

Reflecting writing

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An important part of any good business plan is the Market Analysis. Before I can describe your marketing and sales strategies, I need to figure out what market I serve and what I am require to fulfill. Then, my Marketing Strategy and Implementation Plan, ideally covered in the next section of my business plan, will fit into a logical flow. After analyzing airlines industry and market, I have outlined and address that, themarket analysis for airline industry can be performed via following ways.

The five market segments are:

- The non-business, frequent travelers. = 15%
- Loyal to loyalty, regular airline travelers.= 30%
- People who travel in urgent circumstances= 20%
- Business travelers = 15%
- Budget-conscious seasonal travelers= 20%

Market target: Airline industry mainly focuses on the people who travel frequently. They aim the frequent travelers to avail their services more frequently. Additionally, they also aim for people traveling for holidays and official reasons to conduct journey via their services. They mainly aim for the middle-aged (25-50 yrs), working strata to use their services. The basic airline services will be established for domestic, international and regional travelers. High oil prices, new potential arrivals, existing competitors in the industry and limited price ceiling are the main competitors for the establishment.

I learned many things while doing a project on the importance of a business plan for a company. My learning and understanding the whole matter can be correlated with the ROLFE's model of learning. I had worked as a member of a team of four people.

ROLFE's model application on my learning style

What

As a team member, I just did a part of the project in tandem with the others. I have to make a clear picture of the importance of the details of the products, the target market and its particular

geographic, demographic and psychographic characters in the business plan of a company. I found it very difficult as their needs and requirements were diversified. I was confused to make a priority list of those factors. So, I analyzed the data and made it accordingly. I was trying to get the job done with an utter proficiency. I took help of various materials from the web. I read some books related to the topic. I studied some of the case studies on other companies too. There were many different parameters to be analyzed like the size of the market, how the company reaches the target customer base and motivates them to buy the products, and the share the company itself would have in the working capital. So, as a consequence, I had a detailed discussion on the matter. I solved most of the issues. That incident made me become a step closer to the ultimate goal. I felt charmed and started working.

I was doing the project in a smoothened way. We then came across some other points which appeared to be a little bit problematic. Those were the presence of any underserved segment and how they were treated at that time. These aspects compelled me to gather some more information. I divided the responsibility among us. I searched for the required materials and analyzed them according to our need. I then put it in a way that could make the document accentuated. These incidents made me more connected with the job. I understood everyone with a great manifestation. So, the overall experience was very much constructive and it uplifted my interpersonal skills. I nurtured myself in many dimensions. I as team member came to know about the impediments a team leader can face managing the group. In future, I definitely would like to implement this ability if get the proper opportunity. In the pathway, I developed many other skills also. I was not able to cope up with the pressure of managing the predetermined time limit. After participating in this project I acquired this skill. If in the forthcoming events I do not inculcate those skills, I would become obsolete in the competitive rat race. So, there are positive and negative aspects of the experience which I had while performing the job. Those experiences are to be implemented in my future prospect both in case of personal as well as professional life if I want to make it positive; otherwise, it can have the reverse effect.

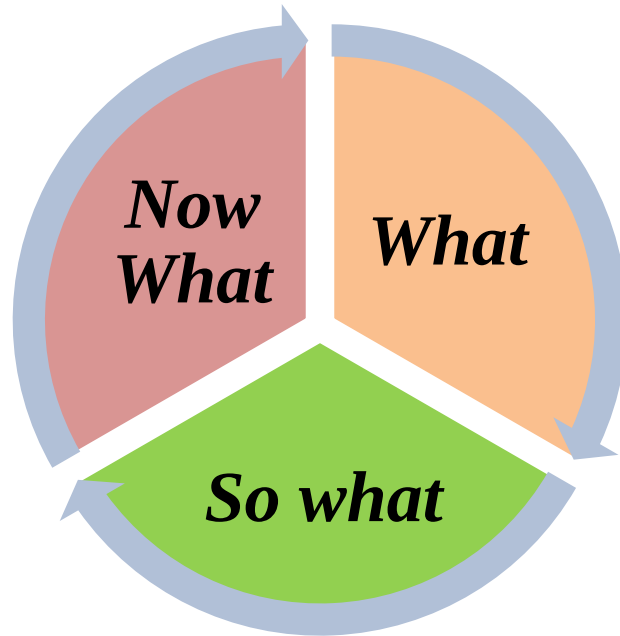


Figure 1: Rolfe Model

(Source: Learner)

So what

The valuable experiences which I got doing this project can be related to some of my previous incidents. In my college days, I had to perform a project by myself. This project had reminded me of that time. There the project was related to my graduation curriculum. Here, while I was thinking about the given topic, a picture came to my mind suddenly. In my college project, I was provided with some of my essential materials. Some additional information I had to gather from the internet and other sources like our college library. There I got the guidance and help of my teachers and some of my seniors. So, in case of this project also the incidents happened to me were like the same. Here I got the help of my colleagues and my team leader. I searched for the necessary materials on the internet. The team leader provided some of the additional materials. I planned this project to be done in an effortless manner. I started accordingly though in the run-up I got stuck. I had a fear to be fail, as it was not complying with my plan. Then, I thought for a while. I analyzed the drawbacks of my plan.

Marketing plan

The market plans for our service are mentioned below:

- To portray our services to the consumers as a leader in the market in near time
- We aim to connect with the middle class and provide emphasis over local services
- We aim to keep an eye on the market scenario and regulate our services accordingly to our benefits
- We aim to compete with other means of communication like railways, roadways etc

I should not behave in the way, which I endured during this project as I had a previous experience of performing a job like this one. This statement is ostensibly true. If all the facts regarding the two projects are arranged side by side, the differences will be transparent. Therefore, it is evident that the fact of my being inefficient at the nascent stage of the project was obvious. According to my analysis and learning, I should have had planned it with my all the team members before the start of the project to make the pathway free of any impediments. So, in my future endeavor, I should not repeat my mistake. I will have a detailed discussion and a proper planning with the other participants. After that, I will gather all the necessary information and get an in-depth understanding of the topic. If I perform any responsibility in an organized and pre-planned way, I think I will be able to erode some unsolicited failures. At the beginning, I was tensed after looking at the size of the job. I have exchanged many ideas and it seemed to go well initially though it has got complicated later on. Then I analyzed my situation according to the required parameters and eliminated the doubts. If I have not done or behaved in this manner, it would get turned into an elephantine situation and thus it would have led to the incompleteness of the project within the speculated time limit. Eventually, for my presence of mind, I have become able to finish the job in time.

Now What

I eventually have done the job efficiently and achieved a positive outcome within the provided time limit. The scenario was not the same when I started the job. Then I was completely blind regarding our actual communication list, priority list, bonding with each other, and cooperation. I felt like I was suddenly made to plunge into a sea without any proper skill and practice. The job came to me as a cumbersome one. Luckily, I have had some previous experience of performing

in a situation, which was more or less the same. The sagacity has helped me a lot overcome the burdens swiftly. In the forthcoming days, I would like to avoid the succession of the same kind of incidents. Another important fact is that to exaggerate the process, I have felt the necessity to enhance the cooperation and enthusiasm among us from the very nascent stage. In pursuit of this project, I have had a strong deficiency of proper guidance at the beginning. I have communicated with each other, discussed the practical details of the overall idea. After that, I have found a flimsy light to towards success. I started to make my steps according to the direction. It was going well though in the pathway towards the culmination I was stuck a few more times. So, my focus, in the upcoming events, will be to get prepared well before starting any project. I will have a proper planning in order to drive my effort because of achieving the goal with an ease in future. I will lead myself in case of absence of the right guidance if needed. I will revise and monitor the compliance of the ongoing project with my planning after a certain interval of time periodically. I will get the necessary guidelines arranged in accordance with their individual priority. In case of a group task, I will share the responsibility among all the participants indiscriminately. I will disseminate the whole task in some subtasks so that it will be easy to monitor its development in compliance with the timely growth. In future, I will keep in my mind these things in course of performing the same type of jobs. I will avoid those issues, which have arisen while doing this concerned project. Any kind of mismatching the frequency among the co-workers can be pernicious to the overall quality of the task. So, in the upcoming endeavor, I will keep my focus to maintain the reverberation throughout the time. I will act as an interlocutor between the team members in case of any mutual misunderstanding arises to resolve the matter without affecting the work. It is quite true that the quality, as well as the timeliness of a job, enhances the acceptability of it to the audience. I will have to augment the overall attribute of my work to make my performance more represent able and to have an edge over my competitors. It is perfectly conspicuous that in my future prospect if I want to be in a stable position in the industry, I have to overhaul my ability to get the things turn in my favor.