Mazonai: Industry Experience Trumps Higher Education

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Following the recent release of A-level results, Mazonai outline why they believe gaining industry experience is much more beneficial to today's youth than a degree, for those wishing to pursue career opportunities in the business and sales sectors.

There are many things that studying for a degree at university can teach young people however event marketing firm Mazonai believe that hands on industry experience can be far more beneficial to those looking to enter into the sales and marketing sector. The firm are eager to reach out to young people who may have not received the A Level results they were hoping for and help them understand that there are many routes to success, and not all of them are through university.

Business studies can provide young people with an understanding of how the business world works, however it can be hard to envision how the information translates to a real working business. Mazonai believe that gaining first-hand experience within an operating business can provide young people with strong foundations on which to build their career. Every business has their own unique set of approaches and processes, by gaining industry experience young people can learn the specifics of their chosen company and industry from the get go, and fully integrate themselves within the company's culture.

Business is a constant learning experience and even business leaders are constantly looking for ways to expand and improve their knowledge of their industry. Mazonai believes this is why a 'hands on' approach to business is far more beneficial than higher education. As the economy shifts businesses come up against a vast range of problems that they must find solutions to. Although problem solving is a big part of higher education it's difficult for universities to prepare students for every possible eventuality. Industry experience exposes young people to problem solving opportunities on a regular basis which not only improves their understanding of the sector, but develops their mind set and improves their responsiveness to problems.

Mazonai are a sales and marketing firm based in Luton. The firm specialise in event marketing solutions that rely on creating strong customer connections through face to face interactions. Mazonai use their industry knowledge to create the most engaging campaigns for their clients, and track their campaigns through every stage to allow time to react to any changes in consumer behaviour.

The firm are keen to support college leavers looking to start a rewarding career in the sales and marketing sector. To help young people reach their full business potential Mazonai offer a Business Development Program which aims to help college leavers in many aspects of personal and Business Development. The program teaches and improves skills in decision making and sales techniques whilst gaining a unique insight into the everyday workings of a profitable business. The program have been developed to support growth within the industry and provides young people with the opportunity to learn how to motivate other and discover what it takes to become a business leader.

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