

What does the ice cream industry mean to you?

What is ice cream? It's a frozen sugar treat that can instantly turn a person happy. It may be someone's comfort food, a peace offering, or a gift to someone special. Ice cream has been everyone's favorite for ages. Whatever the season is, be it summer, fall, spring, or winter; no one can stop a person from having ice cream. As the trend for ice cream increases over the years, capitalists have also started investing in ice cream businesses. The more crowded the competition in ice cream industry, more businessmen are eager to join the rivalry.

I have been working as a part-timer in the ice cream industry for a year now. I started a year ago at Bendick's Ice Cream Factory under Mr. John Coughlan. Honestly, I know nothing about ice cream when I started the job. All I know is that ice cream is fun to eat. As I worked in the factory, I started to change my perception about the ice cream industry. It's not just a manufacturing business that makes money or targets sales forecast for the profit of the company. It is place of happy people working for passion on making ice cream. For a year of being with my workmates, I treat them now like a family. I also worked in a small store just beside the factory. I learned a lot about ice cream when serving customers. I am happy because whenever a customer is asking for an ice cream, I was able to answer their questions and help them figure out what treat to buy. I also made friends from customers and the smiles on their faces makes me feel happy like how ice cream makes them happy. Summer is the busiest season for the ice cream industry. It is the most awaited season for the ice cream industry. It is tiring but I always maintain a positive attitude that I have something to learn from this job I'm doing. Working in an ice cream factory and ice cream outlet store has taught me what customers prefer and how to

make ice cream more inviting by helping them figure out what ice cream is right for them. In our store, we sell international flavors of ice cream and that way, I was able to meet different people from all over the world and make friends as well. All of these will not be possible without the guidance from the owner Mr. John. I can say that I learned from the best. Starting from what makes ice cream good to what can make it bad.

What does the ice cream industry mean to me? It helped me experience how to keep a business running by keeping customers happy. I am currently studying international business management and I believe that my experiences in the ice cream industry will help me shape myself into the entrepreneur I want to be in the future after my studies.