

STATEMENT OF PURPOSE

Studying for an MBA requires a certain determination and strength of character. In recent years, the business world has become rapidly integrated across once restricting borders, and anyone with high goals in the business world must have an international perspective and be aware of the realities of different international arenas. I am unique, and uniquely fortunate, to have a diverse background both academically and professionally which has exposed me to different continents, peoples, cultures, and languages. As a native of India, I am familiar with the increasingly important markets of this region, and as such I am thoroughly prepared for the demands and challenges presented by undertaking study in the MBA program at your institution.

From a young age, I set goals beyond those of my peers. I decided to pursue a Bachelor's degree in Hotel Management, and due to the experience of the instructors and the overall sophistication of the program, I received an incredibly valuable learning experience, beyond that which I could have received elsewhere. My undergraduate coursework at focused on management marketing, accounting, and various aspects of tourism. I received broad business-based education while immersing myself in the culture and language on a daily basis. As a result, I am confident in my ability to adapt to your environment and join your MBA program.

After graduation, I started working in my native state Punjab, where I learned how to control costs, devise marketing strategies, and develop lasting relationships with customers. I am currently working as the Assistant Sales Manager in this company, responsible for the development of overseas customers and analyses of sales goals.

After more than three years in this company, I am confident working in a fast-paced international business environment. However, during these years I have encountered numerous obstacles and unforeseen challenges. Therefore, after careful consideration, I decided that further study in an MBA program would be not only useful, but perhaps essential in developing my career potential and providing me with greater opportunities for future success.

The curriculum of your MBA program is challenging and will allow me to develop my abilities further. I already have a strong background in various aspects of business, from marketing and management to accounting and sales. Because of this, I feel I am uniquely qualified to attend your MBA program.

After completion of my studies, I plan to return to my country and apply what I learn in your program to the benefit of the company. Within five years after graduating, I expect to have developed a successful career that I can be proud of. I believe that my past shows a steady yet rapid progression through the business world, and I am eager to continue that progression by enrolling in your MBA program. Thank you for your time and consideration.