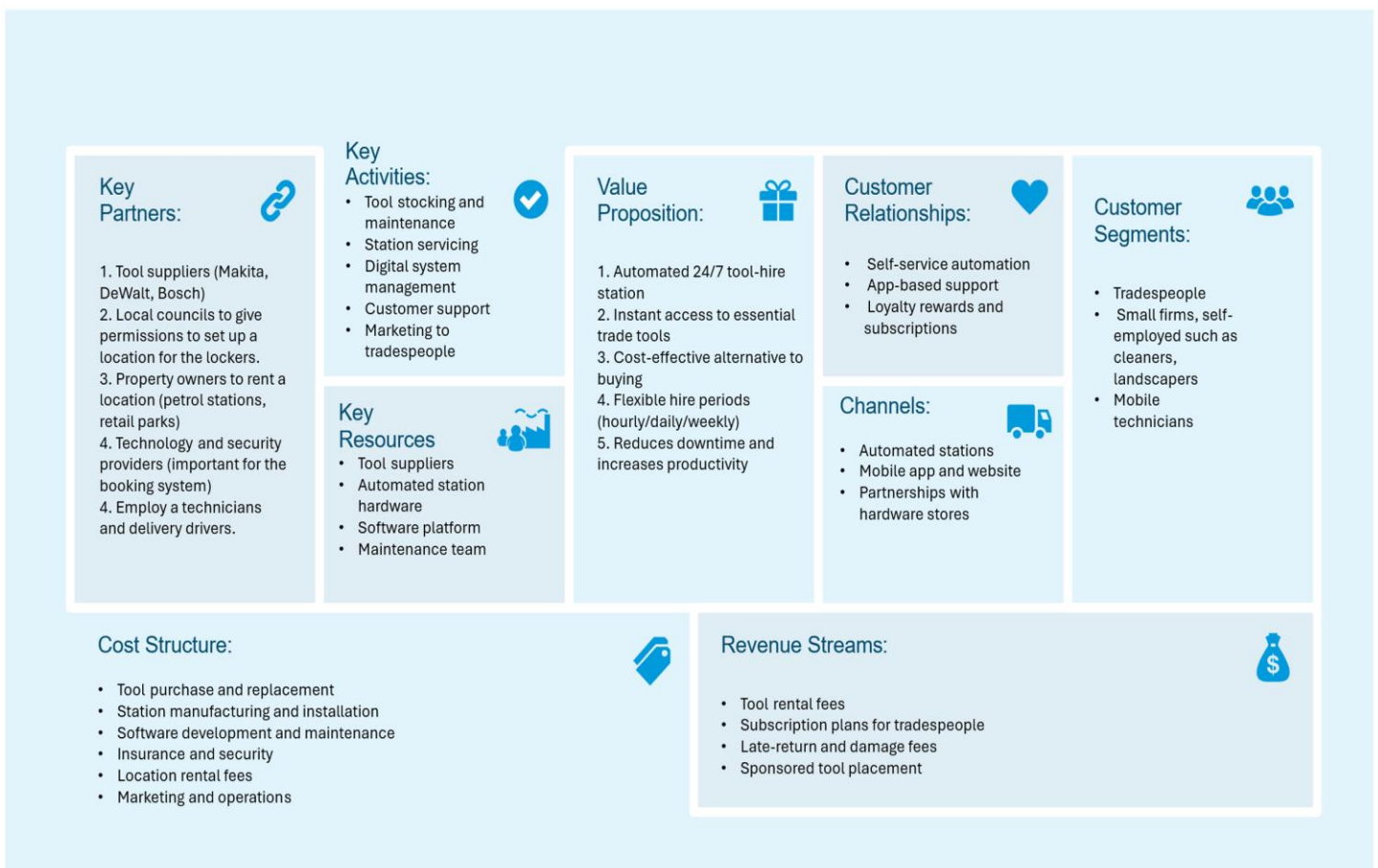
The course/department: Bachelor of Arts in Applied Business

LEVEL 5

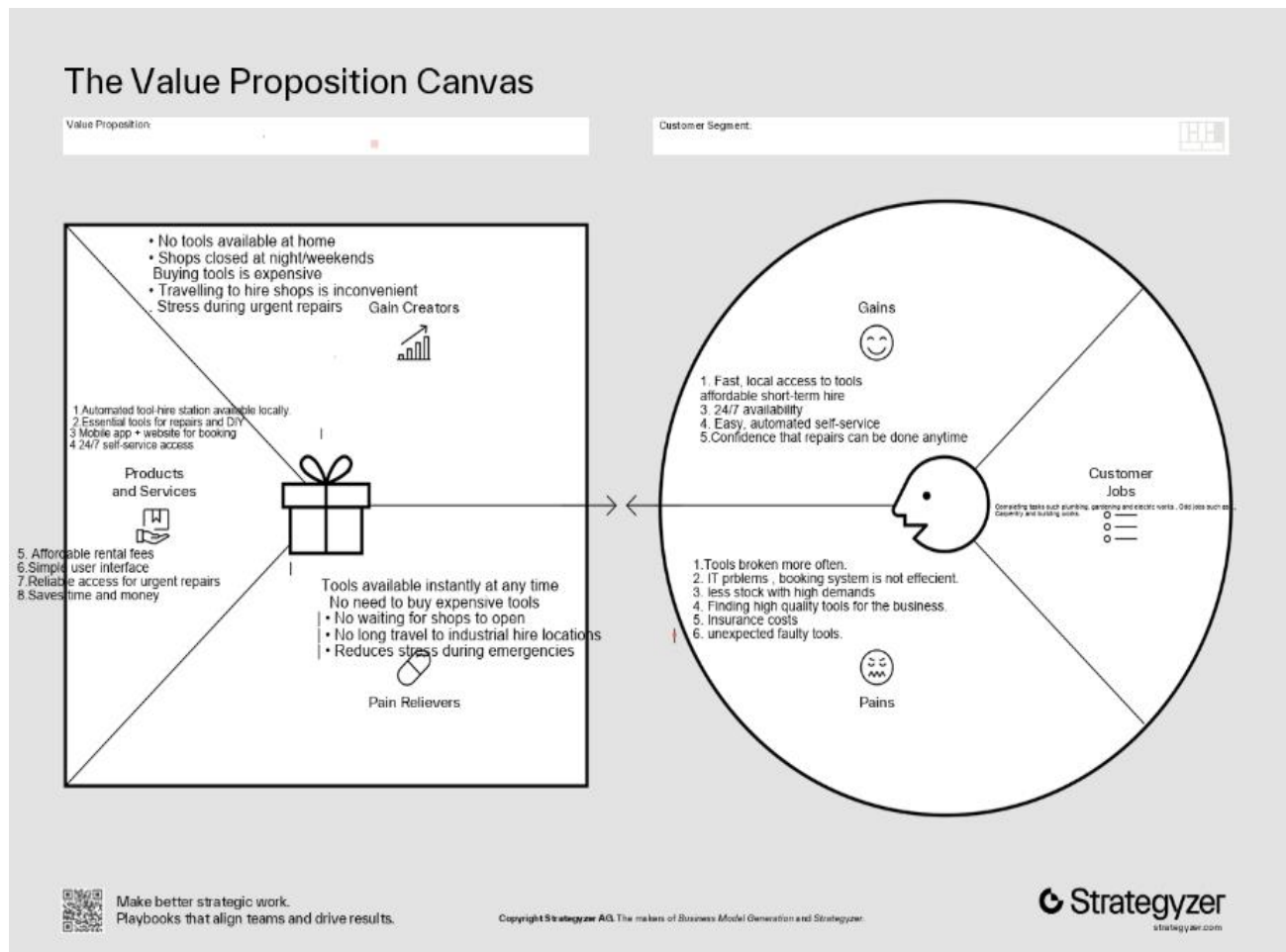
1. Business Opportunity Mind Map

24hr/7 Automated Tool Hiring Business Opportunity - MindMeister Mind map

2. Business Model



3. Value Proposition Canva



4. Persona

General profile

**NAME**

Tommy Tradesman

JOB TITLE

Self-Employed Tradesperson

AGE

25 to 50 years

HIGHEST LEVEL OF EDUCATION

Some college, no degree

SOCIAL NETWORKS

Facebook, LinkedIn, Instagram

INDUSTRY

Construction, Landscape
management

ORGANIZATION SIZE

Self-employed, Small business

Professional details

PREFERRED METHOD OF COMMUNICATION

Phone, Text messaging

JOB RESPONSIBILITIES

Completing tasks such plumbing, gardening and electric works., Odd jobs such as ...,
Carpentry and buliding works.

REPORTS TO

Private costumers., Corporate costumers.

TOOLS THEY NEED TO DO THEIR JOB

Hand tools., Power Tools, Gardening tools, Specialist tools

THEIR JOB IS MEASURED BY

Customer satisfaction, Revenue growth

GOALS OR OBJECTIVES

Access tools quickly, Reduce downtime, Increase job efficiency

BIGGEST CHALLENGES

Finding tools after hours, High rental costs, Limited availability of specific tools

THEY GAIN INFORMATION BY

Online reviews and recommendations

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