

BA (Hons) Business Management
LCBB5013: Entrepreneurship Portfolio - 6 elements

Name : Arsith Iulian Gabriel

Student Id : 2418622

Table of Contents

1. BUSINESS IDEA, PRODUCTS/SERVICES, OBJECTIVES and USP.....	3
1.1 Business Idea Overview.....	3
1.2 Products and Services	3
1.3 Business Objectives	4
1.4 Unique Selling Proposition (USP).....	4
2. BUSINESS ENVIRONMENT and COMPETITOR ANALYSIS	5
2.1 PESTEL Analysis	5
2.2 SWOT Analysis	7
3. 4Ps, Market Segmentation and Marketing Strategies.....	8
3.1 Market Segmentation.....	8
3.2 4Ps Marketing Mix	9
3.3 Online Marketing Strategies	10
4. LEGAL, MANAGEMENT and FINANCIAL PLANNING.....	11
4.1 Legal Definitions	11
4.2 Legal Structure Justification	11
4.3 Organisational Structure	12
4.4 Financial Planning	12
References:.....	13

1. BUSINESS IDEA, PRODUCTS/SERVICES, OBJECTIVES and USP

1.1 Business Idea Overview

Nomad-Nest Hubs is a worldwide franchise of AI-controlled micro-warehouses that will assist the ever-changing requirements of digital nomads and highly mobile specialists. The theory deals with an increasing structural change in the global workforce, as location-independent work is gaining popularity. Recent research points to a swift increase in digital nomadism due to the progress in technology and shifts in work priorities (Gupta et al., 2024), as well as the emergence of digital labour markets that offer the opportunity to work flexibly and remotely (Rani, 2021).

Although it is a transformation, the current infrastructure is basically focused on ownership, where people have to make movements of heavy and costly equipment among sites. This brings about inefficiency in cost, convenience and accessibility. Moreover, the overall trends of digital transformation are transforming the economies and making them more dependent on the services using technologies (Matyushok et al., 2021), but the physical infrastructure serving mobile professionals is underdeveloped.

Nomad-Nest Hubs fills this gap by eliminating ownership in favour of access, providing a service-based, decentralised and mobility-centric solution. Most importantly, the confluence of digital labour, international mobility, and technological progress has resulted in a distinct infrastructure gap, which means that Nomad-Nest Hubs is at the right time and at the right scale to become an innovation in the new economy of digitisation.

1.2 Products and Services

Nomad-Nest Hubs provides its value based on a combination of the physical infrastructure and internet intelligence. The central product, the Global Locker, offers its users access to high-end equipment and does so on subscription in various locations, which is an embodiment of the principles of collaborative consumption where access replaces ownership (Akbar and Hoffmann, 2022). This model increases the flexibility and decreases the personal cost liabilities involved when the assets are owned.

In addition to this, the AI-Logistics Concierge predictive system can predict the travel patterns of the user and make sure that they can find personalised equipment at the next destination. This is

in line with business model innovation strategies that use technology to bring new ways of value delivery (Sanasi et al., 2020).

These services are combined as a digital platform that aligns inventory, logistics and user preferences to enable a scalable ecosystem and not a standalone service. Platform-based models support exchanges between users and the resources, improve efficiency and network effects (Taeuscher and Laudien, 2018).

More importantly, Nomad-Nest Hubs is not just a rental or storage service; it is a platform ecosystem that is technology-focused and incorporates access, logistics, and personalisation into a smooth global solution.

1.3 Business Objectives

The short-term goals of the Nomad-Nest Hubs are to gain a firm market position on the main digital nomad destinations in Bali, Dubai, and Lisbon. This involves the early-user adoption, strategic collaboration with co-working environments and travel platforms, and the optimisation of the AI-based logistics system by real-time customer data. These aims are in line with the accelerated expansion of digital entrepreneurship, whereby technology-driven firms focus on agile entry and innovation based on users (Sitaridis and Kitsios, 2023).

The business in question has a long-term goal of increasing its presence on the international level, establishing a network of micro-warehouses in the major cities worldwide and developing its AI capacity to streamline the logistics, predict demand, and personalise. This resembles a growth strategy based on an ecosystem, where value is co-created by means of interconnected platforms and services (Zhang et al., 2022).

More importantly, such objectives will be scaled in a way that will guarantee sustainable competitive positioning. The early market penetration would have a brand recognition, and long-term AI optimisation and global expansion would create barriers to entry, resulting in the creation of a digital workforce leader in mobile infrastructure services by Nomad-Nest Hubs.

1.4 Unique Selling Proposition (USP)

The main selling point of Nomad-Nest Hubs is its combination of the access-based consumption model and AI-based logistics. Contrary to more traditional ownership models, the platform allows

users to obtain high-quality equipment on demand, which is also consistent with the general trends in the sharing economy that focus on flexibility and resource efficiency (Mody et al., 2021). Furthermore, with the inclusion of predictive AI, it can enable the delivery of customised services at specific locations, which makes it more user-friendly and user-better.

This will make the business stand out from the traditional rental services that are usually localised and transactional. Compared to traditional providers, which are rather strict and have no personalisation, Nomad-Nest Hubs is a globally integrated service that is seamless. The amalgamation of technology, scalability, and user-focused design will produce a clear competitive edge that is hard to imitate, as does innovation in shared mobility areas (Yun et al., 2020).

2. BUSINESS ENVIRONMENT and COMPETITOR ANALYSIS

2.1 PESTEL Analysis

Factor	Analysis (Impact + Evaluation)
Political and Legal	The fact that Nomad-Nest Hubs operates in several countries presents the business with the risk of different regulatory environments, especially in the areas of storage, cross-border logistics, taxation and the liability of rented equipment. The discrepancy in digital policies and regulatory frameworks may affect the efficiency of operations and compliance conditions (Liu, 2021). This poses a threat to the legal complexity and possible delays in expansion. Nonetheless, it also has a perspective of competitive advantage as companies that manage to go through regulatory systems manage to build a solid barrier to market entry by new firms.
Economic	New challenges around the popularisation of the gig economy and work-from-home have only amplified the need to find more affordable solutions that are flexible. Economic tendencies in the world show that there is a transition to digitalised working systems and other forms of income (World Bank, 2022; Naisbitt et al., 2020). This provides a good chance for Nomad-Nest Hubs since its subscription-based business model will lower the costs of ownership to its subscribers. Nevertheless, the unpredictability of the

	economy and the changes in the international markets can have an impact on the consumer spending on high-end services, which is a possible threat to the stability of demand.
Social	The business model is built around the change of lifestyle preferences, especially the rise of digital nomadism. According to research findings, there is growing mobility, flexibility, and experience-based living demand (Gupta et al., 2024; Ji et al., 2024; Zhou et al., 2024). This trend becomes a great opportunity because Nomad-Nest fits perfectly well into these changing consumer behaviours. However, depending on a small but expanding market segment can be hazardous when adoption rates do not match throughout the regions or when lifestyle trends undergo changes.
Technological	The most essential one is technological advancement, which drives Nomad-Nest Hubs. Intelligence and analytics, predictive logistics, and operational efficiency are possible through the integration of AI, big data, and digital supply chain systems. Digital supply chain models are more resilient and flexible (Ivanov and Dolgui, 2020), whereas big data analytics is more efficient in decision-making and performance (Wamba et al., 2017). Moreover, the higher level of data integration on supply chains opens new opportunities in operations (Kache and Seuring, 2017). This is one of the greatest innovations and differentiation opportunities. Nonetheless, there is risk involved when relying on complicated technology, such as system malfunction, cybercrime, and expensive development.
Environmental	Growing consciousness of sustainability and resource efficiency aids the transition to the models of shared consumption. Nomad-Nest helps to decrease the amount of waste of the resources and increase the efficiency of utilising the equipment by reducing the necessity of individual ownership (Yun et al., 2020). This gives a good chance of establishing the business as one that is environmentally friendly. Nevertheless, there is still a possibility that logistical activities and global transportation can be a source of carbon

	emissions, and this issue creates a dilemma between sustainability and operational effectiveness.
--	---

2.2 SWOT Analysis

Strengths	Weaknesses
Sophisticated AI implementation of predictive logistics and customised service provision.	Large upfront investment in technology development, infrastructure and equipment inventory.
Scalability and network effects through platform-based business model creation.	Complex operations involve the global coordination of logistics and inventory control.
Opportunities	Threats
Blistering development of the digital nomad industry and distance work.	Further competition by logistics companies and sharing economy systems.
Increasing the use of digital technologies and platform-based services.	Laws and regulations in various nations.

Critical Discussion

The competitive advantage is clearly based on the strengths of Nomad-Nest Hubs. Implementing AI improves operational efficiency and provides predictive and personalised services, which increases customer experience and retention. It coincides with the idea of digital resilience when more technologically developed companies can more easily solve their issues in shifting environments and shocks (Guo et al., 2020). Moreover, the platform-based model supports scalability through the network effects, giving a business a chance to grow effectively with the rise in users.

But these strengths are strongly interconnected with major weaknesses. The capital demands of the development, infrastructure, and international expansion of AI, including the high costs of it, constitute a financial burden, especially in the initial phases. Besides, the difficulty of running an international logistics system increases the amount of risk associated with inefficiency, service breakdowns, and operational failures. These difficulties emphasise the significance of the

adaptability concept because companies need to keep adapting to uncertainties and external shocks (Kraus et al., 2020).

The presence of opportunities due to the growth of digital nomadism and the rise in the use of technologies further encourages the development of businesses. However, these opportunities have threats such as stiff competition and regulatory pressures. Most importantly, the advantages allow distinguishing and scaling, but the limitations are structural threats, which have to be handled with great care to achieve sustainable performance in the long run and the ability to position in the market successfully.

3. 4Ps, Market Segmentation and Marketing Strategies

3.1 Market Segmentation

Nomad-Nest Hubs focuses on a very specific and strategically valuable market with the use of several segmentation strategies. Freelancers, remote professionals, and content creators dependent on mobility and digital tools are the main intended users demographically due to the necessity to maintain their work. Geographically, it focuses on the world's digital nomad destinations like Bali, Dubai, Lisbon, and Berlin, where infrastructures for remote work and global mobility are properly developed.

The target, psychographically, is described as having a preference towards minimalism, flexibility, and experience-oriented life values. These are people who focus on access and not ownership and appreciate convenience, which fits well into the changing consumption trends that are being characterised in digital nomad studies (Gupta et al., 2024). The segment, behaviourally, is composed of the frequent travellers who are habituated to the subscription-based digital offerings and more apt to use platform-based solutions.

More importantly, it is a high-value and scalable segment. Digital nomads are also usually characterised by constant, regardless of place, revenue streams and show readiness to purchase high-end services that promote mobility and productivity (Ji et al., 2024). Moreover, the worldwide and expanding character of this market enables Nomad-Nest Hubs to expand on the regional level with ease, and therefore, presents this segment as an appealing and sustainable target audience for long-term business development.

3.2 4Ps Marketing Mix

Element	Application to Nomad-Nest Hubs	Critical Evaluation
Product	Nomad-Nest Hubs is a physical mini-warehouse with digital and AI-based logistics and a digital platform. The end users can use the highest quality of equipment anywhere around the world by using a single system, as opposed to discrete services. This is an innovation in business models whereby value is generated by integrating systems as opposed to single-line products (Sanasi et al., 2020).	The differentiation and customer dependency are developed by the integrated ecosystem that improves retention. Nevertheless, it makes it more complicated and dependent on constant technological investment, and service reliability is a key to securing trust and a competitive advantage.
Price	The subscription model is adopted as the pricing strategy, which is tiered according to usage and equipment requirements. The strategy will save initial expenditure on users but guarantee the business of recurring earnings.	The subscription business model is consistent with the user behaviour in online services and offers predictability in terms of income streams. Nonetheless, high prices can restrict the accessibility of certain users, and it is necessary to balance the expected value and cost to maintain usage in the long term.
Place	Its business is conducted by means of strategically placed international hubs within the most important digital nomad locations, which is facilitated by a centralised digital platform which provides smooth access and connectivity. Distribution is also	This is a physical-digital model that is scalable and global. But the costs of expansion to various locations are higher, and the business is exposed to regional risks; thus, location strategy is an important success factor.

	improved when it is platform-based, improving the connection between the user and the resources (Täuscher and Laudien, 2018).	
Promotion	The promotion approach is digital-first, which is oriented at social media, content marketing, and collaboration with influencers and remote work communities. Digital marketing allows reaching niche audiences and interacting with them differently (Dwivedi et al., 2021).	Digital marketing enables effective targeting and is cost-effective as opposed to conventional marketing. Nonetheless, the competition in the digital medium can make visibility lower, and it will be necessary to constantly introduce new content and position oneself strategically to be effective.

Analytical Insight

The components of the marketing mix are created to consolidate scalability and differentiation. The place strategy that is founded on product ecosystem and platform gives a solid ground to global expansion, and the pricing and promotion strategy is consistent with the behaviours of digitally engaged consumers. More importantly, the effectiveness of such a mix relies on the balance of innovation, cost-efficiency and user experience.

3.3 Online Marketing Strategies

Nomad-Nest Hubs adopts a digital-first marketing approach to effectively reach and engage its target audience of digital nomads and remote professionals. Social media marketing plays a central role, utilising platforms such as Instagram, LinkedIn, and YouTube to showcase the nomadic lifestyle and demonstrate how the service enhances mobility and productivity. This approach enables high levels of engagement through visual storytelling and targeted content.

Influencer marketing further strengthens brand visibility by collaborating with travel influencers, digital nomads, and content creators who can provide authentic, real-life demonstrations of the

service. This strategy is particularly effective for niche targeting and trust-building, although its success depends heavily on influencer credibility and consistency.

Search Engine Optimisation (SEO) supports long-term growth by creating informative content such as blogs and guides related to remote work and digital nomad living. This helps drive organic traffic and establish brand authority over time, although it requires sustained effort and does not generate immediate results.

In addition, platform engagement strategies, including app-based notifications, personalised recommendations, and loyalty features, are essential for customer retention. These tools enhance user experience and increase customer lifetime value through personalisation.

Critically, while social media and influencer marketing are highly effective for customer acquisition, retention depends more on continuous engagement and personalised experiences. According to Dwivedi et al. (2021), digital marketing enables targeted and interactive communication, but over-reliance on digital platforms can expose businesses to algorithm changes and competitive saturation. Therefore, a balanced integration of acquisition and retention strategies is essential for sustainable growth.

4. LEGAL, MANAGEMENT and FINANCIAL PLANNING

4.1 Legal Definitions

A separate legal entity is referred to as a limited company, in which the owners have limited liability to business debts. A sole trader is a person who owns and manages a business, and he/she bears full personal liabilities. A partnership is where two or more people share ownership, profits and responsibilities. A franchise is a model of business in which a company permits other persons to use its brand and system in exchange for payment of fees. An online business functions mostly within digital platforms and e-commerce. A social enterprise is focused on making a profit but keeps in mind more social or environmental goals and invests all the revenue again to make a more significant contribution to society.

4.2 Legal Structure Justification

The best form of establishment of Nomad-Nest Hubs is a private limited company since it is scalable and has investment needs. This form offers limited liability, where the personal assets of

the shareholders are not subject to the risks of the business; this is necessary since the capital outlay in terms of technology and infrastructural development is very high. Furthermore, a limited liability company has a promotion in terms of credibility and access to external financing in the form of venture capital and institutional investors. It is also an appropriate legal structure that facilitates long-term growth and international business, and therefore is suitable for the technology-intensive platform-based business that is interested in long-term growth and competitiveness in the global market.

4.3 Organisational Structure

Nomad-Nest Hubs has an organisational structure that would facilitate technological innovation, as well as efficiency in operations. The CEO is on top and is the one who takes charge of the strategic direction and growth. The Tech/AI team will design and support the platform, which will encompass AI-driven data and logistics systems. The Operations team takes care of logistics in the warehouses, coordination of inventory, and service delivery across the globe. The Marketing team aims to acquire customers, position the brand, and manage digital interactions. This framework allows for transparent functional responsibilities, as well as facilitating interdepartmental cooperation to provide an integrated and scalable service model.

4.4 Financial Planning

Technology development of the AI platform, the development of micro-warehouse infrastructure, and the purchase of high-end equipment are the main start-up costs of Nomad-Nest Hubs. Other expenses include human resources and operational establishment. The sources of funding may include venture capital, angel investors, and start-up financing schemes and are backed by a good global financial environment that promotes innovation and entrepreneurship (World Bank, 2022). Moreover, the development of digital entrepreneurship ecosystems enables access to funding and resources of scalable businesses (Ullrich, 2021). The verified financing strategy eliminates financial risk and promotes long-term growth.

References:

- Akbar, P. and Hoffmann, S. (2022). Collaborative space: framework for collaborative consumption and the sharing economy. *Journal of Services Marketing*, [online] 37(4), pp.496–509. doi: <https://doi.org/10.1108/jsm-03-2021-0078>.
- Casado-Díaz, M. A., Casado-Díaz, A. B., and Hoogendoorn, G. (2020). The home exchange phenomenon in the sharing economy: a research agenda. *Scandinavian Journal of Hospitality and Tourism*, 20(3), 268–285. <https://doi.org/10.1080/15022250.2019.1708455>
- Dwivedi, Y.K., Ismagilova, E., Hughes, D.L. and Carlson, J. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, [online] 59(1), pp.1–37. doi: <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- European Commission (2022). *The Digital Economy and Society Index (DESI)*. [online] Shaping Europe's digital future. Available at: <https://digital-strategy.ec.europa.eu/en/policies/desi>
- Guo, H., Yang, Z., Huang, R. and Guo, A. (2020). The digitalization and public crisis responses of small and medium enterprises: Implications from a COVID-19 survey. *Frontiers of Business Research in China*, [online] 14(1). doi: <https://doi.org/10.1186/s11782-020-00087-1>.
- Gupta, S., Jaiswal, R. and Gupta, S.K. (2024). Digital nomads: a systematic literature review and future research agenda. *Tourism Review*, [online] 81(1), pp.396–414. doi: <https://doi.org/10.1108/tr-12-2023-0869>.
- Ivanov, D., and Dolgui, A. (2020). A digital supply chain twin for managing the disruption risks and resilience in the era of Industry 4.0. *Production Planning and Control*, 32(9), 775–788. <https://doi.org/10.1080/09537287.2020.1768450>
- Ji, Y., Kim, S.-M. and Kim, Y. (2024). A Way to Attract Digital Nomads to Tourist Destinations in the New Normal Era. *Sustainability*, [online] 16(6), p.2336. doi: <https://doi.org/10.3390/su16062336>.

- Kache, F. and Seuring, S. (2017). Challenges and opportunities of digital information at the intersection of Big Data Analytics and supply chain management. *International Journal of Operations and Production Management*, [online] 37(1), pp.10–36. doi: <https://doi.org/10.1108/ijopm-02-2015-0078>.
- Kraus, S., Clauss, T., Breier, M., Gast, J., Zardini, A. and Tiberius, V. (2020). The economics of COVID-19: initial empirical evidence on how family firms in five European countries cope with the corona crisis. *International Journal of Entrepreneurial Behavior and Research*, [online] 26(5), pp.1067–1092. doi: <https://doi.org/10.1108/ijebr-04-2020-0214>.
- Liu, T. (2021). Digital policy in European countries from the perspective of the Digital Economy and Society Index. *Policy and Internet*, [online] 14(1), pp.202–218. doi: <https://doi.org/10.1002/poi3.274>
- Matyushok, V., Krasavina, V., Berezin, A., and García, J. S. (2021). The global economy in technological transformation conditions: A review of modern trends. *Economic Research-Ekonomska Istraživanja*, 34(1), 1471–1497. <https://doi.org/10.1080/1331677x.2020.1844030>
- Mody, M.A., Hanks, L. and Cheng, M. (2021). Sharing economy research in hospitality and tourism: a critical review using bibliometric analysis, content analysis and a quantitative systematic literature review. *International Journal of Contemporary Hospitality Management*, [online] 33(5), pp.1711–1745. doi: <https://doi.org/10.1108/ijchm-12-2020-1457>.
- Naisbitt, B., Boshoff, J., Holland, D., Hurst, I., Kara, A., Liadze, I., Macchiarelli, C., Mao, X., Juanino, P.S., Thamotheram, C. and Whyte, K. (2020). THE WORLD ECONOMY: Global outlook overview. *National Institute Economic Review*, [online] 253, pp.F35–F88. doi: <https://doi.org/10.1017/nie.2020.33>.
- Pachoud, C., Delay, E., Da Re, R., Ramanzin, M. and Sturaro, E. (2020). A Relational Approach to Studying Collective Action in Dairy Cooperatives Producing Mountain Cheeses in the Alps: The Case of the Primiero Cooperative in the Eastern Italians

Alps. *Sustainability*, [online] 12(11), p.4596. doi:
<https://doi.org/10.3390/su12114596>.

Rani, U. (2021). *World employment and social outlook: the role of digital labour platforms in transforming the world of work*. [online] *Voced.edu.au*. ILO. Available at:
<https://www.voced.edu.au/content/ngv:89676>

Sanasi, S., Ghezzi, A., Cavallo, A., and Rangone, A. (2020b). Making sense of the sharing economy: a business model innovation perspective. *Technology Analysis and Strategic Management*, 32(8), 895–909.
<https://doi.org/10.1080/09537325.2020.1719058>

Sitaridis, I. and Kitsios, F. (2023). Digital entrepreneurship and entrepreneurship education: a review of the literature. *International Journal of Entrepreneurial Behavior and Research*, [online] 30(2/3), pp.277–304. doi: <https://doi.org/10.1108/ijebbr-01-2023-0053>.

Täuscher, K. and Laudien, S.M. (2018). Understanding platform business models: A mixed methods study of marketplaces. *European Management Journal*, [online] 36(3), pp.319–329. doi: <https://doi.org/10.1016/j.emj.2017.06.005>.

Trentini, C., 2021. A reassessment of UNCTAD's transnationality indices in the digital economy. *Transnational Corporations*, 28(3), pp.201-216.

Ulhøi, J. (2021). A Digital Perspective on Entrepreneurship. *Journal of Innovation Management*, [online] 9(3), pp.71–89. doi: https://doi.org/10.24840/2183-0606_009.003_0005.

Wamba, S.F., Gunasekaran, A., Akter, S., Ren, S.J., Dubey, R. and Childe, S.J. (2017). Big data analytics and firm performance: Effects of dynamic capabilities. *Journal of Business Research*, [online] 70, pp.356–365. doi:
<https://doi.org/10.1016/j.jbusres.2016.08.009>.

World Bank. (2022). *World Development Report 2022: FINANCE for an Equitable Recovery*. [online] Available at: <https://www.worldbank.org/en/publication/wdr2022>

Yun, J.J., Zhao, X., Wu, J., Yi, J.C., Park, K. and Jung, W. (2020). Business Model, Open Innovation, and Sustainability in Car Sharing Industry—Comparing Three

Economies. *Sustainability*, [online] 12(5), p.1883. doi:
<https://doi.org/10.3390/su12051883>

Zhang, J., van Gorp, D. and Kievit, H. (2022). Digital technology and national entrepreneurship: An ecosystem perspective. *The Journal of Technology Transfer*, [online] 48(3), pp.1077–1105. doi: <https://doi.org/10.1007/s10961-022-09934-0>.

Zhou, L., Buhalis, D., Fan, D.X.F., Ladkin, A. and Lian, X. (2024). Attracting digital nomads: Smart destination strategies, innovation and competitiveness. *Journal of Destination Marketing and Management*, 31, pp.100850–100850. doi: <https://doi.org/10.1016/j.jdmm.2023.100850>.