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1. Introduction

Venture creation is known as the process of turning any idea into a business by using potential entrepreneurial skills. As opined by Standing and Mattsson (2018), entrepreneurs are used to develop possible business ideas by analysing the issues in the real world and they try to solve the issues with their venture or the new business plan. In my coursework, I have gained the opportunity to use my skills for VCL and I have focused on an Architecture Business with the name of ROOTS Engineering which is based in Nepal. The overall journey of my VCL is not that much effective and good, but I have tried to give my best in this work. In accordance with Solesvik *et al.* (2019), a higher level of motivation is needed from the end of entrepreneurs to create any new venture and they need to have a higher level of confidence also to stick to their business plan for growth. Development of skills can be done for increasing entrepreneurial behaviour and along with this, many people used to have an entrepreneurial trait in them (Akhmetshin *et al.* 2019).

In this report, I have tried to reflect on the VCL journey and I will share both of my positive and negative experiences for this matter. I have focused on my own venture which I have created before having this VCL opportunity, and I have continued my analysis with my own previous venture. Reflection is helpful for the analysis of the strengths and weaknesses of any individuals from their experience and they can have an action plan to improve their activities (Thompson and Thompson, 2023). Thus, in this report, I have shared my experience of VCL about my own business ROOTS Engineering and I have shared my thinking and feelings also. I have proposed some alternative approaches which I can use in my VCL journey which can reduce my confusion and my negative experience as well.

2. Application of Gibbs Framework for reflection

There are different types of frameworks which people can use for reflective practices and the Gibbs reflective model and Kolb models are common among them. In this reflective report, I have used the Gibbs reflective model and I have structured the whole reflection report with the points and stages of the Gibbs model. There are six stages in the Gibbs reflective model which are the description of the situation or the experience, feelings about the situation or experience, evaluation

of the experience, analysis of the situation, making a conclusion from the experience and having a future action plan to improve the activities related to a similar situation in future (Adeani *et al.* 2020). The below points have been developed based on the stages of the Gibbs reflective model and I have shared my VCL programme experience with them.

3. Description of Activities for professional experience

This is the first stage of the Gibbs reflective model and in this stage, the experience and happenings can be described about any situation. Thus, in this section, I have stated about the selection of my VCL and I have given the information and idea about my VCL also. I have shared my experience regarding my own business venture named ROOTS Engineering and the reason for selecting this venture and other information I have described in this point.

3.1 Selection of VCL

In this coursework, we have been provided with two opinions in which I can share my experience of my placement, or I can share my experience for the Venture Creation Lab (VCL). I have selected to go with the VCL option as I already have my own business that I have developed previously based in Nepal. In accordance with Costin *et al.* (2018), developing a new business requires more entrepreneurial capabilities and abilities and business developers are having a positive mind to struggle for growth in their business. I can say that, I always think about creating my own business, thus, before having this VCL opportunity, I developed my own business in the architectural industry of Nepal. I had the courage to do something new for my place and thus, I have developed a service business which can be unique and have low competition from this VCL project, I was hoping to have more ideas for growing my business in future.

A new business used to have different uncertainties and the entrepreneurs used to have the readiness and abilities for running a new business enterprise with different issues (Peschl *et al.* 2021). Furthermore, as discussed by Vodă and Florea (2019), starting a new business or venture is a prominent example of applying entrepreneurial skills and the entrepreneurs apply the skills and abilities to manage different aspects of the business. For example, business management skills are the foremost requirement for entrepreneurs to develop any business and communication and listening skills support the individuals to make the right decisions for the businesses (Shafique and

Kalyar, 2018). Besides having the traits of entrepreneurship, numerous soft and hard skills are required to be improved to a higher level by the individuals. With the help of my skills and abilities, I have started the architecture service company on my own and in this VCL project, I have continued with that, rather than having any new business idea.

3.2 Information about VCL Idea

In the context of saying about my VCL idea, I can say that, I did not do any in-depth research before I started this service business and after I got the opportunity of doing the VCL, I was hoping that I can increase my knowledge to develop my business. But in the end, I only have general knowledge for starting any new venture. The name of my venture is ROOTS Engineering which provides architecture and design services to commercial and residential houses. This is a multidisciplinary firm that uses local materials and does not compromise the quality of the project. I had the philosophy to reduce the negative impact of the construction on the environment and to use natural materials for developing shelters without any adverse ecological footprint in the environment. I aim to bring back the traditional design and works of architecture and to connect people with nature with the help of their shelter.

Problem identification is one of the initial stages for developing a new venture as this can provide the opportunity to have growth in the business (Dziallas and Blind, 2019). As stated by Frederick *et al.* (2018), entrepreneurs focus on the real issues of the market and they try to mitigate the issues by using their skills and abilities and by developing new services and products for the customers. Along with this, entrepreneurs are needed to have ethical aspects as their principle to run the business and this can help them in having the trust and loyalty of their customers (Gbadamosi, 2019). By focusing on these matters, I have analysed the issues for the architectural businesses to provide the traditional design of shelter with the help of natural materials. I have seen that the lack of knowledge and skills, fewer options, and prototypes of the design of buildings with natural materials and lack of marketing are creating issues in this industry which I am hopefully expecting to tap into with my firm.

Along with this, I have seen the issues from the end of both the customers and businesses as well. Thus, I have tried to create a solution with 'Promoting Localisation' and tried to develop my VCL with my honesty and transparency. As suggested by Hasan (2021), the presentation of honesty and

integrity increases the confidence level of the entrepreneurs and business and transparency increase the trust and loyalty of the customers. In my VCL, I am having some examples of my services which I have done already and I have targeted individual clients and customers who have progressive minds for sustainability management. I have faced issues in developing my venture in Nepal as the population of Nepal is less and finding customers who understand the balance of environmental awareness and cost of materials is tough. But I have seen that there is a potential target market and sustainable design can be provided for both interior, exterior, and other landscapes for the commercial and residential houses.

I aim to gather opportunities from the schools, and institutions as well as from the health sector of Nepal. For this reason, I have decided to develop the architecture business in the service industry and in my VCL I have continued doing so. This has seen that a strong determined attitude is maintained by the entrepreneurs as they used to face many risks and competition in the market initially (Al-Jubari *et al.* 2019). A higher competitive threat can be seen in a new business from the market for which a unique selling proposition is needed to be developed (Adiyia and Vanneste, 2018). In my VCL, I have discovered some competitors from other architecture companies but my Unique Selling Point (USP) is different from theirs. In addition to this, accurate financial decisions are needed to be made at the time of starting a business and my team along with me has done that by separating the fixed cost, variable cost, and start-up cost for now. My VCL has some of the team members who are already running the business but I think that I can have more ideas for managing my business with these VCL opportunities, but I was wrong with that.

4. Reaction, thinking and feelings for VCL

The second stage of the Gibbs reflective cycle is 'Feelings' and in this stage, the individual can their both positive and negative feelings, their reaction, and their thought at the time of passing the described situation or at the time of experiencing the particular situation. At the time of experiencing any situation, individuals can have different positive and negative thoughts, along with positive and negative feelings. These feelings and thoughts are sometimes used to motivate individuals to complete any work or handle any situation. On the other hand, negative thoughts, and feelings can demotivate them at some points also. As I have stated that I am having kore

negative thoughts and negative feelings about my VCL experience, however, by applying the Gibbs model, I have tried to find the positive aspects of mine in the whole journey.

4.1 Good and bad about VCL

In this report I am sharing my experience with VCL, I am going to share both my good and bad experiences regarding this. At first, I can say that my VCL experience was not as good as I had expected initially. One of the issues which I have faced is that I did not find specific information regarding my industry in Nepal and this has been generalised by the VCL project. For completing the VCL tasks I struggled a lot and still, after that, I did not get proper information about the market and businesses in the Nepali culture with their lifestyle and traditions. Most of the time I was confused about the architecture service market of Nepal which needed to be included in my VCL tasks. I can further say that, I asked for guidance from my supervisor, and I had a lack of direction even after meeting with my supervisors.

This reduced my motivation level to some extent and I felt less interested in the completion of VCL. I believed that I will get a lot of information about the service industry and the architectural design market of Nepal, and based on that I could grow my business more in future. However, I was wrong about that, and I have only developed some general knowledge regarding this industry and the businesses. Thus, I can say that the VCL has not provided me with any beneficial information regarding my selected sector which I can use for my business. Another thing, I want to mention in this case is that the change in my tutor in the middle of the VCL program has reduced my confidence more and I need to explain my business and ideas to the new tutor again. This has distracted me with my work, and I have needed to spend extra time on that. If I consider this situation positive, then I can say that maybe I have more adapting skills as I have adapted to the new situations positively in my VCL journey. As stated by Latapí Agudelo *et al.* (2019), businesses are having many activities which are not directly beneficial for business for the absence of those activities can have a negative impact on the business. In this case, I have done activities which may be not beneficial for my business directly, but those have improved my skills for different business-related matters and maybe I have experienced more business-related things which are indirectly positively impacting the business.

Entrepreneurs are used to focusing on growth from the challenges faced by them and they use those experiences in their future path. The challenges I have faced in managing my VCL program for my own venture, have helped me in increasing my ability to pass the critical situation. That illustrated that I am able to continue with the project even if the person who is pivotal to the success has deserted at any given time and I will be able to finish the project under any form of pressure and circumstances. In this case, I can do a SWOT analysis for myself by which I can point out my strengths and weaknesses of mine.

<p style="text-align: center;">S- Strength</p> <ul style="list-style-type: none"> • I have adaptive skills • Problem management skills • Different situation management skills • Have good thinking skills for the businesses • Have proper research skills • Completed all VCL tasks with my own knowledge 	<p style="text-align: center;">W- Weaknesses</p> <ul style="list-style-type: none"> • Get demotivated too easily • Thinking about the negative situation most of the time
<p style="text-align: center;">O- Opportunities</p> <ul style="list-style-type: none"> • Have a unique business idea • This can help me in increasing my innovative skills 	<p style="text-align: center;">T- Threats</p> <ul style="list-style-type: none"> • Having negative thinking most of the time I can get demotivated more by other people • Other people can intentionally demotivate me easily to hamper my work

Table 1: SWOT analysis of myself

(Source: Created by author)

However, as for the good points, I can say that I have completed all the tasks of the VCL program on my own and with my own experience as I did not get much knowledge about them from any place. With the help of the academic lectures and seminars, I have developed some of my academic knowledge for business development, which I can surely use in future in my business. Another good thing has been stated by my supervisor for my issues in completing the VCL programme. She has stated that, as I have faced issues in managing my VCL program and having specific knowledge, that means my business idea is unique. This has increased my motivation level positively and after that, I thought that this can help me in developing my competition level also. I was clear with my business idea at the time of doing the VCL coursework but after not having specific knowledge regarding this VCL, I have completed this with my own experience and general knowledge with a higher level of confidence in having a unique business. Fundamentally the business is not unique in that you need to educate the marketplace but certain aspects of the business make the business attract only a certain demographic of people. For this reason, I need to educate many people about sustainable activities and this can be time-consuming for me and this can slow down the sales of my business also.

4.2 Feelings about VCL

In the context of stating my feelings, I feel that I have a tumultuous relationship with the VCL as even after having a clear aim, objectives, and problem in this area, I did not get proper support and help for the completion of my VCL journey. Even after my supervisor had appraised the uniqueness of my business idea, I was still feeling confused and low most of the time in the VCL journey. Even after doing so much research about my venture, I was not able to get any specific and useful points which were perplexing most of the time and I needed to be motivated by others frequently for this. I was feeling bad to use the general aspects in my VCL tasks and I was feeling this as my inability to find the specific information. However, I have completed the VCL program and tasks. However, my main concern was to complete the tasks with relevant information which can build a proper base for continuing my business. My concern was for having the trends and demand of the customers in Nepal for sustainable services and products and I have gained a lack of information on that. However, I can say that there are no other architecture firms in Nepal, who are focusing only on sustainable practices and only on developing the traditional design of residential and commercial buildings.

I can say about some of the issues related to my VCL for which I was having negative thoughts and reactions in my whole VCL journey. One of the main issues is that the service industry and the financial models related to the architectural businesses of the services industry are not having proper incorporation. Another issue is that the creative industries cannot be quantified properly for this reason, my venture was not properly evaluated and I was unable to focus on it properly. As sustainable thinking is more related to my business venture, this makes my business closer to the emotional industry in comparison to any proper manufacturing industry. The main issue is to integrate the emotional aspects and creativity in a business and evaluate the business in front of the customers to attract them more towards the business. I was not getting proper information regarding the architecture industry of Nepal, and I got frustrated by thinking that the architecture industry is ignorance of the market and the industry is not acknowledged properly.

As I thought that with the help of this VCL programme, I will develop my skills and knowledge for developing my own business, and for this reason, my expectations were high. But I did not get any guidance at all. I did not get any precise comments for each of the business sections and got generalised views only. Moreover, most of the businesses are more related to the UK market rather than focusing on global regions and the regions of small countries like Nepal. For all these matters and situations in my VCL programme, I was not able to get any positive feelings throughout the journey. However, now at the time of writing the reflection on my experience, I have seen that these negative situations and challenges have improved my different soft and hard skills and I can use these for my future development as well.

5. Evaluation of experience

This is the third stage of the reflective model of Gibbs and in this stage, the evaluation of the experience, feeling and thinking is used to be done. Both the positive and negative aspects of the experience can be discussed and reflected in this point. For this reason, I have shared my both positive and negative experiences of my VCL journey in this section.

5.1 Making Sense of the Experience

An experience gained by me from participation in the VCL program of how a business start-up venture can be planned and the ways of improving them. Various aspects need to be considered

before starting up a business venture such as identifying the USP which will attract the target market. I have identified the specific market requirements and ways in which target customer needs can be fulfilled through brainstorming business solutions. I have analysed the ways in which market size is defined and the services that can be provided by the architecture & construction company, ROOTS Engineering. The experience of the VCL tasks has helped me in understanding the issues faced by residents of buildings and commercial spaces if the quality is not abided by. Though there was very lack of information regarding these aspects in the market, thus this helps me in using my critical thinking skills. I have analysed that, there is also a need of taking care of the environment and have ecological balance maintained by having a sustainable building development process. There is evidence of quality has been compromised due to wrong budget estimation.

The experience from the VCL programme has helped me in suggesting ways in which sustainable design materials can be applied in construction and alternative design for property development. There is also experience in doing financial analysis and ways in which market size is deterred. This makes my business venture have strong demand from the customers of Nepal and other regions. I have engaged in analysing the competition that Roots Engineering can face and it has helped me to understand the features which need to be added to have a competitive advantage. There is experience gained in evaluating the financial requirement for starting a business such as fixed cost and variable cost. I have stated that I have struggled a lot for completing these tasks and gaining this experience, but in the end, all the experiences are helping me in some ways to improve my business management knowledge. Doing different activities for the new business plan and new business venture can improve the interpersonal skills and soft skills of entrepreneurs also (Bocken *et al.* 2019). Thus, by facing the challenges, I must say that I have improved my decision-making, problem-solving, critical thinking and adaptive skills with the situations more than others.

5.2 Impact of experience

The experience gained from participating in the VCL is not that much great but it has aided in increasing my knowledge of ways in which business operations need to be started. For starting a business, there is a need of evaluating the financial resources required as it helps in drawing a budget plan (Hansen *et al.* 2021). I have learned to allocate costs in such a manner that profitability

is ensured. I have gained experience in breaking down costs and its impact will be that of understanding the various financial requirements. This knowledge can be applied in evaluating the financial requirements while starting a business and thus participating in VCL has enriched my knowledge of financial requirements. There is knowledge gained of startup cost, fixed cost, and variable cost while doing the business venture start-up proposal. Though I faced certain issues with knowing about the variable cost and fixed costs required in the architecture industry, however, I thought that it would be managed with the feedback obtained from instructors but I have gained some generalised feedback. In further, at the time of developing the PowerPoint presentation for the VCL programme, I gained experience with the raw materials required in doing the architecture work and the equipment cost which will be required in doing the business. It will be helping me in making business plans for expanding the business in future.

I have gained knowledge about the need of having an estimation of the cashflows from the business operations. There is a need of understanding the cash outflow due to various operations being conducted and accordingly, manage the loss or profit by adjusting the selling price per unit (Suhaily and Darmoyo, 2017). This activity has a positive impact on the knowledge-gaining attribute of evaluating the net cash flow which is the amount obtained by subtracting revenue from cash outflow. From participating in the VCL program, I have gained the positive impact of brainstorming solutions to problems faced by the target customer or market. On the other hand, my negative experiences and my struggles have helped me in increasing my quick problem-solving technique and also developed strategies for critical thinking. However, I think that there could have been an increase in the problem identification technique by understanding the root cause method. There could have been an application of the Fishbone framework to identify the problems being produced from certain aspects.

There is also the advantage of gaining experience in chalking out the target market. I have understood from participation in the VCL program that the target market needs to be identified and then the product needs to be made as that is one of the tasks in the VCL. Manufacturing a product without knowing the product-fit level leads to financial loss as the demand for the product decreases among the target market (Suhaily and Darmoyo, 2017). The impact of this experience will be that if the future whenever I will be told to make a business proposal, I will make the target market first followed by proposing solutions. It will help in understanding the demographics to

which the specific product or service will be catered. There are certain experiences of the VCL program which could be bettered such as making us do the net present value (NPV) estimation so that the investment appraisal estimation can be done. There was a lack of feedback given on how the business could be improved and only generalized comments were made. It has been identified that the architecture industry is a creative one and hence, needs to take into consideration various other aspects such as innovation, and design. It has not been done in the VCL program and has led to frustration. I expected that there will be inputs regarding the ways in which the business can be made innovative to have more attraction from customers. There is also a need of understanding ways in which the emotional and creative aspects of the construction/architecture industry can be improved. However, there is no guidance received on the VCL program efficiency and from this aspect, it did not meet my expectation. There is also scope for improving the overall experience by calculating the payback period so that the pricing can be done strategically. The experience could have been bettered if we are made to apply the marketing mix. It would have given me an understanding of the ways to promote the brand and also keep a price on the services based on the competitor's so that market penetration can be done.

Within a business organization, it is of utmost importance that the team roles are divided effectively (Newman *et al.*, 2018). There is a need of recruiting individuals based on skill set and give them responsibilities in such a manner that extracts the best performance (Luthans and Doh, 2018). The experience of understanding the different team members' needs such as architects, and civil engineers will help me in the future to develop organizational structure. It has helped me in understanding how people from different cultural background work in a company environment and need to manage them. There is a need of having cross-cultural practice in an organization so that a healthy workplace culture is maintained in which employees complement each other (Ferraro and Briody, 2017). From my participation in VCL activity, I have gained experience in the importance of dividing the work role which I have presented in my venture-related Powerpoint presentation in VCL.

6. Analysis and Application of Experience

In the case of reflecting with the Gibbs reflective model, the analysis and application of the experience is the fourth stage. This is about the analysis of the situation and making judgments

regarding the situation. Challenges and the growth from that challenges can also be analysed in this stage. The process of implementation of the experience and the application of the experience for different other situations can be stated under this stage as well. Based on this analysis, the conclusion can be derived and future action plans and alternative approaches can be identified.

6.1 Implementation and application of experience

From the whole reflection, one thing I have understood is that I have selected an uncommon business plan for the VCL and this has created many negative points in my mind as I was unable to have enough information regarding this industry of Nepal. For this reason, I have used my own critical thinking skills and I have tried to analyse the business-related factors from my own common sense. In my VCL tasks, I have discussed the importance of managing sustainable approaches in the architecture sector and I was having a different view to connect the people and planet once again as previously. As stated by Ghafar (2020), business entrepreneurs are needed to have a higher level of critical thinking skills by which they can critically analyse the aspects related to their business. There can be many complex situations arising in the business, but the entrepreneurs or the leaders need to manage their positively and effectively with their own confidence.

In the whole VCL journey, I have faced several issues, and this has improved my critical thinking skills. I have identified the issues in the architecture service industry by my own critical thinking skills and I have tried to provide the point of solutions for the problems with my business venture idea. As I have already started this business back in my home, thus, I was having some photos of the products of my company which I have tried to show in the VCL tasks as well. I have stated about some of my competitors but I have seen that my venture is having a unique selling proposition in relation to the sustainability factor. All these matters have helped me a lot in improving my thinking skills. Furthermore, as I have told that most of the time in my VCL, I used to be confused and frustrated regarding the work as I was not able to have proper information about the sector. This has shown my adapting skills and I have improved my adapting skills which are required for any business entrepreneur to adapt to new and different situations.

I have adapted to the situations with my potential and tried to solve the issues as per my knowledge. I was struggling for doing each of the tasks in the VCL but I managed to complete them with my

problem-solving skills and tried to show the information which I have gained for those points. I have presented my knowledge and my business with the materials which I only have regarding the architecture service industry. This is showing my adapting skills more and this is important for entrepreneurs to complete the work with what they have for different situations. However, I can use the knowledge which I have gained from different seminars for VCL in future. This is true that I expected that I could explore more things from the industrial seminars, and interact with the companies and entrepreneurs, but only I have gotten the academic lectures and seminars in the whole program. Among them, I have liked the seminars where I have watched the Dragon Den pitch videos, YouTube channels, and marketing and business-related websites and have increased my presentation skills.

This positive experience, I can apply in my future career and I can use the knowledge related to the business development, marketing, and presentation process in my personal venture of the architecture business in Nepal. Along with this, I have learned the financial analysis process, the development of the empathy map, and the value proposition model through which I can understand the pains and gains of the customers and the responsibilities of the companies. As opined by Rai *et al.* (2019), having knowledge of financial analysis is one of the key matters and this can help business entrepreneurs to make the right financial decisions. Companies are having the ultimate goal of making a profit and for that reason, knowledge about financial analysis is needed to be developed continuously. I can implement this knowledge in my business for taking the right financial decision which can help me to have growth in my venture.

Gaining knowledge about the value proposition map can be also helpful for me in my business management process to understand the customers' requirements and their problems. In accordance with Lina (2022), companies are trying to meet the demand and requirements of their customers through their products and services. I can implement this knowledge to understand the pain of the customers to use sustainable materials for their building and architectural works and I can show them the gains which they can have from the services of my business.

6.2 Different Approaches for VCL

I have told many times that I was struggling in my VCL journey and having more negative experiences, thinking and reactions. In this context, I can have some different approaches for my

VCL which can help me to do some things differently in VCL. I can contact different architecture companies on my own from whom I can have their thoughts and their knowledge about the market. I can survey the people of Nepal and can have their views on the management of sustainability. This can help me to get more knowledge and information about this matter. However, all these processes are time-consuming and I might need help from any senior and experienced person. Another thing I can do is I can plan the VCL for any different industry and products about which I can have the information easily. This could help me to complete my VCL with less struggle and after that, I can focus on my own venture. But I thought that, this program will help me to have more knowledge about the development of a business venture and that I can apply it in my own real venture. However, as I have selected my own architectural venture, I can make some action plans for the future, in which I will use my experience of this VCL programme to develop my business positively.

7. Conclusion

From the reflective study done, it can be stated that there is a need of applying the experience gained through participation in the VCL program. I have done different tasks in the VCL programme with a higher level of struggle, but I have learned several things from this program besides my negative experiences. I have learned that there is a need of making sure that the target market is deterred before starting a business and also try to minimize the cost of making the product so that a maximal profit margin can be generated. For this reason, I have analysed the problem of the architecture market and the target market in Nepal. I know that there is a need of considering the financial resources required in making a start-up and accordingly, plan the budget. The investor will be pitched with a business idea accordingly and I have identified that there is a need of increasing the knowledge regarding the calculation of the payback period from an investment and calculate the return on investment (ROI). But I did not get that much specific knowledge of the financial management of the business for applying in my venture in future.

From my participation in the VCL program, I have evaluated the competitors of a specific business and accordingly make the plan for doing the business. There is a need of identifying the target market and make sure that need is met by adding features to a product that is in the market gap. It is concluded that there is not so good experience in completing the VCL journey as I was confused

that if I am going in the right direction or not. The lack of information and lack of guidance has made my situation worst. However, I have completed the tasks of VCL and I have gained a good knowledge of ways to make sustainable architecture and building construction so that the ecological footprint decreases in future. Now the issue is to inform the people of Nepal regarding the sustainability requirements and I need to develop brand awareness of my architecture service-providing company Roots Engineering. I need to convince people for having the traditional architecture design for the future by which I can achieve my vision of my business to connect the people and the planet. Along with this, I need to have a sustainable profitable business also for which I need to acquire more business management-related knowledge.

8. Action plan

This is the last stage of the Gibbs reflective model and in this stage, the individuals are used to have some of their plans and they made an action plan for doing them. For my future development, I will try to do different other business management-related courses, by which I can increase my knowledge of managing different activities of the business. I will attend more industrial seminars on my own to have knowledge about venture development and through this process, I can increase my experience to run a business. I started the company Roots Engineering back in my home and after completing this VCL programme I did not gain that much specific knowledge of business management. Thus, I will interact with the entrepreneurs with my interest and I will take help from them and feedback from them for growing my business. I will increase the brand awareness of my architecture business in the market of Nepal and I will try to convince people to increase their thinking about the sustainable aspects. By this, I can gain their willingness to have the traditional designs of their houses.

I will kore focus on developing more attractive and innovative architectural designs for houses and buildings which can attract more customers of Nepal towards our business to have the building and infrastructure with sustainable materials. I will increase my team with skilled people in future who can use their skills and ability for business development purposes as well.

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