

Selling Food in the Market

By Zhu Yinlan from BE0816

What did you do during your winter holiday? You may say “nothing” or you may say that you visited relatives and friends, or just stayed at home. If you ask me, I will tell you I worked in the food market. While I didn’t earn money for myself, I helped my aunt with her retail business. The food is Spring Rolls or “Chunjuan” in Chinese, which is very common food on the table. It’s important yet very common food for people to feast during Spring Festival. Let me tell you about my experience.

On the second day of the holiday, I received a call from my aunt, saying that it was rather busy in doing business during this time, as the Spring Festival was approaching. So I gave up the chance of having a good rest at home and went to help my aunt sell Spring Roll in the market. There were so many competitors in the market that I had to raise my voice and shouted loudly so that everybody passing by would hear me and buy our food. It’s rather difficult for me at first, as I was too shy to shout loudly. But soon I followed the examples of other sellers. I said to myself, “The more brave and active I am, the better I can do. There’s nothing to be afraid of, our food is the best!” Then I didn’t care about it and shouted loudly. Many people came into our shop and bought our food. A sea of clients asked me, “Why is the Spring roll more expensive than last year?” I would answer: “The price of materials soared and we have to improve the price in order to gain the profit.” And the key point is that you must realize that customers are the god, and smile is the most useful marketing tool. It’s hard to insist on doing that, because it’s rather cold in the market and very tiring to sell the food. I insisted on going there every day.



This time I learned many things. For instance, I learned how to persuade people to buy our things and the spirit of diligence. I was glad that my mother and relatives all praised me: they said that I really grew up. I hope I can become more mature and capable. I believe I can do that.