During elementary school, I saw my mother delegating tasks and coordinating her restaurant staff members while also handling the money—I was starstruck. She made everything seem so easy and simple that I felt that this was something I wanted to pursue up to this day. I wanted to learn more about being in the business industry, and with my mother’s encouragement, I started promoting her business in school. I directly handled the money by marketing the products to my friends while organizing delivery simultaneously. A rush was pulsing through me as I gained more customers purchasing my products and a sense of accomplishment when I sold all of the products. I want to create a business in the future —specifically a café since I have a passion for culinary arts. Culinary arts has helped me to be closer to my family and is one of my favourite things to do since being Chinese we would always make time when it comes to food as it was a means of coming together as a family. I would love to share my passion for food with other people thus wanting to create a cafe where I am give a platform to share my passion with other people. I have to manage people all the time and understand them, which is why I want to pursue Business Management.

After my stint selling my mother’s food at school, I searched for summer programs to learn the financial and marketing skills to run a business. I joined the PassionXplorer work experience program, where we had to help a restaurant increase its customer intake. After analyzing the restaurant’s expenses, profit margin, and revenue, I suggested they do a special discount for a week. This brought in around a 10% increase in revenue, with only a slight decrease in the profit margin. I learned that finance affects more than money in a business as it affects our sales strategy but not only that, it is also affected by customer behavior.

Customer behavior affects the business tremendously as we create marketing sales strategies to intrigue new customers. I was curious and wanted to learn more about this industry delving into the marketing territory. Thus I joined several online courses from Revou and Sydney Romantics, where I learned how branding affects a company and how we can use it to our advantage to obtain more customers. I then had the opportunity to apply the knowledge I learned from these courses during my internship at SKITCHEN, where I was tasked to bring more traffic to the website. I found the AIDA formula through rigorous research. The abbreviation of AIDA stands for attention, interest, desire, and attention, focusing more on the webpage's content. We captured the customer's attention by delegating specific keywords by researching target customer behaviour. This was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. I learned how to apply knowledge to real-life situations, understand people’s thought processes and understand how to handle them as researching customer behaviour was the main point of my research. This is essential in the business industry as we may face difficult situations that need solving.

To lead a team capable of working at its best, managers need to understand how to lead and organize a team effectively especially in the business industry. I had the opportunity to develop these skills when joining the INCEPTION business competition, where we were tasked to solve a business case as a travel agency. In our group of three, I organized meeting schedules, coordinated with and delegated tasks to the team, and I had to understand them individually by talking to them to understand their timetables and when they would be most efficient, either at night or morning. They were very hardworking but it was mostly a problem with our meeting time as all of us had a business schedule. As the team leader, I had to learn how to work with different types of people and address them effectively. We produced the best possible outcome by understanding how they would work most effectively with their skillset. I learned that being a leader takes understanding and hard work toward understanding your team and work efficiency. All these things I learned are also practical skills needed in business management.[CS5]

Business Management is about leading other individuals and creating a joint account to develop ideas and create an efficient workflow. The business world is constantly increasing; therefore, I would love to grow. I want to cultivate a business—specifically, a restaurant, where skills learned in business management, like managing people and problem-solving skills, would be needed and applied. I would love a French café selling pastries like croissants and macaroons and drinks like matcha lattes. It would be closer to a traditional café with the pastries yet still be quite relaxed. The skills I would learn from this degree would provide me with the required expertise to gain experience and eventually grow my own business.