

Managing

Managing Enterprise in 21st Century.

REFLECTIVE ASSIGNMENT.

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Introduction:

Why, why did I do that, why did I leave the introduction to the last, I thought that this would be a good strategy. I'm sure that I've read somewhere before that it's ok to leave the intro to last but I think it's turned out to become a complete mistake because my minds went blank well here goes any way I hope you can somehow relate to the rest of my story.

My Description of What Took Place:

As I look back and reflect upon my first term studying at the University of Wales Trinity Saint David these are my thoughts and about this current assignment and my views on college life so far.

In June 2018 I enrolled as a new freshman student at the University of Wales Trinity Saint David this was the first time that I've ever enrolled into any college, so I honestly did not know what to expect.

On the very first day when we all arrived there were at least thirty-two other people in the classroom but by the time around the second week rolled around, I noticed that a small number of the people who initially started in the group was diminishing and very quickly.

The focus of these first sessions was to allow people to get to know each other engage with one another and for us all to form ourselves into groups of around five people.

We were all then informed that we would be doing a group presentation assignment that involved the creation of a business plan via and with group participation.

I then joined up with the guy who was seated beside me I've forgotten his name now, but he came from Eritrea (and has since left the course already) there were also four other women included within our new group.

We were then told decide on what our business plan and the topic of choice would be based upon, we started to brainstorm between ourselves, and a couple of people came up with their own ideas, I even added one of my own, my contributed idea, was the Flavour Fresh Organic Food in a Box with Delivery Service Opportunity, but my idea was quickly shot down by the female members of the newly forming team.

The women in the group then chose health care as their main business topic and decided between themselves that that was what they wanted to do, which was not really a subject that I was that familiar with, but as most of the women were either studying or had worked before in that industry I could see where they were coming from so I went along with their ideas.

It wasn't until the second week that things started to change or shift a little, as members of our newly formed group stopped turning up, so the group dynamics had drastically changed, now there was just me with four women who all wanted to create a business plan based around health care.

That's when my luck suddenly changed two more new people entered the class, and was like spares within the room, with the tutor's permission I was then allowed to switch teams and join forces with my two new colleagues Alifjan Bibi and Sufian Choudry.

We then had to go through the same process of brainstorming for a business idea the second time around for me, I then quickly explained to them about the very same idea that I had told the women that I was with when I was in the original team that I joined.

We then brainstormed a little bit more we needed to find a name for the project I then recommended the name Ethnic Fresh, which was deemed not suitable by the other members of the team, I promptly agreed and then, Alifjan Bibi then came up with the name flavour fresh which seemed to fit and shout exactly what we were about and what we were trying to achieve.

As a new team we then all seemed to like the idea just as much as each other, we then decided that this idea, would be the business project that we would like work on together as a team. We all then set about working on our own individual pieces of the puzzle that when complete would form the foundation of our business plan.

On week ten we all then had to make our presentation in front of the rest of the class and two tutors. It went ok (for a nervous first timer) and when it came around to my turn to present my own piece of the work, I choked up on my words a little bit, it wasn't a great start, I also then fluffed up my lines, but I still carried on as best I could and we all got through it in the end.

My Feelings About What Happened:

I felt very good about my part of the process and my role was to build the fabric of the whole business plan itself, which was also not such an easy task and I had to put in a lot of effort.

Alifjan Bibi was designated as the leader of our team and that was a fact of which we, the two guys in the group, were both quite happy with.

Alifjan Bibi we thought at that time would be the one that would be carrying most of the weight doing most of the work, she would be the one who would be doing most of the speaking, she was the one who had to create all the powerpoint slides of everyone's overall input of work and then she had to make it all fit together and actually make it all form some sort of sense.

I was pleased about the effort and the amount of work that I myself put into my part of the overall project, as this process enabled me to rise to the challenge leave my comfort zone and step up to the plate.

I was pleased that my team members also stepped up and delivered upon their own words. I was pleased to get through the whole process it made me step for a moment outside of my comfort zone and step up to the plate.

The last thing that I wanted to happen was for our team to not succeed at all and look like a complete failure in front of the whole class.

As I reflect, I believe that my team members also enjoyed their roles and taking part in our group assignment. I believe that in some small way we learned how to work together as a team for the common good of the project itself and we all performed our roles as intended.

I know that my team members feel the same way as I do because even this term and with our latest Managing Enterprise in 21st Century Module, we have another team-based assignment to complete and guess who's in the same group our same dream team from the last term.

My Evaluation:

When evaluating the situation and everything that I had to do, I must say that I am still even now very happy with the outcome of my work which started with the foundation body of the idea right through to the company's distribution processes that would be deployed.

Believe it or not, I did not feel any negative vibes whilst research and delivering on my section of the work. There were many areas of current modern business that I had to explore in order to uphold my end of the bargain

Although my work initially started out to be a small section describing the concept fabric my work ended up turning itself into an almost completed full-on business plan.

My work ended up I believe, creating a new and genuine business concept, based on a current tested but the model, yet diversified enough to warrant that this new business format, would even then constitute as a brand-new and improved model, of an existing business idea. The levels and the areas that I covered with my part of the business plan were constructed by these sectors of business and areas of the business marketplace.

Marketing Plan – Market Research – Product Specifications (although fictitious) Competitor Analysis Market Segmentation – Consumer Profile – Demographic Target Audience – Demographic Target Characteristics - Target Market – Target Market Plan – Planned Target Segment – Size of the Overall Marketplace – Marketing Strategies – Consumer Data Management – Positioning Advertising – Promotional Activities – Distribution Strategy – Customer Orders – Distribution Channel Link One & Link Two. And I must say that I absolutely loved every minute of the creation of the Flavour Fresh Food in a Box Concept.

By the time I was finished with my associated part of the work, to me it was more than just a college assignment, this felt like an amazing piece of work, I was also pleased when my team colleagues also finished their contributed sections that were all then finally put together to complete the puzzle. We all delivered and for a small moment, it felt good.

My Analysis:

Upon further analysis of what could we have all done better I have identified a few areas in which we would need to improve if we were ever having to face such a challenge again as a group.

The first area in which we all could have done a lot better was communication, communication was one of the key areas, where we were lacking and need to improve if we ever face such a task again.

We were all also new to the process of study so on this occasion these failings must be overlooked. But we still need to make drastic and rapid improvements in the area of communication.

One of a number of ways to achieving this is to simply create a whats app group, or even create a team workgroup environment like Slack which is a collaboration hub that brings all of your work and team communication solutions, all together in one place, that can be easily accessed by all team members, enabling them all to stay in the loop on whatever projects are being worked on maany urgent or necessary changes in real time.

My Conclusion:

How could it have been more positive, maybe a little more interaction was needed from the team!

What would I have done differently,

Like I said before I would have simply create a what's app group, or even create a team workgroup environment like Slack which is a collaboration hub that brings all of your work and team communication solutions all together in one place, that can then be easily accessed by all team members, enabling them all to stay in the loop on whatever projects are being worked on make any urgent or necessary changes in real time.

There are still many other parts or elements that we could have handled better or did in another way, but when I look back at what we did achieve with our first attempt and what we have all learned so far as a team has turned out just fine.

My Action Plan!

The most major changes that need to be made right now starts with the communication we need to adopt the use of the latest collaboration tools created for teams.

We need to make more use of them in order to function and become even more efficient.

In the future, there will, of course, be further action steps that will be needed to be taken in order to become even more proficient and professional.

This first step has also already been completed, I have already created a Slack Collaboration Hub Tool Account,

I will be sending out invitations to all my team members who are willing to engage and join in.

This will then allow all team members to play on the same battlefield at the same time using the same tools for firepower in real time, further allowing us all as a group, to move swiftly forward seamlessly interact with one another, and progress with our new business collaborations like a well-oiled machine

My Final Conclusion:

I believe that since I started this course until now I've learned a hell of a lot of stuff, from writing to referencing to researching, I've had to take on board a lot of academical content that I would have otherwise overlooked not bothered with or felt was irrelevant to me, but now after six months of all this study things are slowly starting to make more sense, take referencing for instance, before I came to college and learned about plagiarism, I would have probably copied other people's work without a care in the world.

This college thing has opened my eyes a little further I'm glad that I'm now getting the chance to learn how to do things the so-called right way, and I do honestly believe that everything that this college has taught me so far however tedious, will have a long beneficial and lasting effect upon my work for many years to come