

Service Project Reflection

Entrepreneurship had stimulated me since I realized it from my parents. My parents built our family business from the ground up and attended to every detail of it. I have started thinking of it couple years ago. I have worked at different types of companies and learned how they managed them. This year is the last year of my high school and the last season in California, I decided to work for Cape Robbin Wholesale. Basically this company is doing export trade, they produced shoes from China, after that, they would send shoes to the US, they would start selling shoes here. There would be a lot of sales methods and so on.

This company was constituted with a lot of departments like sales department, development department, wire house department and so on. One thing that I really wanted to learn was how to be a good leader to manage company. After an interview with their boss, I became a temporary sales manager. First of all, I learned a lot from the original sales manager, how they can sell more products in a certain time. They have their own website, Facebook site, Instagram site and twitter site. They also have shows in Las Vegas and New York every season. I have learned how they advertise their company and more effectively attracting customers. It was totally great experience cooperated with their employees, I had a meeting with them, I taught them everyone should have a stronger belief on their company and contribute more, always thinking of I can do it better.

I have learned the difference between the business in China and the business in the US, the main point in US that helps me do the business better would be a good leader, creativity and service. It would be very helpful for me to do export trade in my future. I plan to set China as the production site and trade all over the world. All in all, Cape Robbin would be a great journey in my career life.