

ACADEMIC AND EMPLOYABILITY SKILLS

*Professor: Mr. Toyin
Adisa*

*BMSW4001 Academic
and Employability skills*

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*Assignment title :
Individual Portfolio*



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INTRODUCTION

INTENDED CAREER AREA MANAGER AT MARK AND SPENCER MARKET

Marks and Spencer **seems to have no specific target market profile**, instead chooses to target a variety of individuals with their range of products

LEAD THE RETAIL REVOLUTION

- Delivers great standards and service by putting the customer first
- Poach the team to deliver excellent standards of production presentation
- Supports with the training and coaching of colleagues maximizing digital tool and channels
- Supports the Team Manager with the delivery of selling and cost targets to identify opportunities and take action.
- Allocates resource efficiently to deliver process, task and service ensuring activity is completed consistently and productively
- Delivers operational excellence ensuring all processes and tasks are delivered in line with business expectation
- Maintains a safe and legal store environment
- Supports visual merchandising updates across all launches, events and campaigns

My skills



1. Attention to detail
2. Customer Relationship Management (CRM)Data
3. Technological savviness
4. Visualization & pattern-finding through critical thinking

Attention to detail

Strengths

- Drives on the job productivity
- Treats colleagues with the fairly understanding that different people will provide different perspectives and have different needs

Weaknesses

- I focus too much on the details.
- I feel stressed when projects run beyond the deadline

Opportunities

- Maintain high presentation standards
- Interpret data relevant to the role
- In control of their own reactions how to share their perspective to create better reaction for team

Experiences

- I'm team manager support
- I'm been working since 2017 in retail
- I have had several training
- (The Certified Manager of Quality/ Organizational Excellence Handbook) March 1, 2017
| Author: Julius Sydney Floyd | Category: N/A



Customer Relationship Management (CRM) Data

Strengths

- Plan ahead
- Set goals correctly
- Organize yourself

Weaknesses

- Increase stress level
- Not finished task
- Interruptions

Opportunities

- No stress
increases efficiency
- Better work-life balance
- High motivated

Experiences

- Set personal and professional goal



Technological savviness

Strengths

- Be concentrate
- Achieve report
- Increase productivity

Weaknesses

- Don't take the right action
- Fear to make mistakes
- Not being able to remember an order
- People not being able to use systems

Opportunities

- Data analytics
- Digital transformation

Experiences

- Report in real time
- Accuracy of the report (Good computer skills)
- Higher profit
- Data analytics
- (Financial Times 'Managers must become IT-Savvy 2021)



Visualization & pattern-finding through critical thinking

Strengths

- Willingness to go beyond the call of duty
- Passion for my position
- Sharing my career goals

Weaknesses

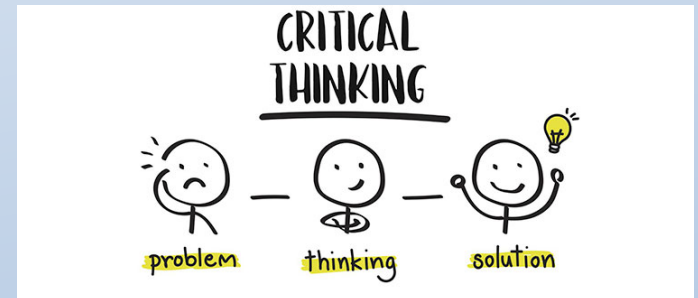
- High expectations
- Low-motivated workers
- Leadership issues

Opportunities

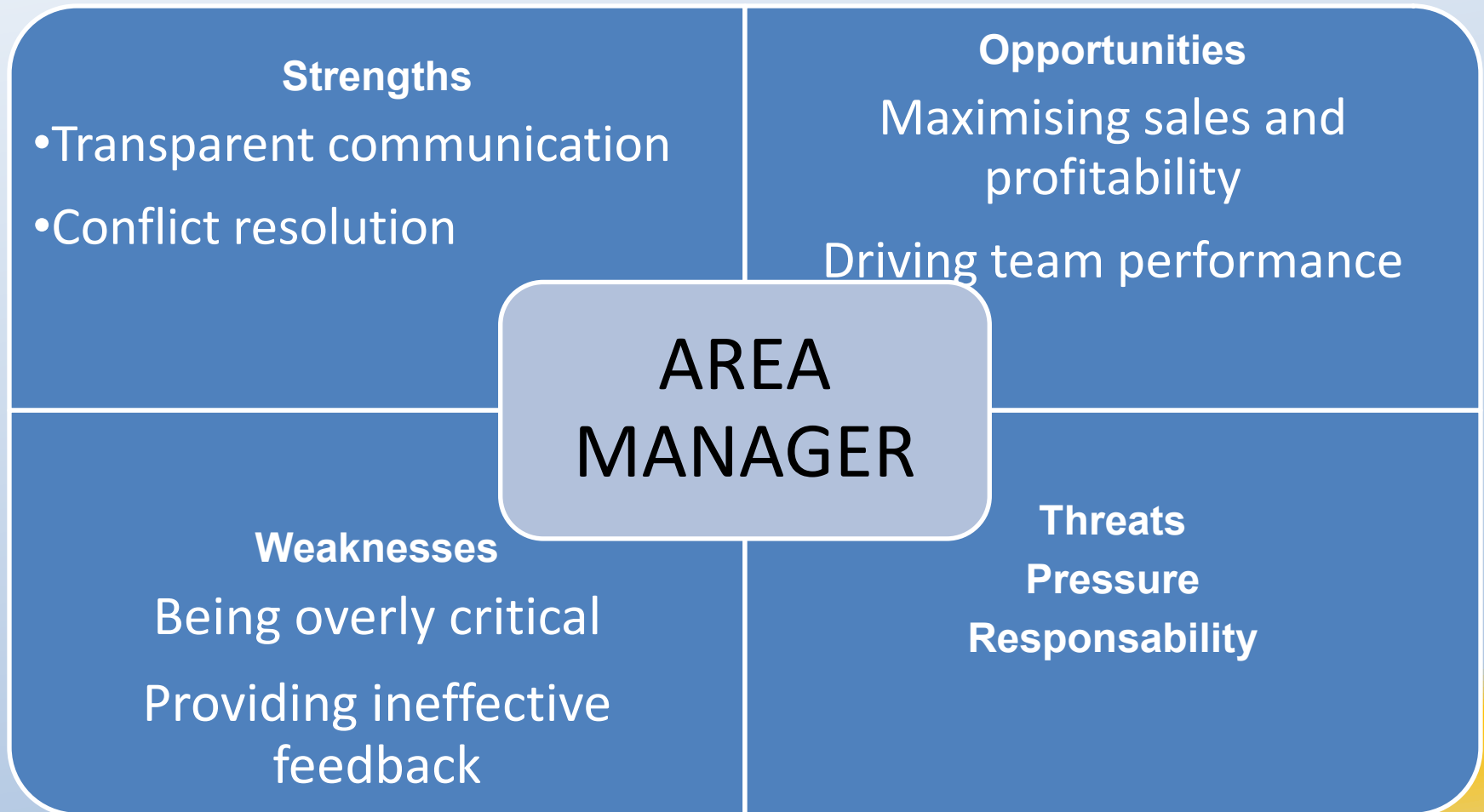
- Thinking positively
- Great team's atmosphere
- Encourage to do more

Experiences

- Improve atmosphere
- Sense of urgency
- Be willing to do more (Seek 2021 'Area Manager)



Swot analysis



References

- LinkedIn 2021 'Improve your digital market skills' available at <https://www.linkedin.com/learning/paths/improve-your-digital-marketing-skills>
- Seek 2021 'Area Manager' available at <https://www.seek.com.au/career-advice/role/area-manager>
- Financial Times 'Managers must become IT-Savvy' available at <https://www.ft.com/content/ae1b6c0a-6362-11e4-8a63-00144feabdc0>
- Indeed 'Area Manager Job Description' available at <https://uk.indeed.com/hire/job-description/area-manager>
- The Certified Manager of Quality/ Organizational Excellence Handbook available at <https://silo.tips/download/the-certified-manager-of-quality-organizational-excellence-handbook-third-editio>