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 got directly involved in handling the money by marketing the products to my friends while organizing delivery at the same time. This awoke my dream to run a business by receiving and being able to gain money after selling the product to my friend successfully—specifically a restaurant—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 successfully develop my 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 more revenue, around a 10% increase, with only a slight decrease in the profit margin. I learned how to analyze a business’s annual financial report, reduce expenses, and increase customer intake to optimize profit.

After joining a seminar about Digital Marketing, I wanted to learn more about this industry. Thus I joined several online courses from Revou and Sydney Romantics. Applying the knowledge I learned from the course to understand a customer's thought process and how to gain their interest in my internship  in SKITCHEN, I broke down the problem where we had to increase the crowd on our website. I found the AIDA formula, which was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. It increases the attention brought to the website using specific keywords through the website. I learned how to apply knowledge to real-life situations, understand people’s thought processes and understand how to handle them, which is essential in the business industry as we may face difficult situations that need solving.

As business managers, we must understand how to lead and organize a team that can work to the maximum capacity. I had the opportunity to develop these skills when joining the INCEPTION business competition. In our group of three, I organized registration forms and meeting schedules. I coordinated and delegated tasks to the team in different time zones since it was hard to meet, and I had to understand them individually by talking to them so we could work efficiently. As the team leader, I understood how to work with different types of people and address them effectively. The members of my team were exceptionally hard-working. However, one of them needed help connecting with us due to her packed schedule, so I allocated her an assignment that we needed help figuring out so she could discuss it with us. Throughout school, I learned that when having group projects, tasks must be delegated to where they would have the most efficient outcomes. All these things I learned are also practical skills needed in business management.

Business Management is about leading other individuals and creating a joint account to develop ideas and create an efficient workflow. Working with people with diverse backgrounds is crucial in increasing our problem-solving skills to gain customer acquisition. With this degree, I hope to create a community where I can grow and manage the people working for the exact cause—to help. The business world is constantly growing; 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. A restaurant is similar to a café since I also have a passion for culinary arts, yet my interest is bigger in the business industry. The skills I would learn from this degree would provide me with the required expertise to gain experience and eventually grow my own business.