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## **Organisational Context & Overview**

Founded in 1994 by Jeff Bezos, Amazon originally started as an online bookstore but has since evolved into one of the most powerful businesses in the world. The company began as a small e-commerce store and has built multiple types of businesses from that, including: regular online shopping, cloud computing (Amazon Web Services), video streaming, and artificial intelligence and when people started to use this service it boosted in the market because at that time no one was offering that service. Thus, Amazon shows it has created a highly diversified business model instead of just having one source of revenue (Stone, 2013).

Amazon's goal is "to be the most customer focused company on Earth to become the world largest company," which is reflected in its business practices. The company maximizes customer satisfaction with its focus on low prices, rapid delivery, and an extensive selection of goods or services. Amazon's business model sells large quantities of products at low prices; all supported by an advanced logistics system. In addition to selling products, AWS also contributes significantly to profitability at Amazon and allows for further investments into product development and new growth opportunities (Galloway, 2017).

Amazon is one of the largest and most prominent companies globally and is in direct competition with many other companies in the world of e-Commerce, including Alibaba, Walmart, and Microsoft, which are all trying to gain a foothold in the marketplace. However, the company has been able to keep up its competitive edge primarily due to its size and reach, and its various technologies (Porter, 2008).

Even with all of the above advantages, Amazon is not without its challenges. Increasing competition, government regulation and scrutiny of their working environment and the environment in general are all significant challenges that Amazon faces during its startup. In such a rapidly changing global economy, it will be very important for Amazon to continue to review its strategies and make changes as necessary as soon as possible, and thus it will be very important for the company to evaluate both its internal capabilities and the risks associated with its external environment to identify the reasons for Amazon's continued advantages.

To maintain the momentum and keep expanding over time, Amazon must ensure there is an equal balance of its fast growth strategy with sustainable social responsibility practices. Proactively working on social issues will also allow Amazon to protect its brand from future harm as a result of negative press or increased regulation from the public sector. Amazon's future success will ultimately come down to its ability to use its technology leadership as an advantage so they can respond quickly and effectively to the ethical and eco-challenges of today's business environment. In order to maintain its dominance in a rapidly changing and increasingly scrutinized global marketplace, Amazon has to find a better method of being proactive.

## **2 External and Internal Environment Analysis (PESTEL + VRIO)**

Amazon's business operates in an unpredictable and complicated global environment, where many external conditions will significantly affect the company's operations.

regulation in many nations. Questions about taxation, privacy of data and anti-competitive monopoly laws are becoming more significant issues worldwide, particularly in the US and EU. An example of this situation is there are repeated inquiries about whether Amazon has too much control of its market and if it hinders fair competition. Government regulations such as

these have an effect on how Amazon globally expand and operate as a company (Khan, 2017).

In economic terms, global economic conditions have an influence on consumer spending patterns. Consequently, when the global economy is growing, more of the customers are inclined to budge on things they buy online and consumer spending will most likely drop based on inflation, increasing interest rates, or generally poor economic sentiment. At the same time, Amazon continues to face increasing operating costs associated with salaries and shipping, which affects its bottom line.

Apart from the broad political situation, the issue of legal risks associated with data sovereignty has become a significant operational challenge. Increasingly stringent General Data Protection Regulation (GDPR) laws imposed by the UK and EU governments are requiring Amazon to disclose more about the way it uses consumer data through algorithms. Failure to meet the evolving requirements of privacy legislation will lead Amazon to suffer not only relatively large fines (in the billion-dollar range) but also loss of the “information advantage” that enables it to predict consumer behaviour. Consequently, legal compliance will now also represent a large strategic challenge to Amazon in terms of how it leverages its large volume of data to enhance its competitiveness.

### **Social factors**

Social factors are relevant to the impact of the pandemic on consumer behaviour regarding ecommerce and the impact of Amazon's sales. The increase in overall sales for Amazon has also been affected by the wider public's growing concern over the conditions faced by workers/drivers, resulting in a damaged public image for Amazon that may reduce customer trust.

In addition, Amazon has shown a willingness to innovate and has made significant investments in areas like artificial intelligence, automation and cloud computing which i think is the big step for future. This is evidenced

by the fact that AWS is an integral part of Amazon's strategy to maintain a competitive advantage over its competitors. Therefore, it is necessary for Amazon to make continuous investments to ensure it remains competitive as technology continues to change (Galloway, 2017).

The "major leap" in artificial intelligence from a technological standpoint is moving from basic recommendations to utilizing advanced generative AI and robotics in the supply chain. Amazon is currently testing bipedal robots and automated sorting systems in order to decrease the "click-to-ship" duration to be more efficient. Although this type of technology presents a tremendous opportunity to decrease long-term labor costs and provide for greater operating efficiencies and it also results in a "Technological-Social" tension due to increasingly public concerns about the potential for automation to eliminate human jobs. Therefore, in order to mitigate any further damage to its social reputation, Amazon will need to actively manage the public narrative surrounding its technological transition.

### **Environmental factors**

With the focus on climate change and sustainability growing, Environmental factors have also become more of a consideration for many of the world's largest companies – such as Amazon. The company has publicly committed to becoming “net-zero” in terms of carbon emissions; however, it has also faced numerous challenges with respect to packing waste and the carbon emissions generated by its delivery systems.

Also, the economics of exchange rates that are in fluctuation and the present economic supply chain difficulties being enforced globally on a national level are very large issues facing companies. Amazon, with its high level of national and global exposure, is very sensitive to the exchange rate of the United States dollar against the British pound and Euro. When the dollar is high, Amazon's international profitability is lower, leading Amazon to potentially increase their Prime membership fees or their shipping fees to maintain their desired profitability and profit margin. In this instance, it speaks

to the extent Amazon would have to consider increasing pricing as a means to protect their "low-price" image due to macroeconomic events outside of their control. To minimize the number of times they are forced to change their pricing structure due to macroeconomic influences through exchange rate risks and global market supply chain disruptions, Amazon should continue growing revenue in multiple revenue lines. This way, they would not be relying only on thin-margin retail revenues during difficult times are due to exceptionally high global inflation.

Overall, these external/market factors provide both opportunities and challenges for Amazon but the company benefits from technological advances and changes in consumer preference, increased regulation and pressure from consumer groups force Amazon to constantly modify its business strategy in order remain competitive.

## **2.2 Internal Environment Analysis (Resources, Capabilities & VRIO)**

Along with outside factors, the success of Amazon also results from its internal resources, capabilities, and the sharing of resources and capabilities between members of its supply chain.

One of Amazon's major internal resources is its logistics and distribution. Amazon has developed an advanced global supply chain that provides the ability to deliver goods quickly and efficiently. This capability creates a value add for Amazon by ensuring customers receive their goods in a timely manner and supports Amazon's promise of providing fast delivery; it is also difficult for Amazon's competitors to replicate due to the level of investment required.

Another significant capability is Amazon's data-driven approach to managing its business. Amazon collects and analyses large amounts of customer data, which enables it to personalise its recommendations and increase the accuracy of its decision-making. The ability to collect and use

customer data provides substantial value for Amazon, as it allows Amazon to have a better understanding of its customers than any of its competitors.

AWS is one of Amazon's most important resources. Not only is AWS a high-performing business segment, but it has also established Amazon as one of the leaders in cloud computing. AWS is an example of Amazon's ability to create sustained competitive advantages; according to the VRIO framework, AWS is valuable, rare and cannot be easily replicated due to the scale of the AWS business and the level of technology expertise that is associated with AWS.

Nevertheless, there are some of Amazon's resources that are weaker than others, such as its dependence on a low-margin retail model that creates a need for constant cost control. Also, employee issues (e.g., satisfaction and turnover) may hinder Amazon's organisational performance in the future.

According to the VRIO framework, Amazon's logistics network, technological capabilities, and strong brand reputation can be identified as the main sources of its competitive advantage. Competitors would find it nearly impossible to duplicate these items; therefore, they will never surpass Amazon's dominance in the marketplace.

The entire Amazon organization uses its internal strengths to provide the company with a distinct competitive advantage. Amazon's logistics network allows for rapid product shipment; its ability to analyze data allows it to provide a better customer experience; AWS gives Amazon additional resources for strong financial support. All of these factors combined create a high barrier to entry for competitors to replicate Amazon's entire business model.

Nevertheless, Amazon's continued success is not assured and Competitors are continually emerging and creating pressure on the company from outside forces, which will require Amazon to continue to invest in

innovation and address any internal weaknesses if it is to remain sustainable over the long run.

In order to further examine these internal factors affecting Amazon's operations, I will use the VRIO Framework to find that Amazon's organization of a corporate culture built on "relentless innovation" is an important (but intangible) resource. Although competitors may eventually purchase the same technology used at Amazon, it is far more difficult for them to replicate Amazon's institutional knowledge and its unique "Day 1" corporate mindset. This culture of "innovation" means that Amazon designs its operations to capture as much value from its physical assets as possible, which enables the company to convert standard warehouse space into high-tech satellite fulfillment centers. However, one factor that must play a role in creating a sustainable competitive advantage for any resource is its association with a consistent and motivated workforce.

Amazon's present-day employee turnover rates pose a significant risk to the "Inimitability" of its operations. If the human element of Amazon's supply chain becomes unreliable due to burnout or striking laborers, then even the most advanced physical logistics network will no longer be able to deliver products to its customers. Therefore, in order to build a long-term competitive advantage through the human capital aspect of its operations, Amazon must revise its internal strategy in order to invest as much into its human capital as it currently does into its technological infrastructure. By making this focus, I believe that Amazon will protect its brand image as an innovative leader in the marketplace and create sustainable operational advantages over rival companies like Walmart or Target.

### **CSR and Sustainability**

The concept of corporate social responsibility and sustainability to Amazon has been a growing priority for the last few years due to an increase in external pressure from both public and regulatory targets. As Amazon's place as a global company continues to grow, there are many more expectations for the company to take action on environmental and social issues while maintaining profitability because it relates to environmental

sustainability, some of the examples of Amazon's actions are participation in The Climate Pledge and investment in renewable energy projects and electric delivery vehicles and These are examples of the company taking steps towards being more environmentally sustainable. The company can expect to enhance its brand reputation as well as meet the expectations of growing numbers of customers who will expect ethical and socially responsible business practices (Amazon, 2023).

Amazon has faced significant criticism for its environmental impact due to its logistics operations which including excessive packaging waste caused during product delivery, along with the carbon emissions generated from delivery of the same products and this situation may indicate an inconsistency between the company's sustainability objectives and its actual environmental performance. From a more critical viewpoint is that some of the efforts noted above appear to be reactive rather than proactive in their approach, as they are based on external forces rather than internal strategic focus.

From a social standpoint, Amazon has also encountered difficulties regarding employee working conditions in its warehouses. Reports regarding employee dissatisfaction and tremendous pressure from management have generated concerns regarding how well aligned the company's CSR (corporate social responsibility) strategies are with its overall business goals (Khan 2017). This could potentially damage the company's reputation and long-term viability if left unaddressed.

To put it simply, Amazon has made strides in its CSR and sustainability work, however there are still many areas that they can improve upon. The company's core business strategy needs to fully integrate CSR into their business model rather than having it as a separate initiative. By doing so, the business can not only fulfil external expectations but also create long term value.

## **Comprehensive View: Balanced Scorecard**

Kaplan and Norton's Balanced Scorecard was first introduced in 1992 and is an effective tool for evaluating the performance of the organisation from a financial and a non-financial viewpoint and The Balanced Scorecard consists of four primary components; these are financial performance, customer satisfaction, internal business processes, and organisational learning and growth. The application of this model to Amazon provides a more holistic, well rounded view of the organisation's strategic outlook.

### **Financial Perspective**

From a financial view, Amazon's primary goal is to achieve sustained long-term growth while being profitable. Even though Amazon's major e-commerce segment has low-margin business operations, its total e-commerce sales through high-volume sales and leading performance from AWS is a large contributor to its profit (Galloway, 2017).

The following are key performance indicators (KPIs) in this category: revenue growth, operating income, cash flow. Amazon's strategic plan aims for profit reinvestment in innovation, infrastructure, and growth, rather than seeking profit maximization on a short-term basis. Although supporting sustained long-term growth is a good approach, this can lead to investor pressure to expect consistent financial returns.

### **Customer Perspective**

The company position of Amazon shows that it believes that their business objective will be accomplished through good customer service. This means they will give customers value through product availability, low prices and speed. These are the primary influences on the overall level of customer satisfaction.

Customer Service Key Performance Indicators (KPI's) include how satisfied the customer is, how long they had to wait for the product, and what percentage of customers come back to do business with Amazon again.

Through the use of programs like Amazon Prime to establish customer loyalty through additional perks such as quick shipping and premium media access, the challenge of sustaining a positive level of customer satisfaction will become increasingly more difficult because of increasing ongoing competition and ever-changing customer expectations (Johnson et al., 2020).

### **Internal Business Processes**

Efficient, innovative, and scalable, Amazon's internal business processes focus on:

1. efficiency of product delivery;
2. operational cost reduction; and
3. enhanced performance of the overall supply chain.

KPIs for this focus would be such as: 1) order fill time; 2) turn over of inventory; 3) operational efficiency. To achieve these objectives, Amazon continually invests in technology (e.g., robotics and artificial intelligence) that enhances these operational processes. Yet, improvements through these means may lead to a decrease in employee satisfaction, which could present long-term challenges for the business.

### **Learning and Growth Perspective**

The Learning and Growth Perspective of the Amazon way focuses on the capability of the company to create new ideas and build the capabilities (skills) of its team members. The amount of money that the company spends on R&D (Research & Development) as well as its commitment to the development of emerging technologies such as Cloud Computing, Artificial Intelligence, & Automation demonstrates Amazon's commitment to innovation.

The key objectives in this area of evaluation are the ongoing development of new ideas, continued development of skills of employees, and the growth of the company as a whole. There are various key performance

indicators used when evaluating this area of the business including employee production/output, rate of innovation, and rate of the new products developed. Amazon's emphasis on innovation is one of the key reasons for the company's success and ability to compete with its competitors.

there have been some concerns about the well-being of employees due to the high turnover rates in the company's Warehouse Operations. even though the company is successful in continuing to innovate, the company must work on enhancing its approach toward the development and satisfaction of its employees in order to sustain its success in the long term.

### **Overall Evaluation**

the main thing is that the Balanced Scorecard shows that Amazon performs strongly across financial growth and customer focus and innovation. However, there are some weaknesses, particularly in employee-related areas and operational pressures To maintain its competitive advantage, Amazon needs to balance efficiency and innovation with employee well-being and long-term sustainability.

### **Strategic Choices and Implementation**

Amazon's strategic choices at both corporate and business levels can explain some of its success. At the business level, Amazon uses a combination of cost leadership and differentiation strategies to attract new customers with attractive pricing while providing differentiating elements in their promotional efforts through exceptional service (e.g., quick delivery or product variety) as well as through being a customer-oriented (Porter, 2008).

Amazon's cost leadership position is based upon its large-scale operations and superior efficiency in selling to customers via an extensive distribution network that keeps its operating costs low relative to competitors. In addition to offering low prices, Amazon provides superior services through innovative and unique offerings such as Amazon Prime and AWS. While

Amazon has established a formidable competitive position based upon the combination of low prices and high-quality services, it is difficult for Amazon to maintain both in the long run without sacrificing either one of them.

Amazon's corporate-level strategies have included international expansion and diversification. The development of AWS is a prime example of Amazon successfully diversifying; it now represents one of their most profitable divisions. Amazon's efforts to expand the company into other areas include entering the entertainment and smart device industries as well as logistics; these types of diversification help Amazon mitigate risk by not depending on one specific business sector (Johnson et al., 2020).

These types of strategies also include risks associated with these types of strategic choices; for example, if Amazon continues to expand or diversify rapidly, this could lead to greater complexity within the business as well as increasing the cost of operations. so its clear that if Amazon expands itself beyond its means, it may experience a decrease in efficiency because of a lack of focus. Thus it will be very important for Amazon to manage its growth carefully and make sure that all new markets entered are consistent with Amazon's core competencies.

With regard to recommendations for Amazon, we believe that they should remain committed to their strengths such as technology and logistics while being more selective about how much they expand. For instance, if Amazon were to invest further into automation and artificial intelligence (AI), this would improve the overall efficiency of operations as well as provide lower costs over time. In addition, Amazon also must pay closer attention to employee working conditions/safety, as well as to address social issues, as they impact Amazon's reputation as well as its ability to achieve sustainable long-term success.

In addition, Amazon's need to continually leverage its one-of-a-kind resources and VRIO (Valuable, Rare, Inimitable, and Organised) capabilities will help the company keep its competitive edge. Logistics and data are both Amazon's strengths; however, the company's ability as to leverage both of these assets

across the different platforms will create a 'moat' around their business compared to competitors like Walmart or Microsoft. If Amazon fails to continue nurturing its innovation culture, the company could become a bureaucratic giant and lose its 'Day 1' approach the mission it has. Therefore, focusing on core competencies while growing is critical to Amazon's long-term survival in an ever-changing global digital marketplace.

Amazon has done an excellent job at implementing its strategies, particularly in logistics and cloud computing. Amazon's ability to change and innovate quickly are the main reasons that amazon is successful today. however, the company's challenges related to employee management and regulatory pressure demonstrate that implementations are not always seamless (Khan, 2017). Failing to manage these issues appropriately could ultimately undermine the company's overall strategy. Amazon's business decisions have had considerable success. However, they must also ensure that their current and future strategies will be both viable and properly implemented. Their strategies should also take into consideration their capabilities, internally and externally.

## **6. Strategic Evaluation and Recommendations**

In order to assess Amazon's current strategy, the company could benefit from using a SWOT analysis and Ansoff's Matrix to better understand its strategic position in terms of strengths, weaknesses, opportunities and threats.

Strengths of Amazon as identified through the SWOT analysis include its strong brand reputation, advanced logistics infrastructure and dominant market share in cloud computing through AWS. These three advantages have allowed Amazon to gain a competitive edge over its competitors across multiple industries.

Several weakness of Amazon were identified including its dependence upon low profit margins related to its retail divisions as well as ongoing concerns regarding employee work conditions.

Amazon has many of opportunities available for growth; this includes the continued expansion into new developing markets as well as additional investment into emerging technologies like artificial intelligence and automation. These two opportunities returns over the long-term and also improve operational efficiencies.

Amazon is also facing increasing competition from companies such as Alibaba and Microsoft, as well as increased government regulations and rising operating expenses (Johnson et al., 2020).

Using Ansoff's Matrix, it can be seen that Amazon has a combination of strategies for growth - market penetration, product development, and diversification. For example, by continuing to improve its delivery services (market penetration) as well as creating AWS (diversification), there is evidence that the company uses several ways to grow its business rather than just relying on one approach.

A second recommendation is it to ensure that strategic priorities are well-defined. As Amazon continues diversifying into new business lines, it must ensure that all new lines share the company's strengths and do not dilute them. With too much unrelated diversification, operational inefficiencies will likely result in a slowdown of overall performance. Therefore, before making large investments in new business opportunities, Amazon should take care to evaluate each opportunity individually and collectively against its current set of established core strengths.

For Amazon to sustain its market leadership position long-term, it needs to improve upon both its operational weaknesses and tackle challenges presented by external factors. By continuing to invest in automation and artificial intelligence—key drivers of operational efficiencies—along with

developing knowledge and skills within its workforce, Amazon can not only enhance productivity but also strengthen its competitive advantage.

A major area of weakness that Amazon has to contend with is the intensifying scrutiny of global regulatory agencies over concerns about antitrust and monopolistic behaviors. Amazon is unique in that it functions as an enormous marketplace for third-party vendors but also competes directly against those vendors through its private label, "Amazon Basics." This duality has resulted in Amazon being repeatedly accused of engaging in anti-competitive practices. As pressure from regulators mounts, there exists the potential for Amazon to incur substantial legal penalties, be compelled to modify its business practices and potentially limit its ability to use the data-driven advantages that have allowed it to operate at a highly competitive level in prior years. Accordingly, Amazon has made managing these regulatory and ethical challenges a major component of its overall business strategy to remain a viable entity and prevent its being broken apart.

In addition, a major opportunity for Amazon to grow is the increasing consumer interest in sustainable and "green" practices. Through substantial investments in electric delivery fleets and the development of renewable energy sources for its enormous data center requirements, Amazon can reach out to environmentally concerned consumers while simultaneously reducing its overall energy costs over time. This is a win-win for both the environment and Amazon's brand reputation among modern-day consumers who develop their purchasing decisions on the basis of sustainability and reductions in their carbon footprints.

Taking a look at Ansoff's Matrix, Amazon continues to demonstrate its prowess at developing new products for its existing customers.

## **Reflective Account**

The reflective account is written on the basis of Gibbs' Reflective Cycle (1988) (description, feelings, evaluation, analysis, conclusion, and action plan)

to reflect on the process of writing this strategic management report on Amazon.

The first stage of the assignment consisted of research and analysis into the internal and external environment of Amazon using various strategic models such as PESTEL, VRIO and the Balanced Scorecard. At first, it was a little difficult sourcing relevant information for the report, due to the fact that Amazon is such a large and complex company that has many different business activities to consider. There is an abundance of information available and therefore it is not easy to determine what should be included and what can be excluded from the report.

My emotions while working through the project ranged from feeling overworked and confused during my initial effort to connect the theoretical models to a real company to feeling self-assured in my ability to employ the models and make the connections between the models and Amazon after putting in considerable thought and analysis.

In evaluating my overall project experience, my efforts could be classified into two categories: the strengths and the weaknesses of my approach. Some of the strengths of my approach included gathering a diverse array of resources, such as journal and other articles, and company documents that I could use to support my business analyses while providing substantial detail to back up my recommendations. Furthermore, I was able to achieve effective structuring of my report as a result of following the assignments, which served to improve the organisation and comprehensibility of my work.

Despite having some positive attributes, I had face many challenges while working on this assignment. One of the challenges was being constantly critical throughout the paper; I found myself writing more about the information rather than providing my own evaluation and in-depth analysis of the information I have gathered, which I am aware will be an area I need to develop further. This can be a difficult area to require personal development

due to my current level of study (Master's Degree) and the high value placed on critical thinking at postgraduate level. Another challenge I had was time management; the amount of research, detailed planning and preparation I completed with this assignment required a substantial investment of time. Referring back to the value of linking theory (in this case, strategic models) to practice (in this case, the process of conducting a strategic management assignment on Amazon), I found the PESTEL and VRIO models to be useful, strategic models. By using the PESTEL model, I will see how external forces (regulatory, technological, etc.) have impacted Amazon's overall strategic direction. By using the VRIO model, I was also able to identify key strengths of the organisation with respect to competitive advantage, and how those strengths help to differentiate the organisation from its competitors. It is apparent that strategic models are not simply a theoretical concept, but rather a practical tool that can be used to apply the theory they provide to a real organisation. In conclusion, I believe that completing this assignment challenged me and, although it truly has improved my understanding of strategic management, it was not an easy process.

Overall, I believe this has provided me with a strong educational foundation that has assisted me to better understand both theoretically and practically strategic management. A major thing is that I have taken away from this assignment is the importance of critically analysing the resources and capabilities within each organisation before determining whether or not they can achieve competitive advantage through their strategic decisions. Through this process, I now have a more in-depth understanding of how organisations like Amazon sustain their competitive advantages in highly competitive marketplaces. Additionally, it has been beneficial to discover the benefit of integrating multiple strategic models (e.g., PESTEL and VRIO) rather than using them separately when evaluating an organisation's successes. By encoding this knowledge through the use of dual models, I developed a more holistic understanding of how external factors (PESTEL) interact with internal factors (VRIO) when deciding an organisation's potential to develop a competitive advantage. Through this process, I have also improved my analytical thinking skills as well as my ability to defend my

arguments with accounting data, thus enhancing my overall skill set as a strategist.

While working on this large assignment, I experienced really how important planning is to be able to finish work efficiently and I underestimated how long it would take to do research and to analyze it, meaning I had to do a lot of my work under pressure before the submission deadline. I learned that in future assignments to succeed, it's important to work on my time management and start earlier.

There are a number of things I can improve in future projects. One specifically is to work on my critical writing skills. I want to be able to go beyond just describing something, and to provide more evaluation and argumentation. To accomplish this I will need to read more academic journal articles, and study how scholarly authors present and substantiate their arguments in their writing.

A second way to enhance my research process outside of utilizing a more extensive array of high-quality academic sources would be to explore recent research and introduce other perspectives which will assist me in further developing my paper's overall credibility through strengthened citations.

Another goal that I have for myself is to become more comfortable in applying theoretical frameworks. Although I applied PESTEL and VRIO theoretical frameworks within my paper, I still lack confidence in my ability to effectively and critically apply these frameworks to future work. As such, I intend to review lecture materials and practice applying these models to similar scenarios.

in last I intend to implement better time management practices by developing an organized timeline to complete my upcoming work and This will allow me to manage my time appropriately as I will have a timeline to help me with research, writing, and revising my work. Doing this will lessen my level of stress and create a higher quality of work for me. In conclusion, this reflective process has allowed me to identify strengths and weaknesses; however, it

has also challenged me to consider how and it has given me ideas on how I can continue to improve my academic and professional abilities in the future.

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