

Executive Summary

Over the summer of 2011, I had the distinguished pleasure of working with Present Time, a Dutch sales firm which specializes in the sales of gifts and house ware items. Throughout my experience, I was granted the opportunity to observe, rather experience, the fundamental levels of business through daily interactions and exchanges with professionals within the field. The industry in which Present Time participates is a highly competitive one to say the least. In order for a company to compete in the current global economic recession, it must possess a progressive demeanor in its management. Over the past year, Present Time has been on the brink of great success (in North America) and expansion; just to put it in perspective: in October of 2010, the branch consisted of 6 employees and occupied a modest office space. As of August 2011, the company now consists of 13 employees and now occupies the entire 1st floor of an office building. Needless to say, the company was on the cusp of great expansion and opportunity, and I was there to catch a first-hand glimpse of its success. Paula Duran, the office manager and my supervisor, has made a massive impact on the productivity of the firm, particularly the sales team. Although Present Time experienced success in sales volume in the United States, Duran has noted huge potential in the company's growth by expanding sales outside of the U.S. and onward in Canada, Mexico, Brazil, and many others. Duran shares the mission of expansion with her fellow upper-level employees and instills it in day-to-operation, through an optimistic demeanor and a close personal relationship with every employee of the office. Throughout my experience with Present Time this summer, I learned many invaluable lessons pertaining to the importance of consistency on the ground level of a business. In order for a company to succeed, it first needs good management in both business strategy and influence on the employees of the company. The business' ideals must then be influenced on its labor further fulfilling its mission as a business entity. In Present Time's contemporary success and potential expansion, I noted the importance of fundamental building blocks within the micro levels of a business.